



# FOOD NEWS

JANUARY 2017

## Workshops

### **Leadership and Strategic Relationships Workshop**

*February 22, 2017 – Airdrie, AB*

This interactive one-day workshop will help your company develop and discuss best practices for developing strategic relationships with partners, suppliers, and customers. The workshop will be facilitated by Dr. Brynn Winegard, a Canadian award-winning professor, consultant, speaker, and writer. For more information contact [Lisa Iwanyk](#) at 780-968-3511. The cost is \$30/person (includes snacks, lunch and GST). To register, call the Ag-Info Centre at 1-800-387-6030.

### **Getting Into Farmers' Markets**

*February 8, 2017 – Parkland County, AB*

*February 9, 2017 – Airdrie, AB*

This workshop looks at selling food products at Alberta approved farmers' markets. Entering this market channel with the right skills can shorten your learning curve and enhance your success. Discover the size of the opportunity, what to look for in a market and what a market manager expects from a vendor. To register, call the Ag-Info Centre at 1-800-387-6030. The cost is \$25 per person (includes snacks, lunch and GST).

### **Adding it Up: Getting a Handle on Your Greenhouse Financials**

*February 15-16, 2017 – Lacombe, AB*

Cobra GREEN is a financial software developed by Alberta Agriculture to help greenhouse vegetable growers better understand the numbers behind their business. In this workshop, growers will learn how to use this software to help make their business more profitable and better position themselves for lending opportunities. The cost is \$10 per person and includes lunch. For more information, contact [Dustin Morton](#) at 780-679-1314 and to register call 1-800-387-6030.

### **Troubleshooting Shelf Life**

*April 11, 2017 – Airdrie, AB*

This workshop is designed for farmers' market vendors and farm direct operators who want to understand how to determine the shelf life of food products. Attend this workshop to learn what shelf life means, how to use various testing instruments and understand food labelling requirements that are applicable to you.

To register, call the Ag-Info Centre at 1-800-387-6030. The cost is \$25 per person (includes snacks, lunch and GST).

## Webinars

### **Proving We Do It Right: A Business-Lead Program for Quality and Safety Assurance**

*January 31, 2017, 10 a.m.*

Good Agriculture and Collection Practices (GACP) will help you show you are growing, harvesting and processing crops from hemp to herbs in a manner that meets your buyer's expectations and requirements. Join us for an overview of this voluntary program which was developed by the industry under the review of the Canadian Food Inspection Agency. Link [here](#) to register.

### **Marketing Your Story**

*February 15, 2017, 9 a.m.*

Charlotte Lepp from Lepp Farm Market in Abbotsford BC will share how she has incorporated their farm story into all aspects of their very successful farm retail operation. Discover the importance of developing your brand around your unique story, using your brand consistently, and using your story to connect with customers. Link [here](#) to register.

### **Business Case for Food Loss and Waste Reduction**

*February 22, 2017, 9 a.m.*

Provision Coalition will provide an overview of the food loss and waste challenge in Canada. A live-demo of Provision's Food Loss + Waste Reduction toolkit housed in Provision's Sustainability Management System (SMS) will be conducted. At the end, Bruce Taylor of Enviro-Stewards will review case studies of companies that have used the toolkit and results achieved. Link [here](#) to register.

## Export Event

### **Mission to Seoul Food Show**

*May 16 - 19, 2017 – Seoul, South Korea*

Alberta Agriculture and Forestry is in the proposal stages for a mission to the Seoul Food Show, taking place May 16-19, 2017 in South Korea.

Seoul Food has become the fourth largest food industry exhibition in Asia and an important entryway to the Korean market for value-added food and beverage suppliers. Please contact [Katie Meredith](#) to indicate your early interest and receive full details once available.

## Agricultural Processing Industry Directory

Did you know that [Alberta's Agricultural Processing Industry Directory](#) is the most comprehensive database of the food processing industry and its associations in Alberta?

It has been in publication for over 40 years and is extensively used by the business community, government agencies and other interested parties not only in Alberta but in Canada and internationally as well.

The directory is available on line and updated every year in a pdf format. The 2017 update is in progress. If your company is listed in the directory, you would have already received an email with an update form attached. Please complete and return as soon as possible to ensure the contact information we have is correct.

If you did not receive an update form or would like to be included, please contact [joan.bates@gov.ab.ca](mailto:joan.bates@gov.ab.ca) with a current email address.

### Why should you be included in the directory?

- It provides visibility that could lead to additional business opportunities,
- It is used as a resource for finding co-packers or establishing partnerships based on your business area or your plant or product unique attributes (e.g. Halal, Kosher, Organic),
- It provides an understanding of various business sectors and their sizes which various government agencies use for future programming or to determine extension activities that could benefit your business.

## Industry Webinars on Food Labelling Modernization

The Canadian Food Inspection Agency (CFIA) announced "specific proposals to modernize regulations and on a new approach for truthful and not misleading food labelling." The agency is holding industry webinars to review the reasons for change, present highlights of what they heard from the first phases of consultations and outline the proposals for a more modern food labelling system and for a new approach for truthful and not misleading food labelling. The English session is scheduled for *Tuesday January 24, 2017 from 11 a.m. to 12 p.m. MST.* [Register here](#) if you would like to attend.

## Alberta Food Processors Association

- Digital Marketing 101 Seminar

January 25, 2017 – **Leduc**

- [Carbon 201: Practical Strategies for Carbon Reduction](#)

February 1, 2017 – **Edmonton**, or

February 2, 2017 - **Calgary**

- [Bridge for Better Onboarding](#)

Targeted training for immigrant workers. AFPA is recruiting for pilot companies to participate in the training program.

### Food Safety Training

- BRC Internal Auditor – *February 1-2, 2017 - Calgary*
- Webinar Food Safety Culture - *February 3 or 14, 2017*
- Canadian Ingredient Labelling – *February 15, 2017 – Calgary*
- USA Labelling - *February 16, 2017 – Calgary*
- Environmental Monitoring & Microbiology - *February 22, 2017 – Calgary*
- Listeria Hazards and Controls- *February 23, 2017 – Calgary*
- Food Safety Conference - *February 27, 2017 – Calgary*
- Navigating the Changing Landscape of Food Safety Legislation and Global Food Safety Initiative (GFSI) standards- *February 28, 2017 – Calgary*

For more information on any of the above training, please contact [Melody](#) at 403-201-3657 (ext. 21).

Connect with Agriculture and Forestry on Social Media:



### Alberta Agriculture and Forestry 310-0000 (AB Toll-Free)

Crop Extension Section 780-643-6249

Processing Industry & Workforce Development Section 403-340-7625

Local/Domestic Market Expansion Section 780-968-3553

Livestock and Farm Business Section 780-968-6556

Safe Food Section 780-415-4570