



This is a newsletter intended for the potential users of the proposed potential users of Peace food processing facilities and those training in business and agri-food processing.

In this newsletter:

- Awards night
- June 23 is the next Learn Agri-Food Meeting
- Barbecue and the Health Unit
- Business to Business – requests and offers

Call **The Innovation Network** or any of the **Working Group** for more information or to sign up for courses. Look up or down in this newsletter for phone numbers.



What a night! Awards for good reasons!



To sign up for courses, please call:
780-835-3959 or 1-866-835-5005 toll-free

Participants of the Learn Agri-Food group celebrated a wide variety of accomplishments and special qualities.

Awards ranged from Peace Country food products to innovative food ideas to certificates for meals to certificates for the wall. Honours were given to:

Earl & Paulette Langenecker for the most change in business direction in the past year and for (in all likelihood) making the most ambitious growth in marketing of participants in the The Learn Agri-Food Group in the past year. **Berry Fields** frozen saskatoons in Peace region IGA freezers and you may soon find it at Save On Foods.

Gerty Sorensen, is a natural promoter with an immediate good response to the question “so... where do I get lamb?” She says: “how much of what cuts would you like, and when?” The award for bringing most new participants to events and meetings and tirelessly to make good ideas happen went to Gerty. Thank you **Mini Creek Farm**.

If being excited is the quality that makes for



great promotion, **Irene Gitzel** was the correct recipient of an award of appreciation for being a friend and sharing the excitement, helping in all things.

Little Burnt Farms, George & Pat Monner walked away with an award for having and sharing great information on orcharding. The processor can rely on and use for promotion the quality product and story of farming.

Member of the Working Group, **Elaine Stenbraaten** was honoured in two presentations including the “Like a dog chewing on a bone award” for finding a way to ensure Peace region entrepreneurs could attend the high power CETAC West week long training in Banff this past winter.

Dates and times:	Planned Activities:	Who should attend?
<p>Wednesday, June 23, 2004 7:00 to 9:00 p.m. Rycroft at Alexander’s beside the teepee</p> <p>Some of us meet at 6:00 p.m. for supper in the café.</p>	<p>Learn Agri-Food Meeting The last meeting until September.</p> <p>This is a working meeting. Come help plan a Peace meal to use to promote the region and the products which will certainly form the bones of a Peace Region Cuisine program. We’ll share plans for our businesses for the summer and plan what goals to report on in September. The Working Group will report on the ideas for next winter’s training. Entrepreneurs can express joy or ask for changes or additions to the winter program. The ‘work’ part of the meeting will be to start writing business profiles for use next winter. We’ll bring a template.</p> <p>Bring samples of your product for feedback on anything from packaging, labelling, flavour, aroma or mouth feel.</p>	<p>All processors and people with interest in a Peace ag value added industry. It’s free.</p>



A Public Party and Health Inspectors

When our last newsletter hit mailboxes we received a phone call from the local Health Authority asking about our plans for a public potluck barbecue. Since we are a learning and teaching group it was pretty easy to use the opportunity as tool to open conversation about food safety, regulations and public relations. Not in order of priority, these are some of the topics we discussed because of this catalyst:

- public relations – we're in the food business, we're going to get questions about our protocols and programs. Stay calm, be curious and be respectful of others. Ask questions and listen.
- regulations – quality sells but adherence to the rules will allow us to stay in business. Know the rules (and they are not easy to find and come from a variety of sources. Every business answers to a different package of regulators so build your own. Bring it to a meeting and we'll share and learn.
- food safety – this is our core business. We must know, act and keep the records to prove we're doing the right things properly.

Business to Business (free to members)

Wanted to buy or find:

Cosmetic Ingredients needed (Bruce Rutley forwards this request) Keith & Associates is working on a Cosmetic Ingredient project for Alberta Agriculture. One of the ingredient suppliers we interviewed called and wondered if there is anyone in Alberta who is picking or collecting, and drying, Balsam Poplar (*Populus Balsam Eifera*) buds or Caribou Lichen (*Claudina - Rangifera* or *Stellaris*). Apparently she has a client interested in sourcing this material. If anyone knows of a potential supplier, I'd greatly appreciate hearing from you. Corey Keith, Keith & Associates
Phone: 403 257-8382 Cell: 403 510-4682
E-mail: ckeith900@hotmail.com

Wanted to give away:

For meat producers sellers and distributors – an Alberta Agriculture produced CD with information on nearly everything involved in the meat processing industry. We'll have some at the next meeting, or call Sherry Smith at 780-538-6208 to receive one in the mail.

Wanting to help:

Kamie Currie, Siroli Entrepreneur Facilitator – is ready to help you with free, confidential and competent assistance in building your business. Call Kamie at 780-835-0377 for help finding all the resources you need (passions for product/service, marketing and financial management) to make your business dream a reality.

The Working Group includes Gail Briggs and Jerry Kitt, as well as:

Bruce Rutley
The Innovation Network
Fairview:
835-3959 or
1-866-835-5005

Nicole McMullan
Alberta Economic
Development,
Grande Prairie
538-5635

Elaine Stenbraaten
Alberta Agriculture, Food
& Rural Development
Fairview
835-7531

Susan Meyer
Alberta Agriculture, Food
& Rural Development
Grande Prairie
538-5630

Karen Goad
Alberta Agriculture, Food
& Rural Development
Grande Prairie
538-5629

