

Alberta *agri*-preneur

New Markets · New Trends · New Directions.

Timely, incisive and creative ideas for the agriculture entrepreneur.

Who Let The Dogs (and Cats) Out?

Bone appetite to the 'Year of the Dog'

If you are the proud human companion of the over 4,379,000 dogs and 6,961,000 cats in Canada, you are part of a growing trend of households that see pets as a natural extension of their family. In the US, 36 per cent of all households had one or more dogs and 34 per cent had at least one cat.

Like human children, these animals are the recipients of increasing amounts of money being spent on their health, amusement, training and care. The average annual expenditure per household in Canada was \$326 in 2002. This included \$168 spent on pet foods and \$34 for pet-related goods. The care and feeding of pets represents potential for the development of pet foods using fresh, Alberta grown ingredients.

Canadian dog and cat food sales reached \$1.2 billion US in 2004. The trends in pet foods mimic lifecycle issues that affect their human caregivers including arthritis, diabetes, aging, and dental, skin and

circulatory problems. Just as pet owners are concerned about their own health and nutrition, they are demanding higher quality and premium pet foods to increase their pet's lifespan and improve their quality of life.

As consumers demand more convenience, sophisticated ingredients and quality in their own foods, dogs and cats are consuming increasing quantities of free range, organic and natural premium pet foods and treats.

In some countries pet ownership is seen as a sign of prosperity. Export sales of dry pet foods and treats to Asia and Europe is on the increase. Some Alberta pet food processors are on the look out for a wider variety of ingredients to meet their specific requirements. The switch to using higher quality, food grade ingredients has increased demand for a wider variety of animal proteins including rabbit, goose, fish and eggs. As well, canola oil, pulses and some herbs such as calendula, catnip and sea buckthorn are being used.

Consumer interest in functional foods and nutraceuticals has triggered a parallel development in the animal health sector, particularly for veterinary and preventative animal health care. Many Alberta grown foods such as saskatoons have naturally occurring functional properties. I have seen them used in chewy pet treats sold at farmers' markets.

So where does that leave you as a producer and processor? This growing trend may give you "wagging rights" if you develop your own hard or chewy pet treats, dry dog food or pet ready meals. Or you could become a supplier of raw ingredients to companies looking for quality ingredients. If those opportunities don't suit you remember that man's best friend is always looking for a place to run, train or accompany his human friends on camping, hunting or family outings. What can you offer these consumers?

Janice McGregor

Safe Food:

Not in the kitchen!

Fido is not welcome in any food establishment and I'm not talking about my cell phone. In many households, pets are a member of the family and travel with them everywhere. However, in some cases they should be left at home.

Pets Transmit Diseases

Pets like all animals, carry germs and can pass infections to people. Diseases that can be passed from animals to humans are known as zoonotic diseases or zoonoses. Some zoonoses are very dangerous, especially for young children, the elderly, pregnant women and people with weakened immune systems. If left untreated, they can even be deadly.

Animals can transmit harmful organisms in several ways:

- Feces and fecal dust
- Scratches, bites and saliva
- Coughs, sneezes and mucus

Once the germs are on your hands, you can spread them to your face, mouth or food. A pet's fur, skin and saliva can be contaminated with fecal germs, so you can get sick when you touch or play with your pet. Washing your hands thoroughly with soap and water after touching your pet is essential especially before handling food.

Pets also shed hairs that can carry harmful bacteria. Cats feet carry germs which may be left wherever they walk. It's important to clean and sanitize all food contact surfaces if you have cats.



No Pets Allowed

There is a reason the *Public Health Act* Food Regulation states that animals are not permitted in a food area except for service animals. This means no dogs or cats at farmers' markets, farm stores, the coffee bars in greenhouses or at u-picks, and definitely no pets within a food preparation area.

If you're using your home for commercial catering or processing, keep all pets away from food handling and storage areas. Don't take risks. Keep your customers and yourself safe.

Here boy, here Fido, go fetch.

*Betty Vladicka, Agri-Food Systems Branch
Food Safety Division, AAFRD
(780) 427-0840*

People and Their Pooches

Is there a fit with ag tourism?



