

Who Should Attend?

Step It Up is a conference designed for farm direct marketers, farmers' market managers, vendors and supporters. This year's theme... **Step It Up, Today for Tomorrow** says it all! After you attend this conference, you will have the tools to step up your business, right now ensuring a bright, successful tomorrow!

If you...

- Invite the public to your farm or ranch to pick their own fruits, vegetables, flowers, experience nature, or tourism attractions.
- Sell at a farmers' market or operate a farmers' market
- Sell meat, poultry, eggs, honey, processed foods or other items directly to the public
- Are interested in diversifying into farm direct marketing.

Then you should attend **Step It Up!**

What's In It For Me?

Step It Up is about meeting new people and seeing old friends, renewing enthusiasm, increasing your market share and becoming more profitable.

This conference will provide an opportunity for networking with others, exchanging information and experiences so that the farm direct marketing industry as a whole will be more successful. This year's dynamic speakers will provide valuable insights and tools for the future.

Farm direct marketers are all about "local" and "experience". Whether it's an experience at a farmers' market or on the farm, it's the experience that draws consumers back again and again.

Don't miss **Step It Up...today for tomorrow!**

Registration Deadline

Early bird registration deadline is **Jan. 28, 2009**. Early birds have an opportunity to win one of two great prizes! See registration form for details. The final deadline for registration is **February 11, 2009**. Registration fees may be paid by cheque, money order, Visa or Mastercard. Fees are non-refundable.

Complete the enclosed registration form.

Please make cheques/money orders payable to:

Alberta Farmers' Market Association (AFMA)

and mail to:

Gwen Flipsen, Making Cents
15007 - 133 Street NW,
Edmonton, AB T6V 1K9

or...

Phone: 780-482-7622
Fax: 1-866-736-5619

E-mail: gwen@albertamarkets.com

Accommodations

The Black Knight Inn features 98 spacious rooms throughout their newly renovated interior.

The Black Knight Inn is located at 2929-50 Ave., Red Deer. Reservations must be made by directly contacting The Black Knight Inn, Red Deer. Please use the booking reference number **29569** when making reservations. Standard rooms are \$120 per night plus GST and taxes. A block of rooms has been reserved until Jan. 16, 2009.

Call 403-343-6666 or
1-800-661-8793
and make your reservation today!

Step It Up

...today for tomorrow!

Wednesday & Thursday
February 18 & 19, 2009

Black Knight Inn
2929 - 50th Avenue
Red Deer, Alberta

Step It Up 2009 will be two days packed with enthusiasm and information which will tickle your senses, gear you up for the exciting season ahead and plant some seeds for the future! Conference sessions have been developed for farm direct marketers, farmers' market managers, vendors and supporters. If you are an old hand, a newcomer or considering opportunities, Step it Up is for you!

At Step it up, you will hear powerful messages from...



Co-hosted by:

Alberta Farmers' Market Association

www.albertamarkets.com

and

Alberta Farm Fresh Producers Association

www.albertafarmfresh.com



Jane Eckert

Eckert AgriMarketing
St. Louis, Missouri

www.eckertagrimarketing.com



Jim Hole

Hole's
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& Gardens
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Alberta

www.holesonline.com

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The Agricultural Policy Framework (APF)
A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE

