

Information...

Who Should Attend?

Step It Up is a conference designed for farm direct marketers, farmers' markets managers, vendors and supporters. This new, annual conference replaces the provincial Explore Direct conference. The focus further explores ways to be even more successful!

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 or poultry directly to the public
- Are interested in diversifying into farm direct marketing.

Then Step It Up is definitely for you!

What's In It For Me?

Farm direct businesses are about connecting directly with consumers. Step It Up will offer the opportunity to hear dynamic keynote address speakers and select-a-session industry speakers willing to share successes and ideas to enhance your business and connection with consumers.

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.

Farm Direct Marketers are all about 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. Step It Up promises to become the 'experience' that creates the desire in everyone attending to take steps to be there, year after year!

Don't miss out on your choice of select-a-sessions, register early to avoid disappointment as seats in sessions are limited.

Who Do I Contact?

For registration information, contact either sponsoring Association:

Alberta Farmers' Market Association
Darlene Cavanaugh, Executive Director
1-780-644-5377
E-mail: director@albertamarkets.com

Alberta Farm Fresh Producers Association
Don and Joan Gregorwich, Administrators
Alberta Toll Free: 1-800-661-2642
Phone: 780-373-2503
E-mail: webmaster@albertafarmfresh.com

Registration Deadline

The deadline for registration is **January 25, 2008**. Registration is limited, so book early to avoid disappointment. 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: AFMA, 106, 7000-113 St., Edmonton, AB T6H 5T6**

Accommodations

The Executive Royal Inn is a full service hotel and conference centre serving both the business and leisure traveller. It is located 3 minutes from the Edmonton International Airport, and is a short drive to downtown Edmonton, the City of Leduc, and the Nisku Industrial Business park.

The hotel features include 187 tastefully appointed and generously sized rooms, lobby-lounge, spa & fitness centre, and sports bar.

Reservations may be made by directly contacting Executive Royal Inn, Leduc. Guest room rates are \$119 per night plus GST and taxes.

Call 780-986-1840 or Toll Free: 1-888-202-3770.



Wednesday,
February 6
and
Thursday,
February 7
2008

**Executive
Royal Inn**
8450 Sparrow Drive
Leduc, Alberta

Step It Up is the first annual industry-driven conference sponsored by the Alberta Farmers' Market Association (AFMA) and Alberta Farm Fresh Producers Association (AFFPA). This conference is especially designed for farm direct marketers, farmers' markets managers, vendors and supporters.

Three dynamic keynote speakers **Ellen Goddard, Patricia Katz and Pete Lockett**

will certainly provide inspiration and generate enthusiasm! Select-A-Sessions will feature 20 industry related speakers who will share their thoughts, successes and ideas.

There will be two full days of excitement including an Exhibit Area! AFMA and AFFPA will hold their annual meetings and the awards banquet promises to be an entertaining evening.

Take steps to be there, you won't want to miss this exceptional conference!



For further information:

Alberta Farmers' Market Association
106, 7000 - 113 Street
Edmonton, AB T6H 5T6
Phone: 780-644-5377
www.albertamarkets.com

or

Alberta Farm Fresh Producers Association
c/o Box 56
Kelsey, Alberta T0B 2K0
AB Toll Free: 800-661-2642
Phone: 780-373-2503
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