Pets or no pets. What's your approach going to be?

Pets can provide both an opportunity and a challenge for ag tourism operators.

When I asked ag tourism operators how they handle customers with pets, the first answer was almost unanimous, "That's a tough one." Most operators don't want to exclude anyone from coming to their farm or ranch, but they are also keenly aware of food safety and liability concerns. As one operator put it, "It's a case of thinking it all through beforehand and being proactive with your approach."

No one would argue that there are many people who see their pets as a members of their family and simply don't go anywhere without them. In fact I was interested to see one of the Travel Packages advertised through Travel Alberta's holiday card last month was a VIP (Very Important Pet) Getaway with one Edmonton hotel. It included a water/food bowl, toy and treats. A decade ago this was unheard of as were websites listing dog-friendly accommodations (www.dogfriendly.com), or dog-friendly parks, trails and beaches (www.hikewithyourdog.com).

It may be in your business' interest to consider offering something for pets and their owners:

- Designating certain areas on your farm or ranch as pet-friendly – identifying trails or even a place to tie up dogs with shade and a water source.
- Taking a cue from urban parks and promoting a day or weekend at your farm that is specifically for pets and their owners.
- Offering a time and place for family photos (pets included) at the farm.
- Selling value-added pet products.
- Doggie daycare or horse boarding.

Opening your gates to pets means meeting the challenges head on. Think about how you would deal with things like:

- Separating food preparation, processing, picking and eating areas from pet-friendly areas.
- Using marketing and signage to identify pet-friendly areas for the sake of guests with allergies.
- Regularly "picking up after" your own and your guests' furry friends.
- Orienting city pet owners to the farm.

Pets or no pets, it's important that you are proactive with your policy. If you allow pets make sure your customers are aware of what to expect through marketing materials like your website and brochure. The same will apply if your policy is to not allow pets, but try to state it in a positive way. Be sure that you and your staff are prepared to explain the reasons why.

*Sharon Stollery
Doug Macaulay*

Notice on one
country vacation
website:

**No pets
please.
We provide!**

News from Interzoo:

Every dog has it's day.

We've reached a point in history where the dog (and cat) have influence and power. Nowhere is this more obvious than at Interzoo, the world's biggest pet supplies exhibition. This past May 1,275 exhibitors from 56 nations presented their latest range of food, grooming aids, pet accessories and services to 34,181 global trade visitors.

Nuggets from Interzoo.

- T** The humanization of pets is here to stay and it's a growing market. What's happening in human markets is happening in companion animal markets.
- T** Pet food processors are sourcing local and regional foods: human grade, fresh ingredients such as vegetables, fruits, meat, chicken, bison, and eggs. Think nutraceuticals and holistic medicine.
- T** Big companies like Paul Mitchel (shampoo) and OPI (nail polish) are expanding their product lines to personal care products and polish for pets. From all natural products to glittery—just like humans.
- T** Where are these products sold? Specialty and box pet food stores and pet spas. The marketing concept is similar to the specialty food market. Doggy spas offer grooming and exercise.
- T** Packaging is appealing and modern. It is most often the 46 year old female who makes the purchase. Marketers need to appeal to her. There is so much out there now that consumers look for better products.



How do you apply these trends to your business?

- Include the family pet in your advertisements.
- Become pet friendly. Offer overnight accommodations or dog walks.
- Already hosting kids or corporate parties? Why not extend into dog parties (weddings, birthdays)?
- Can you extend your product line to include pet products?
- Bring pets to work, depending on health regulations of course!
- If you are retailing how can you capture some of this market? Can you bring in a specialty pet food line?
- Supply ingredients to a pet food processors in the form they want. For example, dried and powdered fruits and vegetables.

Doing more research? Check out the following:

- Dog owner associations
- Pet events
- Pet blogs

Magazines:

- Modern Dog
- Dogs in Canada
- Animal Wellness
- Good Dog
- Pet Business
- Pet Professional
- Pet Age

Websites:

- www.interzoo.com
- www.pijaccanada.com
- www.weeklypets.blogspot.com

Kerry (*I want to come back as a dog*) Engel & Marlene Abrams (*exhibitor and visitor to Interzoo*).

