



# Learn Agri-Food Network

March and April  
2007

Supporting agri-preneurs in sharing information with peers to build **businesses** of ag or rural based experiences, products and services.

## March was marvelous workshop month.

In February we took a hiatus from training workshops, because twenty-one of our direct marketing folk were at Grow West in Calgary.

Back in March there were enough workshops to get nearly everyone up-to-date.

“Farmers’ market training for managers and vendors was great to get us all on the same page,” said managers in attendance.

Darlene Cavanaugh from the Alberta Farmers’ Market Association spent a day in Grande Prairie with managers and vendors. Roles of vendors, managers as well as partners and advisors such as our Public Health Inspectors were discussed. Participants came away wishing there was

a way to entice every vendor and board member to such a session. In fact, on that snow and ice covered highway day, participants showed up from Manning, Valleyview, Silver Valley and closer. Ann Toderian should win the most dedicated prize and she wasn’t even present. Husband Lawrence attended in her stead and participated in all discussions. Thanks, Lawrence.



*Dian Schleiter, Ralph Lewis and Gerty Sorensen at Alberta Farmers’ Market Manager Workshop*

**Learn from others at the next  
Learn Agri-Food Network meeting:  
Tuesday, April 10, 2007**

The Tuesday, April 10, Learn Agri-Food Network meeting will be a regional gathering in Grande Prairie at Centre 2000 from 3:00 to 5:00 p.m. Some of us will surely go for supper afterward to share more ideas and conversation.

What’s an Alberta Approved Farmers’ Market? Alberta Agriculture & Food oversees the regulations for the ‘Sunny Girl’ Alberta Approved Farmers’ Markets. What’s the Alberta Farmers’ Market (AFMA) Association? On the other hand, AFMA belongs to its members, both markets and individual vendor members. Join AFMA to give it the power to speak with strength as an advocacy organization. Use AFMA’s connection to market liability insurance programs through the Co-operators.



**Support your market** - if you are in the Grande Prairie area or would like a great country style night out buy a couple tickets to the

### **Grande Prairie Downtown Farmers’ Market Spring Fling**

Take a hot date and enjoy a fourteen course meal and dancing. It’s slated for Saturday, **April 14**. Pick up tickets from most vendors at the market or call Laurie Helms, Market Manager, (780)814-8224.





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*Nutrition Labelling Workshop—Betty Steel (left) and Mary Antonio (right)*

### Nutrition Labelling Workshop

The Canadian Food Inspection Agency (CFIA) sent out two staff members for their workshop on nutrition labelling regulations. Sonia Worobec and Bill Zurawell ran through the complexities of the regulations, the exclusions and exceptions to the exclusions until everyone was certain they were serious. By afternoon, however, the questions from participants and responses from Sonia, Bill and Larry Groner (retired from CFIA but knowledgeable and ready to help) eased the tension.

Gail Briggs spoke for many other participants at the Nutrition Labelling Workshop. “Thanks for traveling to meet us face-to-face. I am content that I can find ways to meet the needs of the regulations for each of my markets.”

The regulations are complex but there are ways to work through the system. Dan Prudholme won the ‘free’ chemical analysis of his fudge. Even the process of sending in the sample and dealing with the company doing the test taught us much. Look for more in upcoming newsletters – this project isn’t complete.

### Dine Alberta Workshop

When producers met with chefs to learn how to meet best approach restaurants and food service both parties were winners. Imagine in one room, suppliers of bison, fresh garden produce and herbs, lamb and chicken, preserves, saskatoons and honey and maybe even fish. Add two chefs Colette Zich, (Rick’s Place) and Thomas Kiesewetter from the Trumpeter Hotel’s Cygnet dining room, those two restaurants would have everything they need for a Dine Alberta menu.

The tour of the Cygnet kitchen produced action photos for the Peace Country Sun and an understanding of the complexity of food service. Both chefs reiterated their overwhelming need for employees which told us they certainly don’t need us phoning or showing up between 10:00 and 2:00 o’clock.

Esther Vetsch, Barefoot Gardens, Bezanson said, “I feel more at ease with the idea of approaching a chef now.”



*Dine Alberta Connecting Producers to Chefs Workshop—Laurel Kirsch, Eldine Kjemhus, Chris Malcharek and Chef Thomas Kiesewetter on tour at Trumpeter Hotel*

# Web it Up!

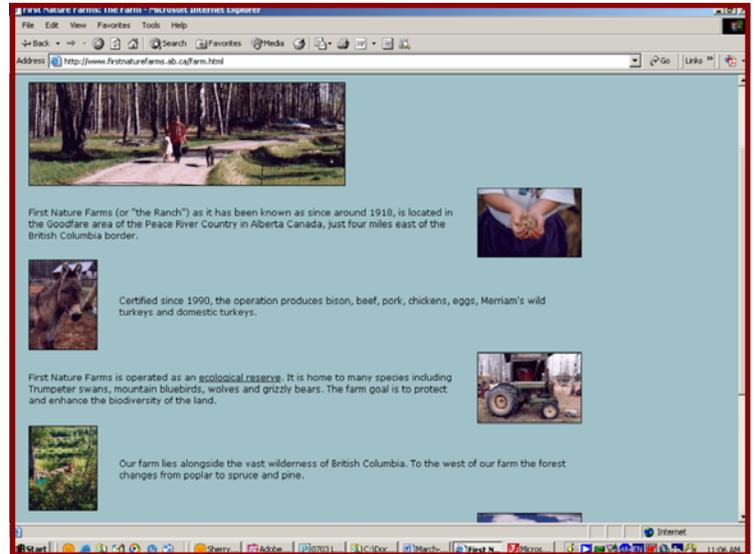
Tuesday, April 10, 2007 10:00 - 2:30 pm  
Grande Prairie

Register by April 5.

