

Keynote Speakers...



Ellen Goddard, University of Alberta
Professor and Chair, Department of Rural Economy

Ellen will be the opening keynote speaker addressing the topic of food trends. She will discuss consumer demands for foods and the impact this has on farm direct marketers and farmers' markets.

Ellen's major responsibilities at the University of Alberta and research interests include agricultural marketing, trade and policy, consumer demand for food, impact of advertising and other media information on consumer demand and co-operatives. She is the Co-operative Chair in Agricultural Marketing and Business and Program Leader for Consumer and Market Demand Policy Research Network, Agriculture and Agri-Food Canada.

Pete Lockett, Halifax, NS
One of Canada's leading independent food retailers

Pete will present two different topics at Step It Up. His keynote session is **Cultivating Unforgettable Customer Experiences**. In this session, Pete will depict what today's informed consumer is looking for and explain how the "Experience Economy" is evolving the way we relate to our customers. Does your business compete solely on the basis of price? Do you leave a lasting impression on customers? What can you do to bridge the gap between satisfaction and loyalty? A fun and thought provoking session for farmers' market vendors, managers and farm direct marketers who want to remain on stage long-term!

In his select-a-session Pete will share merchandising hints in **Creating the WOW!! How to Make 'em Say it!**



Patricia Katz, MCE CHRP, Saskatoon, SK
Owner, Optimus Consulting

As the closing keynote speaker Patricia will address **"Take A Break & Get A Grip-Bringing Balance & Perspective To Work & Life"**

Recurring cycles of 'crash and burn' and daily experiences of 'blur and endure' exact a huge toll on people and businesses. Super-sized demands and a supersonic pace leave us too busy to think and too weary to change. Patricia explains that this approach is unhealthy, unprofitable, unsustainable, and ... unnecessary. Life and work do not have to be this way! Bypass burnout. Adopt a rhythm of renewal to revitalize your workforce one person at a time.



Conference Agenda at a Glance & Select-A-Sessions...

WEDNESDAY, FEBRUARY 6

<p>9:00 am Continental Breakfast & Registration 10:00 am</p> <p>Step It Up Conference Opens</p> <p>10:30-11:30 am Opening Keynote Address Ellen Goddard</p>	<p>11:30-12:30 pm</p> <p>Lunch and Alberta Farmers' Market Association Annual General Meeting</p> <p>Visit Exhibits and spend time networking! Exhibits will be open today; hours here</p>	<p>Select-A-Session - 1:00-2:30 pm</p> <table border="1"> <tr> <td style="vertical-align: top;"> <p>A. Marketing Food Safely-Farm Direct Advantage</p> <p>Increasingly consumers are buying local, seeking local food that is close, fresh, and has been handled less than products from out of province or country. How can producers ensure their products continue to meet expectations of the discriminating buyer? In this session, Lynn McMullen, PHD, Professor Food Microbiology, University of Alberta will address issues such as risk factors, food handling, food recalls, and the importance of well developed food safety protocols for farm direct marketers.</p> </td> <td style="vertical-align: top;"> <p>B. Turf to Table</p> <p>Wade Sirois chef and owner of Infuse Catering, Calgary. Wade is very involved with locally grown foods, using them heavily in his catering business. Hear how he works with local producers...from turf to table.</p> <p>Marlene Abrams, Organization Development Specialist, Rural Business and Development, Alberta Agriculture and Food will join Wade to talk about Dine Alberta, along with tips for producers to work with chefs across the province.</p> </td> <td style="vertical-align: top;"> <p>C. Visions of Farm Direct Marketing</p> <p>Join the AFFPA panel and hear from three members as they share their visions on Developing a Farm Store, Marketing Meats and the benefits of Community Shared Agriculture. Speakers Don and Linda Christensen, Linda's Market Gardens & Greenhouses, Nelson Boychuk, Rose Ridge Land and Cattle and Yolande Stark, Tipi Creek Farm all specialize in farm direct marketing...each with a different focus. Don't miss this terrific panel discussion!</p> </td> </tr> </table>			<p>A. Marketing Food Safely-Farm Direct Advantage</p> <p>Increasingly consumers are buying local, seeking local food that is close, fresh, and has been handled less than products from out of province or country. How can producers ensure their products continue to meet expectations of the discriminating buyer? 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Climbing to Success Ideas to make your market grow!</p> <p>Join the AFMA panel to hear unique ideas that have contributed to the growth and success of their markets. Sharon McFall, Sherwood Park Farmers' Market manager will discuss the benefits of partnering with community businesses. Darrell Komick, manager, Calgary Farmers' Market will address the importance of evaluating your market, and Dan Young, board member and bison vendor at several farmers' markets will explain a new method of market staff evaluation.</p> </td> <td style="vertical-align: top;"> <p>F. Creating Experiences Just what brings them back?</p> <p>Bill Reynolds and Sharon Stollery, Co-leaders, Ag Tourism Initiative, Rural Business and Diversification, Alberta Agriculture and Food will give the audience 90 minutes of exciting ideas for creating experiences and becoming a destination that brings customers back to your farm or market again and again. 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<p>6:00 pm</p> <p>Banquet</p> <p>Award Presentations & Entertainment</p> <p>The Minister of Agriculture has been invited to attend and present awards!</p>												