Farm Animals: Who cares?

It is natural for the pet loving public to be curious about animals of all kinds. As an Alberta agripreneur you are challenged to help customers understand the lives of animals on your farm. Questions and concerns about animal welfare can be transformed into a learning opportunity for farm visitors and customers if you have some key messages prepared.



Alberta Farm Animal Care Association (AFAC) works to improve animal handling and promotes responsible animal care. AFAC offers curriculum-based, farm animal welfare resources for Alberta students. Their 16 page elementary workbook available online in pdf format is chock full of ideas and ways to communicate animal welfare in a straightforward, easy to understand format. Designed for school kids, it's perfect for the general public as well. Use these types of materials as a source for key messages. Remember to look at your farm and animal care practices from a non-farm perspective.

To explore the available resources check out:
<http://afac.ab.ca/education.htm>

Here are a few examples from AFAC's elementary workbook:

- 1 Pigs like to be clean.** They establish an eating area, a sleeping area and even a bathroom area in their pens. Farmers who provide enough space so these areas don't overlap have comfortable pigs.
- 2 Horses form friendships!** Horses and other animals that are raised in groups respect each animal's position in the herd.
- 3 Male farm animals can be aggressive to each other and to farmers.** By neutering male animals when they are young, farmers can control farm animal populations and reduce aggression. Farmers perform this procedure quickly and skillfully to minimize pain and to ensure rapid healing. In other words, don't mess with the bull!

Martine Bolinger

News from Champion Petfoods:

Small and simple

A great combination

Walk into any grocery or specialty store and you'll find row upon row of pet food. As a pet owner, how do you choose what is best for your pet? As a pet food manufacturer, how do you compete?

Champion Petfoods launched their Orijen pet food line in July and have seen it gain phenomenal acceptance and growth worldwide. When asked why Champion Petfoods developed Orijen, Peter Muhlenfeld said: "We are a niche player in the pet food industry. We saw an opportunity and went after it. Being small works to our benefit as we can change quickly to respond to consumer demand."

Champion Petfoods was not always a niche business with a specialized product. In the 1970s it was an extension of Champion Animal Feeds located in Morinville, Alberta. In the early 1980s, it became clear that a change was needed and Champion Pet Foods was launched. Initially Champion Petfoods had the philosophy 'they will buy what we make' and they did not take any direction from the market place. Business was steady, but growth was difficult. By the mid 1990s, they knew how to compete in the competitive pet food market. "We knew we could not compete with the large manufactures so we positioned our company as a small regional manufacturer producing a high quality product," explains Peter. "Our product line is simple; high protein, low carbohydrate made from fresh regional products. Nutrition is key for a healthy pet and we produce a nutritious, high quality product."

Champion Petfoods developed a very successful business around a simple philosophy: Provide a quality product using fresh regional ingredients. Success did not happen overnight. It developed over 30 years and is still changing today. "As technology and customer demands change, so will Champion Petfoods and its products," explains Peter.

Contact: *Peter Muhlenfeld, Sales and Marketing*
Champion Petfoods www.championpetfoods.com

Petfood



Peter's Tips For Companies Starting In The Pet Food Industry

- Know your industry and where you fit. Size does not matter.
- Do not compete on price. People will pay for quality.
- Brand your product. Customers buy a brand.
- Know your customers. Provide what they want.
- Have a passion for what you do. Being a dog lover helps when you are producing pet food.
- Market, market, market – marketing is never finished. Always be networking. See what other manufactures are doing. Listen to what your customers want.
- Never say never. If there is a problem there is an answer somewhere.

Kathy Bosse

Trends



News from Nip & Bones: Doggy daycare

When I first heard that urbanites were taking their pets to doggy daycare, I thought, "Those people are crazy!" I also thought this was a practice reserved for city people who tend to treat their pets as children.

Turns out I was wrong. I talked to Mary Devolin from the Nip and Bone Kennel and discovered that while I was living pet free an entire industry grew up around pets. The Nip and Bone offers kennel services on their farm between Olds and Didsbury, so this is not just a city trend.

