



FOOD NEWS

OCTOBER 2015

Webinars

Creating and Delivering a Cost Effective Advertising and Marketing Plan

November 3, 2015 – 9 AM

Ivor Bernatsky of Media Message Inc. explains the advertising industry and offers good management practices for farm direct marketers. This webinar gives participants suggestions for establishing a budget, defining your audience, planning your advertising and marketing calendar and measuring your successes and failures. Click [here](#) to register or email cindy.cuthbert@gov.ab.ca for more information.

Private Label Webinar

November 3, 2015 – 2 PM

In advance of the *Private Label Manufacturers Association Show* in Chicago in November 2015, the Canadian Trade Commissioner Service is organizing a webinar featuring representatives from Kroger's Corporate Brands Sourcing teams, Social Compliance teams, Corporate Brands Innovation, Produce, Meat/Seafood and Natural Foods teams. It will provide an overview of the company, its selection process, its key product categories, and will answer your questions.

Click [here](#) to register or email Marie-Pier Bouchard-Valade for more information.

Sustainable Strategic Planning for Agri-Processors – Webinar Series

Alberta Agriculture and Forestry is proud to present a three part sustainability webinar series lead by sustainability expert Brett Wills, President of Green Enterprise Movement (GEM). Join Brett for this interactive journey as he introduces you to sustainability application in the Agri-Food processing sector. Click on the links below for registration information:

1. [Understanding Sustainability](#) - November 17, 2015
2. [Sustainable Strategy Development](#) - January 5, 2016
3. [Sustainable Strategy Execution](#) - February 2, 2016.

Email jim.cooper@gov.ab.ca for more details on this series.

Events

Natural Health Products and Functional Ingredients Building Success Conference

October 21–22, 2015 – Edmonton, AB

Have you registered yet? Five reasons you want to attend:

- **Learn** how NHP, functional food and cosmetic ingredient suppliers are approaching innovation and partnering opportunities.
- **Discover** what lessons leaders in the industry have learned as they share their secrets to success and overcoming challenges.
- **Identify** market demands and trends that contribute to the next big leap for emerging products and ingredients.
- **Explore** the displays and company showcase presentations to see what products, services and innovations are on the horizon.
- **Network** with potential partners, investors, service providers and influencers in an environment focused on “building success”. Connect and explore profiling your role in the natural health products and functional ingredient world

To find out more and to register visit

<http://www.afdp.ualberta.ca/>. Last chance to register is Friday, October 16, 2015.

Winter Fancy Food Show

January 16-19, 2016 – San Francisco

The Market Development Team highly recommends that you start planning now if you are interested in attending this show. It is the largest specialty food trade event on the West Coast and a showcase of industry innovation, bringing specialty food's top manufacturers, buyers, and thought leaders together under one roof for three days of delectable discovery. This year will feature more than 80,000 products and 1,400 exhibitors!

For more information click [here](#) or contact the Market Development Team: Darcy Peters darcy.peters@gov.ab.ca or Lindsay Sutton lindsay.sutton@gov.ab.ca

Workshops

Food Safety and You – Recall

October 28, 2015 – Airdrie, AB

Discover the benefits of a food safety program and how it can help you differentiate your business in the competitive local market. Learn how a product recall can affect your business. Build on the experiences of other farm direct marketers and how they incorporated food safety into their businesses. For more information or to register, contact Cindy Cuthbert at 780-538-5287, or email: cindy.cuthbert@gov.ab.ca Cost: \$25 +GST per person (Incl. lunch).

Marketing Made Easy

November 5, 2015 – Calgary, AB; January 20, 2016 – Fort Saskatchewan, AB

This workshop examines selling products at Alberta approved farmers' markets and beyond. You will learn strategies for creating a lasting first impression, clearly identifying your target clients and how to make them choose you. Discover tools and insights to consider and apply when it comes to marketing, merchandising and displays. Learn why social media is important and how to incorporate it into your business to help you increase your profile and profitability.

For more information or to register, contact Delores Serafin at 780-427-4611, or email: delores.serafin@gov.ab.ca. Cost: \$25 +GST per person (Incl. lunch).

Explore Horticulture

November 14, 2015 – Lethbridge, AB; November 28, 2015 – Lacombe, AB

Horticulture is a broad and diverse industry full of opportunities! This workshop will look at different methods of production and marketing with Agriculture and Forestry specialists. The workshop(s) will consist of a half-day in the classroom, followed by a tour of local farmers' markets and producer operations. For more information or to register, contact Dustin Morton at 403-742-757, or email: dustin.morton@gov.ab.ca. Cost: \$15 +GST per person (Incl. lunch).

Export Readiness

November 23 - 24, 2015 – Edmonton, AB; November 25- 26, 2015 – Calgary, AB

Alberta Agriculture and Forestry is facilitating two sessions of the Export Readiness Workshop Series to support Alberta producers and businesses export internationally. Workshops will be hands-on with participants drafting Export Plans/International Marketing Plans. Ideal participants are companies that do not have export experience, but are prepared and highly committed to expanding internationally as well as companies that have some export experience and are determined to leverage successes. For more information, click [here](#). To register, contact shelly.nguyen@gov.ab.ca.

Alberta Food Processors Association

Upcoming Food Safety Courses

- HACCP Refresher Training, *December 7, 2015* – Calgary, AB
- HACCP IV – Validation, Verification and Reassessment, *December 8, 2015* – Calgary, AB
- HACCP V – Internal Auditing of Your HACCP System, *December 9, 2015* – Calgary, AB
- HACCP VI – Procedures Writing and Document Control, *December 10, 2015* – Calgary, AB
- Problem Solving and Root Cause Analysis, *December 11, 2015* – Calgary, AB

Register on the Alberta Food Processors Association (AFPA) website - www.afpa.com, under Training & Development/Food Safety & Quality) or email melody@afpa.com.

Growing Forward 2 Food Safety Systems Processor Program is still accepting applications!

Under the Program, food processors with facilities in Alberta that are formally registered by federal or provincial inspection authorities are eligible for reimbursement of up to a maximum of \$25,000 over the life of the program.

For more information call 310-FARM, 310-3276, or go to www.growingforward.alberta.ca.

Connect with Agriculture and Forestry on Social Media:



Alberta Agriculture and Forestry 310-0000 (AB toll-free)

Crop Extension Branch 780-643-6249

Processing Industry & Workforce Development Branch 403-340-7625

Local/Domestic Market Expansion Branch 780-968-3553

Livestock and Farm Business Branch 780-968-6556