Lunch is provided but attendance is limited.

For more information or to register:  
Call Sherry at 780-538-6208  
(toll free dial 310-0000 first)

- Investigate the internet as a tool for your business to connect with customers.
- Identify electronic tools to teach customers about your products.
- Discover the benefits of electronic communication (e-newsletters, e-mail, etc.) to your business.
- Recognize reputable sites.
- Understand internet scams.



A webpage from [www.firstnaturefarms.ab.ca/family.html](http://www.firstnaturefarms.ab.ca/family.html)

Not in our region but in our industry (small value adding rural):

- <http://doefsgreenhouses.com/>
- <http://www.hogwild.ab.ca/profile.htm>
- <http://www.parklandgarden.ca/sections/landscaping/design.aspx>
- <http://www.heartlandmeats.com/>
- <http://www.salisburygreenhouse.com/>
- <http://www.redtractor.org/about.htm>
- <http://www.members.shaw.ca/spindelii/>

This is the site for our Learn Agri-Food Network newsletters:

[http://www.peacecountrycanada.com/page\\_sub.aspx?page\\_id=29](http://www.peacecountrycanada.com/page_sub.aspx?page_id=29)

## Websites of rural and ag value adding businesses

Here are websites of some of our Learn Agri-Food Network people:

- <http://www.telusplanet.net/public/suecaron/>
- <http://www.firstnaturefarms.ab.ca/family.html>
- <http://www.kemphoney.com/index.htm>
- <http://www.pctb.coop/home.htm>
- <http://www.woodbison.com/fibre.htm>
- <http://www.backyardalpacas.com/>

Selling via the internet:

- <http://www.eurekasoap.com/>
- <http://www.honeybunny.ca/products/>



An example from the opening webpage:  
[www.kemphoney.com/index.htm](http://www.kemphoney.com/index.htm)

For Peace Region agricultural entrepreneurs.

### Learn Agri-Food Network

Team includes: Gail Briggs and Jerry Kitt, as well as:

#### Nicole McMullen

PREDA

538-5635

#### Gary Christopherson

Consultant, Grimshaw

338-2000

#### Alberta Agriculture & Food

#### Elaine Stenbraaten

Fairview

835-7531

#### Karen Goad

Grande Prairie

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#### Cindy Cuthbert

Grande Prairie

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Send submissions to Susan.

For toll free calling of all government staff dial 310-0000 first.

The Learn Agri-Food Network Team helps agripreneurs build profitable businesses to grow their industries.

Members look at business issues and apply them to the larger industry by supplying knowledge and information, reducing business development barriers and identifying resources.

We help reduce the tuition in the school of hard knocks.

## Learn Agri-Food Events to Attend

**Tuesday,  
April 10  
10 am—2:30 pm**

### Web It Up! Internet Promotion and Selling - What's Involved?

Chester Groner will discuss how the internet can help build your customer base. He's keen on using marketing tools to complement one another – more bang, less bucks. Please call Sherry at 780-538-6208 (toll free dial 310-0000 first) before April 5 for more information or to register.

**Tuesday,  
April 10  
3:00 to 5:00 p.m.  
Grande Prairie  
Centre 2000  
(east off the by-pass north of the college)**

### Learn Agri-Food Meeting

This Learn Agri-Food Network meeting will be a regional gathering in Grande Prairie. Some of us will surely go for supper afterward to share more ideas and conversation. Call Susan Meyer (780-538-5630) or Elaine Stenbraaten (780-835-7531) for more information. Use the RITE line (310-0000) for free access



## Expecting Company? Preparing Your Site for Ag-Tourism

This DVD training tool is divided into nine sections. It is designed so you can watch and learn, section by section. At the end of each section there are probing questions and reflection activities to help you apply the information to your farm or ranch. You'll discover ways to make the most of your farm or ranch by looking at it from your guest's perspective. Learn how to: hone in on your target audience, identify your key attributes, offer "see, do and learn" activities, have the best in amenities, maximize visitor flow and enhance your site's appearance and atmosphere.

Expecting Company? DVD—DVD 888-10 \$20.00

To order by phone, call our Canadian toll-free line 1-800-292-5697 or (780)427-0391. To order online, visit: <http://www.agric.gov.ab.ca/publications>

*We're on the web:*

[www.peacecountrycanada.com](http://www.peacecountrycanada.com)

Look for The Innovation Network and then Learn Agri-Food