Why do people take their dog or cat to a kennel? Vacations, weddings, funerals, Easter, Christmas, Stampede week, and long weekends. . . . It is not just local dogs. People vacationing with their pet may want to spend a few days at a resort that does not allow pets. They also use kennel services.

Nip and Bone customers bring their own pet food. Turns out that many pets develop specific tastes and varying their routine can cause health problems.

Clients are treated very well at the Nip and Bone. They limit the number of animals. Busy seasons book up early so book your space as soon as possible. Do not be surprised if your pets are reluctant to return home. They are given clean and comfortable accommodations, walked a minimum of four times a day, have access to a run, and get to experience the great outdoors in a farm setting.

Speaking of the farm, this kennel is a converted dairy barn. Talk about your "Barn Again"! The inside was gutted and a new cement floor was poured to allow in floor heating. It also makes clean up easier.

If this is not enough to convince you that there are opportunities in the pet industry, consider this last service provided by Mary and the staff at Nip and Bone. They will administer medication while your pet is with them. I am not talking about single doses for things like infections, I am talking about ongoing treatment for conditions like diabetes. I didn't know dogs could have diabetes. They also deal with conditions like hay fever and food allergies while caring for your loved ones.

The pet industry has experienced significant growth. If you are looking for new business opportunities consider the pet industry. Do your market research. Visit a specialty pet store, read pet magazines, talk to friends who own pets, or ask a veterinarian their opinion on the pet industry.

*Contact: Mary Devolin,
Nip and Bone, (403) 335-4409*

Morley Kjargaard

Renewal—Making The Most of Your Farm

Thinking of doing something different on your farm? Do you have an idea in the pet industry? Is there a market? Whether you want to sell your product into a specialty area, become part of the pet food chain, or open up a doggy daycare, there are Renewal programs and information designed to help you get where you want to be.

Renewal provides farmers with business ideas, information and programs for exploring opportunities in agriculture. Through Renewal, you can access financial assistance for the services of a farm business consultant or specialized business-planning expert.

In addition, Canadian Agricultural Skills Services (CASS) program is available for farmers to access funding for improving both on- or off-farm skills.

Farmers know that the landscape of agriculture is changing. In order to be sustainable and competitive, many farm businesses are looking for new and innovative ways to be on the leading edge of change. Some farm businesses are tapping into tourism, while others are looking at new tools to help them operate more profitably.

If you want to capitalize on a new opportunity, call 310-FARM to find out more about business planning support programs or financial assistance for extra training.

Renewal is a chapter of the Agricultural Policy Framework (APF), a Federal-Provincial-Territorial Agreement. The Renewal Chapter of the APF focuses on providing resources to farmers. Renewal programs and services are designed to:

- *maximize your income through improvements to the farm operation*
- *increase income through additional on-farm activities*
- *enhance the capacity to earn off-farm income*
- *transfer the farm to the next generation*
- *access capital*

For more information visit Alberta Agriculture at www.agric.gov.ab.ca/renewal or call the Ag Info Center toll free at 310-FARM.

Get your business idea going

Here are two services you can access for business planning, business assessment or to gain new skills.

Canadian Farm Business Advisory Services (CFBAS)

Offers the following business planning services:

Eligibility:

- At least \$10,000 in annual gross farm sales or
- Beginning producers

1. **Farm Business Assessment**

What you get: Financial Assessment & Action Plan, plus a 1-day follow-up with an approved advisor.

Cost covered: \$2,400. Producer pays \$100 (waived if enrolled in Farm Family Options Program).

2. **Specialized Business Planning**

What you get: Financial assistance in preparing specialized business plans.

Cost covered: up to 50% to a maximum of \$8,000/farmer

3. **Planning and Assessment for Value-added Enterprise (PAVE)**

What you get: Development of a value-added business plan.

Cost covered: up to 50% to a maximum of \$10,000/farmer

For more information about CFBAS, contact Canadian Agri-Renewal Services at (866) 452-5558.

Canadian Agricultural Skills Service (CASS)

Cost covered: tuition, textbooks, some travel, internet costs, and more.

