



FOOD NEWS

JANUARY 2016

Webinars

Third and final webinar in the Sustainable Strategic Planning Web Series

Tuesday, February 2, 2016 - 10 a.m. MST

This last webinar in the series is on **Sustainable Strategic Execution** of your sustainable strategic planning. Learn about the components and tools to execute your plan. Hear about the actions required to effectively deploy your strategies and best practices including communication, creating alignment, building accountability and managing the execution of these strategies. To register, please go [here](#).

Track and Measure for Improved Performance in Your Market

February 9, 2016 – 9 a.m.

Donna Henuset of CFO4Hire will present the top five reasons every business should measure performance regardless of the size and the benefits performance management creates. Not everyone is driven by the same thing. Learn where to start, what to measure, how to measure and look for the effects on your performance. Make a plan and be prepared to follow through. Come away with tools and techniques to increase your performance.

To register, please go [here](#).

Marketing on a Shoestring Budget

March 8, 2016 – 9 a.m.

In this webinar, Cidnee Stephens of Strategies for Success, a seasoned small business marketer, will introduce a less complicated way to look at your marketing and help you navigate through all of today's shiny marketing objects to help you define the RIGHT tools for you, and an AFFORDABLE approach to take for YOUR BUSINESS.

To register, please go [here](#).

Events

Best Practices Workshop and Mini Tour– Southern AB

February 23-24, 2016

Cost: \$35 with GST

Do you understand where your organization needs to focus to enhance the cultural awareness necessary in its Continuous Improvement (CI) journey?

This two-day event includes a hands-on workshop, an extensive tour of a company practicing visual communication management, and the opportunity to network with other companies at various stages in their CI process. To register, please call 1-800-387-6030 or email [Lisa Iwanyk](#) for more information.

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 LethbridgeAgExpo2016. If you are interested in this event please contact [Alan Dooley](#) or [Bryon Anderson](#) or phone 403-388-1981.

Foodex Japan 2016

March 8-11, 2016 – Japan

Alberta Agriculture and Forestry (AF) and the Alberta Japan Office (AJO) are coordinating a mission to the Foodex Japan show taking place March 8-11, 2016. Alberta value-added food companies interested in the Japan market are invited to join a walking program at Foodex Japan. AF and the AJO will also help represent and profile Alberta's agri-food industry with a promotional booth at the show. For more information on participation, please contact [Katie Meredith](#) or phone 780-427-6057.

Workshops and Other Events

Navigating the road to retail – Demystify the regulations, standards and contract requirements for selling fresh produce.

February 24, 2016 - 1 to 4:30 p.m. - Olds, AB

Cost: \$20 – space is limited, so register early

This half day workshop is for Alberta fresh produce growers who are interested in the retail or food service market channels and have questions about the regulations and standards. Connie Kehler, from Herb, Spice and Specialty Agriculture (HSSA) Saskatchewan will give an overview of the options and what programs such as on-farm food safety and certified organic bring to your business. There will be presentations about on-farm food safety programs, including examples of Canada Gap and GACPs (Good Agricultural Collection Practices) and organics followed by an interactive learning session.

This workshop is provided by Alberta Agriculture and Forestry in conjunction with the joint 2016 Organic Alberta and Alberta Farm Fresh Conference. Register [here](#) by February 12, 2016.

Innovative Pulse Product Initiative

2016 is **International Year of Pulses**, as declared by the United Nations.

The Food Processing Development Centre (Leduc) and Food Science Technology Centre (Brooks) is partnering with Alberta Pulse Growers on a new pulse initiative for 2016. We plan to work with industry partners to develop innovative product prototypes using pulses and/or pulse ingredients. We need industry input now to find out what areas are of greatest interest. We will work to provide innovative pulse solutions and identify opportunities for new market growth. For more information click [here](#) or contact [Jay Han](#) or [Michelle Sigvaldson](#). Product prototypes will be revealed at two showcase events this fall.

Grocery and Specialty Food West

April 4-5, 2016 – Vancouver, BC

If you are thinking of expanding sales beyond Alberta, this will be a great show for you. Exhibit and meet buyers from many of the grocery and specialty food retailers in Western Canada. The First Time Exhibitor Section will be a great place to start: Dive head first into the grocery industry and greet retailers with the newest, freshest products on the market. Tour around Vancouver to see key retailers and food movements. Don't wait too long to register for this show, booth space fills up fast! Contact [Lindsay Sutton](#) or phone 780-643-3849 for more information.

Alberta Food Processors Association

Upcoming Courses and Conference

- **Food Fraud Webinar**

January 19 – 3 p.m.

February 5 – 12 p.m. (noon)

- **Food Safety Conference**, March 7, 2016 Edmonton
- **HACCP Refresher Training**, March 8, 2016 Edmonton

Register on the Alberta Food Processors Association (AFPA) website - www.afpa.com, under Training & Development/Food Safety & Quality) or email melody@afpa.com; AFPA can help you get your COR (Certificate of Recognition) – ed@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