THURSDAY, FEBRUARY 7

<p>8:00 am Continental Breakfast & Networking 9:00 am</p> <p>Day Two Opening Keynote Address Pete Lockett</p>	<p>10:00-10:30 am</p> <p>Coffee Break</p> <p>Visit Exhibits and spend time networking!</p> <p>Exhibits will be open today; hours here</p>	<p>Select-A-Session - 10:30 am-12:00</p> <table border="1"> <tr> <td style="vertical-align: top;"> <p>G. Creating the WOW! How to Make 'em say it!</p> <p>Pete Lockett will share merchandising hints. Customers buy with their eyes! Statistics clearly show that up to 70% of all purchases are made on impulse. You can capitalize on this with vibrant merchandising and the creation of memorable consumer experiences. Many purchasing decisions are made, or can be heavily influenced, on the floor of the store! Pete will share ideas on how to give your customers lots of good reasons to stay!</p> </td> <td style="vertical-align: top;"> <p>H. Ideas, Ideas... we've got Ideas!</p> <p>Join Leona Staples, The Jungle Farm and Patty Milligan, Lola Canola Honey, as they share practical ideas for creative on and off farm events. They have increased sales by adding special events such as school tours, honey, flower and wine tasting, strawberry jam festival, fundraising projects with community groups and many more. Leona and Patty partner with other producers and community groups and will discuss some of their successes.</p> </td> <td style="vertical-align: top;"> <p>I. Growing Your Business Meet challenges & succeed!</p> <p>This session will feature Patricia Clark, Gwen Simpson and Lynnette Westfall, owners of three growing businesses! Join them for an interesting, lively focused on how their businesses are evolving. Patricia owns and operates an ostrich farm near Calgary. Gwen operates Inspired Market Gardens in Carvel specializing in culinary herbs, edible flowers, salads and greens and Lynnette, Valley K Greenhouses in Edberg. She specializes in lilies and perennials.</p> </td> </tr> </table>			<p>G. Creating the WOW! How to Make 'em say it!</p> <p>Pete Lockett will share merchandising hints. Customers buy with their eyes! Statistics clearly show that up to 70% of all purchases are made on impulse. You can capitalize on this with vibrant merchandising and the creation of memorable consumer experiences. Many purchasing decisions are made, or can be heavily influenced, on the floor of the store! Pete will share ideas on how to give your customers lots of good reasons to stay!</p>	<p>H. Ideas, Ideas... we've got Ideas!</p> <p>Join Leona Staples, The Jungle Farm and Patty Milligan, Lola Canola Honey, as they share practical ideas for creative on and off farm events. They have increased sales by adding special events such as school tours, honey, flower and wine tasting, strawberry jam festival, fundraising projects with community groups and many more. Leona and Patty partner with other producers and community groups and will discuss some of their successes.</p>	<p>I. Growing Your Business Meet challenges & succeed!</p> <p>This session will feature Patricia Clark, Gwen Simpson and Lynnette Westfall, owners of three growing businesses! Join them for an interesting, lively focused on how their businesses are evolving. Patricia owns and operates an ostrich farm near Calgary. Gwen operates Inspired Market Gardens in Carvel specializing in culinary herbs, edible flowers, salads and greens and Lynnette, Valley K Greenhouses in Edberg. She specializes in lilies and perennials.</p>	<p>12:00-1:30 pm</p> <p>Lunch and Alberta Farm Fresh Producers Association Annual General Meeting</p> <p>Visit the Exhibits!</p>	<p>1:30-3:00</p> <p>Afternoon Keynote Address Patricia Katz</p>	<p>3:00-3:15 pm</p> <p>Conference Wrap Up</p>	<p>Funding is made available through the Agriculture and Food Council, which is responsible for delivering Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food (ACAAF) Program in Alberta.</p> <p style="text-align: center;"> Agriculture & Food Council <i>The Catalyst</i> </p> <p style="text-align: center;"> Agriculture and Agri-Food Canada Agriculture et Agroalimentaire Canada </p> <p style="text-align: center;"> </p>
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