Eligibility:

- Average net income over **last** 3 years is less than \$45,000 and gross farm sales of at least \$10,000; **or**
- Enrolled in Farm Family Options Program

Contact the Career Information Hotline toll free at (800) 661-3753.

*Wendy McCormick
Renewal Program
Communications Lead
(403) 340-5306*

AgChoices 2007

February 21, at the Harvest Centre, Westerner Park, Red Deer

This could be the most idea-packed event you attend all winter. Don't miss it.

World Class Speakers:

- Dr. Richard Loreto— "Demographic trends and their implications for Alberta."
- Darrell Toma— "Future of Farming and Best Management Practices - What do you need to do?"
- Alberta's Minister of Agriculture and Food
- Catherine Samson— "Seeing change in a humorous light."

AgInfo Market:

Small interactive groups where producers find out about Alberta Agriculture projects/programs.

Three \$10, 000 Best Practices Renewal Awards:

- Alberta producers who register for AgChoices 2007 can submit their application to win one of three Best Practices Renewal Awards valued at \$10,000.
- Producers must be 18 years or older, own farmland in Alberta and show how they want to expand or add value to their farm.

- The three winning applications will best demonstrate a powerful business idea.
- Application deadline is Thursday, February 1, 2007 at 4:30 pm.

Conference fees:

- \$95 per person (including GST)
- \$75 each for two or more people registering from the same family or farm business
- \$45 students
- \$20 deduction if registering before February 1

Fee includes conference information package, buffet meal and coffee breaks.

Registration:

To register for *AgChoices 2007* and apply for the *Best Practices Renewal Award*, please visit www.agric.gov.ab.ca/agchoices or call the Alberta Ag Info Centre toll free (800) 387-6030.



Join 700 people from around the world in Calgary for the North American Farmers' Direct Marketing Association's annual convention this February.

Register Now!
for **Grow West**, North America's leading edge farm-direct marketing and ag-tourism convention.

Full conference program and registration forms available at:
www.nafdma.com

Don't box me in!

Shopping styles change.

"Always remember that you are absolutely unique.
Just like everyone else."— Margaret Mead



Consumers are messy

It used to be that we could place target consumers inside convenient little boxes like age, education and income, and have a pretty good idea of how to successfully communicate with them. Those days are long gone. Today, there is no one right answer for how to connect with your customers. They no longer fit into just one category. Think of the person who eats only organic food and then gets a Botox injection, or the jogger who has their best cigarette after a run. As Harvey Hartman of the Seattle-based consumer insight firm the Hartman Group, points out, "The consumer who shops at Wal-Mart also shops at Whole Foods Market, just for different reasons." These examples show that consumers are messy and don't fit into neat little boxes.

So, what can you expect? Depending on what their role is at that moment, consumers behave quite differently. I know that I am a different shopper when I'm in a hurry to feed myself vs. when I am shopping for something healthy for my daughter. The contexts are different—and so is the behaviour—because the motivations are different. Also important to consider are the different occasions when people shop. Hartman classified 11 occasions for food shopping: random emergency, crafting a special recipe, meal eaten in store, destination, party fixings, workout fuel, socializing with friends, after work supplement, recreation, coffee shop experience and the traditional weekly shop. Why is this significant? Well, look at the difference in the way consumers buy on the traditional weekly shop (price sensitive) compared to the I'm-in-the-middle-of-cooking-dinner-and-just-realized-I'm-out-of-a-significant-ingredient shopping occasion (not at all price sensitive). It pays to be mindful of the occasions and contexts your product fits into.

It's time to be more flexible in the way you look at your customers. Here are some suggestions for how you can take action:

1 Get out and observe
It's important to immerse yourself in your customers' lives. You can't understand them through artificial settings, like focus groups. The point is to understand the context of their lives and how your product fits into that context. Many times consumers can't articulate what they need or do, so watch them and learn from them. Your product's success depends on understanding the real lives of your customers. Try to get the whole picture, don't just focus on the top questions you have. Most importantly, remember that there is no such thing as objectivity. Be aware of how your own perceptions colour what you observe.

