



FOOD NEWS

DECEMBER 2015



Webinars

Sustainable Strategic Development for Agri-Processors

January 5, 2016 – 10 a.m.

Challenged to integrate sustainable strategies into your business planning? You won't want to miss this webinar! Learn a proven system for developing a strategic plan that is sustainable to drive the triple bottom-line. Acquire a framework system that aligns your organizations' efforts for a shared vision of the future. To register, go here:

[Sustainable Strategy Development](#)

If you missed the first webinar and would like to refresh your understanding of sustainable strategic planning, click [here](#) to view the archived first webinar in this series.

The Bumble Beets Way

January 12, 2016 – 9 a.m.

Join Sarah Preston of Bumble Beets Farm who will share how to start and keep a Community Supported Agriculture (CSA) going.

Four years ago, Sarah made the decision to start a CSA on her farm near Tofield. She started small by testing her CSA on a handful of friends, and grew each year. Sarah will talk about the ins and outs of getting started with CSA, growing your customer base, balancing production with marketing, and how to keep it all going year after year.

To register, click [here](#).

Best Practices Webinar – Forming a small business advisory board

January 13, 2016 at 10 a.m.

Business success is greatly impacted by the support and guidance you put in place to ensure your leadership team is achieving the vision and is supported with skills and expertise. Shauna Feth, Executive Director, Alberta Business Family Institute will discuss how building an advisory board can provide open, non-biased advice and

support for your business. To register click [here](#).

Events

Winter Fancy Food Show

January 16-19, 2016 – San Francisco

See the world of specialty foods at its best in tastes, trends, branding and innovation! It is also an opportunity to attend peer-to-peer education sessions on pricing, branding, best practices, and tour fun retail/grocery sites in San Francisco to look at merchandising, marketing, and brand position. For more information click [here](#) or contact the market development team: [Darcy Peters](#) or [Lindsay Sutton](#).

Agriculture Job Fair, Lethbridge

February 25, 2016 – 1 to 6 p.m.

February 26, 2016 – 12 to 5 p.m.

Alberta Agriculture and Forestry in partnership with Alberta Jobs, Skills, Training and Labour and Alberta Human Services is hosting the third annual Spring Agriculture Job Fair. The event is being held in conjunction with the Lethbridge AgExpo 2016. If you are interested in this event please contact Alan Dooley at: alan.dooley@gov.ab.ca or Bryon Anderson at bryon.anderson@gov.ab.ca or phone 403-388-1981.

Alberta's Agricultural Processing Industry Directory (<http://www.agric.gov.ab.ca/app68/foodindustry>)

Update forms for the 2016 edition of the Directory were sent out to companies early October. Please return your form to joan.bates@gov.ab.ca as soon as possible to ensure your Directory entry is correct and complete.

Foodex Japan 2016

March 8-11, 2016 – Japan

Agriculture and Agri-Food Canada, in collaboration with Foreign Affairs Trade and Development Canada, is mounting a flagship event, including a Canada Pavilion, at Foodex Japan 2016. Participants will receive a turnkey booth, access to the exhibitor lounge, catalogue registration, on-site and on-going marketing support, strategic market intelligence reports and an opportunity to meet with Canadian Trade Commissioners attending the show. Funding and support may be available through the [AgriMarketing Small and Medium Enterprise Component](#). For more contact Rachelle Hill at Rachelle.Hill@agr.gc.ca or phone 613-773-1548.



Workshops

Human Resources

January 12, 2016 – Chinook Honey, Okotoks, AB

January 13, 2016 – Arber Greenhouses, Wetaskiwin, AB

January 20, 2016 – Green Island Garden Centre, Fairview, AB

Kristen Cumming of Cantos Performance Management is passionate about agriculture and small business human resources in Alberta. She'll be looking at current trends in goal setting, providing feedback and generating engagement in your business.

To register, call the Ag-Info Centre at 1-800-387-6030. Cost: Free



Farm Direct Marketing Forum– January 21, 2016 – Stony Plain, AB

An open forum for those interested in starting or growing a farm direct marketing food operation and have more questions than answers. Bring your questions about food regulations, business start-up, pricing and more!

Cost: \$25 (Including lunch); Registration Deadline January 14, 2016. For more information contact cindy.cuthbert@gov.ab.ca.

Pricing Principles....Moving to Retail

January 12, 2016 – Leduc, AB; January 14, 2016 – Airdrie, AB

Cost \$25 / person (includes snacks, lunch and GST)

Attend this workshop if you are looking to price your products for profit, understand the components of pricing for the retail market and understanding retail buyer needs. To register, call the Ag-Info Centre at 1-800-387-6030.

Social Media Bootcamp

February 2, 2016 – Lethbridge, AB; February 6, 2016 – Grand Prairie, AB

Cost \$25 / person (includes snacks, lunch and GST)

Megan Madden of Southpaw Communications will cover social media marketing and help you decide which platforms can be used to reach your audience while following industry trends, networking and crowdsourcing information. Access to an optional follow up webinar to assess progress and offer further support is available. To register, call 403-742-7571 (for toll-free calling in AB, dial 310-0000, then the number).

Proposed Nutrition and Ingredient Labelling Regulations

On June 13, 2015 Health Canada introduced proposed "Regulations Amending the Food and Drug Regulations – Nutritional Labelling, other Labelling Provisions and Food Colors". They were published in [Canada Gazette Part I](#) to allow for a comment period. The final draft will be released before the rule making process will be completed. There are also a number of accompanying documents (such as tables of reference amounts and daily values) to be finalized as part of the process. Health Canada will be offering a transition period (likely three to five years) from the date final regulations are registered, therefore it is anticipated that the changes will become mandatory in four to six years. On top of this, the Canadian Food Inspection Agency is planning to introduce additional food labelling amendments as part of the regulatory modernization process. The proposed *Safe Food for Canadian Regulations* will also include food labelling considerations. In this newsletter, we will be providing updates of the many Canadian labelling changes as they become available.

Alberta Food Processors Association

Food Safety Conference, March 7, 2016 – Edmonton, AB

Upcoming Food Safety Courses

- BRC Global Standard Issue 6 to Issue 7, January 26-27, 2016 – Calgary, AB
 - Developing Your HACCP Plan, February 10-11, 2016 – Calgary, AB
 - HACCP Refresher Training – March 8, 2016 – Edmonton, AB; Save 20% when booked in conjunction with the conference
- Register on the Alberta Food Processors Association (AFPA) website - www.afpa.com, under Training & Development/Food Safety & Quality) or email melody@afpa.com

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