



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



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

Introduction to the Markets

What's in this newsletter

- **Introduction to the Markets** – was the first day worth attending? Yes!
- **Next Courses**
- **January 20 is the next Learn Agri-Food Meeting**

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.



“Wow!”, said participants!

“The first day of the seven-day marketing course was well worth the time and the dollars.”

Fifteen participants listened enthusiastically as Joan Hohenstein, Marketing Specialist and Sarah Oliveira, Market Researcher shared their knowledge, experience and ideas about the variety of markets.

The audience also shared their experiences, often funny, sometimes bad and on occasion good.

Jerry Kitt has already met some of the top chefs in Canada. Earl Langenecker discussed issues in obtaining packaging and transportation issues were valuable in their prevention of problems.

Everyone learned something. It's a complex world in the food distribution industry. What we learned included:

1. marketing is job 1 for the producer and the processor: if you give it to someone else you

gain time and energy and lose money and all the learning about what the customer wants. Consider well: how to market your wares.

2. the consumer must be the most important person in the chain – to the producer or processor. The money comes from them – in the end.

3. loads of contact information and ideas for markets.


“I now have a better idea on how the system works, with customers and distributors,” said one participant.



Learn Agri-Food

Dates and times:	Planned Activities:	Who should attend? and the cost
January 20, 2004 Alexander's Restaurant (east side of Highway 2) Rycroft 7:00 to 9:00 p.m.	Learn Agri-Food Meeting 1. Facility Update; 2. Four Peace Region processors will talk about their business ideas and then we'll brainstorm ideas 3. Each person will evaluate their business strengths using a question tool called “DIRT”. It's fun and revealing. 4. As always – there's beverage and munchies to help conversation flow.	All processors and people with interest in a Peace Ag Value Added Industry ▲ No cost! See you there!
January 26, 2004 Grande Prairie Provincial Building 8:30 to 4:30	New Natural Health Products Regulations Look at the new natural health products regulations and how it affects your business. If you want to promote the health benefits of novel foods or nutraceutical or functional food you will want to get the facts here.	Processors and growers who need to learn about legislation in this area. Cost: \$18.00 Call Sherry Smith at 780-538-6208 to register



Dates and times:	Planned Next Steps:	Who should attend?
Postponed to March 31 – April 1 Edmonton	Introduction to Markets Tour This is part of the seven day marketing series.	Everyone who's been in the marketing course.
February 6 & 7, 2004 Grande Prairie	Farm Direct Marketing. This is an interactive workshop with a variety of sessions like a conference. They are welcoming others in the ag industry to attend and have elk, bison and other producers on their planning committee.	Livestock Producers looking for ways to market direct to consumers
February 10 & 11, 2004 Fairview College Room AC 136 <i>NOTE: The next sessions of this Marketing Series will be held in Grande Prairie: March 2 & 3 March 16, and in Edmonton March 31</i> 	Getting Your Products to Market (the next two sessions) <i>Developing the Marketing Mix</i> Workshop I: Market & Product Analysis (Feb 10, 2004) <ul style="list-style-type: none"> ▪ <i>product definition,</i> ▪ <i>product life cycles,</i> ▪ <i>new product development,</i> ▪ <i>targeting a market, and</i> ▪ <i>market research</i> Workshop II: Product Design and Promotion (Feb 11, 2004) <ul style="list-style-type: none"> ▲ <i>packaging, labeling and design,</i> ▲ <i>product branding,</i> ▲ <i>focus group, test markets, and advertising and promotion.</i> 	Cost: \$25 per person for each of these two days. <i>Session I of this series has already happened. Read page one for participant comments on the Introduction to the Markets!</i> <i>You can attend these sessions and ask for a more comprehensive update. See you there!</i>
Thursday & Friday February 19 & 20, 2004 Grande Prairie Provincial Building Room 1903 Main Floor 9:00 – 4:00	HACCP I Documenting and Implementing HACCP Workshop Pre-requisite Programs or Good Manufacturing Practices are by far the most time consuming aspect of implementing a HACCP system in your plant. In this hands-on program you will: understand the components of the six HACCP Prerequisite Programs; practice the use of a model for Prerequisite Program documentation; review examples of "approved" generic Prerequisite Programs; use and view the tools necessary to implement and develop prerequisite programs and your HACCP Plan (hazard databases, videos); develop and review record-keeping forms for Prerequisite implementation. This program meets Canadian Food Inspection Agency Curriculum requirements and is Part 1 of a 2-Part program recognized by the International HACCP Alliance (1.4 CEUs, 1.6 TEUs).	It's for processors planning their CFIA** application for their food safety program. * <i>Hazard Analysis, Critical Control Points</i> ** <i>Canadian Food Inspection Agency</i> Cost: \$200 covers both days.

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