2 Listen
Listening is not about waiting for some to stop talking long enough for you to add your insight. It's about slowing down and deeply listening to what others say. Listen for the specific words customer use around your product and category. Don't forget about the non-verbal side of communication, much of how we communicate is non-verbal. And don't be afraid to ask what seem like silly questions. "What colours do you associate with the product?" or "What images do you associate with the product experience?" can result in some powerful insights into what your customers think.

3 Create a picture of your customer and their lives
Some companies (like Nestlé) have gained potent insights by creating collages of images that characterize their core customers' personalities, lifestyles and values. It's a quick way to communicate to yourself and your company who the person that keeps your cash flow positive really is and what is important to them. Does your product reflect their world?

Daylin Breen

Upcoming Events:

What's happening?

2007

Basics of Farm Direct Marketing

January 11, 2007
Edmonton, AB
Contact: Don and Joan Gregorwich
Toll free: (800) 661-2642
Email: dgregorwich@syban.net

Opening Your Gates To Ag Tourism

January 16, 2007
Ukrainian Cultural Heritage Village
(25 minutes east of Edmonton on Hwy. 16)
Contact: Kalyna Country
Toll free: (888) 452-5962
Website: www.agtourism.ca

Winter 2007 Fancy Food Show

January 21-23, 2007
San Francisco, CA
Website: www.specialtyfood.com

Making Change for Profit—AFMA Conference & Annual General Meeting

January 24 & 25, 2007
Royal Executive Inn, Nisku, AB
Contact: Darlene Cavanaugh
Phone: (780) 644-5377
Email: director@albertamarkets.com
Website: www.albertamarkets.com

Managing the Demographic Shift: Implications of an Aging Population for Food Industry

January 29, 2007
Guelph, ON
Contact: Guelph Food Technology Centre
Phone: (519) 821-1246
Fax: (519) 836-1281
Website: www.gftc.ca/coursereg/list.cfm

2007 CFBMC Managing Excellence in Agriculture Conference

January 31 - February 2, 2007
Kelowna, B.C.
Website: www.farmcentre.com

Saskatchewan Young Ag-Entrepreneurs Conference

Date: February 2 - 4, 2007
Location: Saskatoon, SK
Contact: Agriculture Knowledge Center
Phone: (866) 457-2377
Website: http://www.swa.ca

Buy BC Wild Conference

February 3 - 5, 2007 Victoria, BC
March 2 - 5, 2007 Quesnel, BC
Contact: Centre for Non-Timber Resources
Phone: (250) 391-2600
Email: bcwild@royalroads.ca
Website: www.royalroads.net/cntr/buybcwild/

Country Roads Agripreneur Network

Feb. 6, March 6, April 3, 2007
Camrose, AB
Contact: Lisa Sharp or Marian Williams
Phone: (780) 679-5169 or 679-5168
Email: lisa.sharp@gov.ab.ca or marian.williams@gov.ab.ca

Options and Opportunities

February 8, 2007
Camrose, AB
Contact: Jennifer Filip
Phone: (780) 672-3640 or
Toll free: (800) 296-8112
Email: jfilip@cre.ab.ca
Website: www.cre.ab.ca

Grow West 2007

February 12 - 17, 2007
Calgary, AB
Contact: Kerry Engel
Phone: (780) 644-2967
Email: kerry.engel@gov.ab.ca
Website: www.nafdma.com

Learn Agri-Food Network

Feb. 13, March 13, April 10, 2007
Grande Prairie, High Prairie & Rycroft, AB
Contact: Susan Meyer
Phone: (780) 538-5630
Email: susan.meyer@gov.ab.ca



Maple Syrup - Operations and Opportunities

February 19, 2007
Dorset, ON
Contact: Mike Walsh
Phone: (705) 646-5530
Email: info@ont-woodlot-assoc.org
Website: http://ont-woodlot-assoc.org/events.html

Carnaval de St-Isidore—weekend of French entertainment, activities & food

February 16 - 18, 2006
St. Isidore, AB
Contact: Rachelle Bergeron
Phone: (780) 624-9282
Email: rachelle.bergeron@gmail.com
Website: www.carnavaldestisidore.ab.ca

Western Canadian Meat Industry Convention and Trade Show

February 17 & 18, 2007
Edmonton, AB
Contact: Melody at AFPA
Phone: (403) 201-3657 x 21
Email: melody@afpa.com
Website: www.afpa.com/opp/meat.shtml

Ag Choices 2007

Apply for one of three Alberta Farm Renewal Awards
February 21, 2007
Red Deer, AB
Toll free: (800) 387-6030 to register
Website: www.agric.gov.ab.ca/agchoices

2007 Food Industry Expo

February 23 & 24, 2007
Mississauga, ON
Contact: Jane Graham, Alliance of Ontario Food Processors
Phone: (519) 767-5599
Email: alliance@aofp.ca
Website: www.foodindustryexpo.ca

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Upcoming Events:

What's happening?

Continued from page 11. . . .

Introduction to Vegetable Field Crops Business Venture

February 27, 2007 Airdrie, AB
 March 1, 2007 Edmonton, AB
 Contact: Ag Info Centre registration desk
 Toll free: (800) 387-6030

Growing Rural Tourism Conference

March 5 - 7th, 2007
 Camrose, AB
 Contact: Colleen Reed
 Toll free: (800) 296-8112
 Email: grt@cre.ab.ca
 Website: www.cre.ab.ca

Selling into the Local Foodservice Market

March 6, 2007
 Wetaskiwin, AB
 Contact: Janice McGregor
 Phone: (780) 968-3553
 Email: janice.mcgregor@gov.ab.ca

Annual Provincial Berry School

March 9 & 10, 2007
 Executive Royal Inn, Nisku, AB
 Contact: Don and Joan Gregorwich
 Toll free: (800) 661-2642
 Email: dgregorwich@syban.net

IEG's Sponsorship Conference

March 11 - 14, 2007
 Chicago, Ill
 Toll free: (800) 834-4850
 Email: customerservice@sponsorship.com
 Website: www.sponsorship.com

Canadian Pork School (Pork 101)

April 18 & 19, 2007
 Olds College, AB
 Contact: Nancy
 Toll free: (800) 661-6537 extn 4677
 Email: bert.dening@gov.ab.ca.

Spring 2007 Fancy Food Show

May 6 - 8, 2007
 Chicago, IL
 Website: www.specialtyfood.com

PACex International

May 8 - 10, 2007
 Toronto, ON
 Telephone: (416) 490-7860
 Website: www.pacexinternational.com

Summer 2007 Fancy Food Show

July 8 - 10, 2007
 New York, NY
 Website: www.specialtyfood.com

Sustaining Communities and Development in the Face of Environmental Challenges

July 26-28, 2007
 Halifax, Nova Scotia
 Contact: Canadian Society for Ecological Economics
 Phone: (902) 880-0245
 Email: cansee2007@cansee.org
 Website: www.cansee.org/2007/default.aspx

Do you have a farm related question??

Call 310-FARM
 Agriculture and Food's
 Ag Info Centre



For your free subscription to the Alberta Agri-preneur newsletter, contact Darleen Lynes at the Agri-preneur office:

(780) 349-4466
 10003—100 Street #2,
 Westlock, AB T7P 2E8

Farm Direct Marketing

- Kerry Engel, Edmonton, (780) 644-2967
- Karen Goad, Grande Prairie, (780) 538-5629

Ag Tourism

- Sharon Stollery, Stony Plain, (780) 968-3514

Business Commercialization

- Daylin Breen, Leduc, (780) 980-4226
- Janice McGregor, Stony Plain, (780) 968-3553

Business Management Specialist

- Morley Kjargaard, Olds, (403) 556-4316

Woodlot Extension Program


- Doug Macaulay, Peace River, (780) 624-6425


Growth Strategy Secretariat

- Martine Bolinger, Leduc, (780) 980-4230

Ag Info Centre

- Kathy Bosse, Stettler 310-FARM (3276)

 Dial 310-0000 for toll free access.

 To E-mail these specialists: firstname.lastname@gov.ab.ca

RENEWAL.
 the way to grow

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



Thanks to our guest editor of the Winter 2007 Issue, for her article contributions.

Marlene Abrams,
Organization Development Specialist
 (780) 968-3519