

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.

What's in this newsletter?

- The Best Learn Agri-Food Meeting yet.
- Gail & Jerry join the Working Group
- Searching for Information
- Next Courses

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.



The Working Group has two new members: Jerry Kitt and Gail Briggs bring passion and experience to the group.



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

Learn Agri Food Meeting

We filled the meeting room at Alexander's in Rycroft for the last Learn Agri-Food Meeting. Through snow storm and distance, by car pooling and alone, business owners came and talked, asked one another questions and generally made the meeting one of sharing and help.

Highlights included Charlotte and Tom Openshaw (see the photo left) arriving with steamed pudding and sauce for us to evaluate, while Charlotte showed her proposed packaging and described the business. What a flavour feast!

Paulette and Earl showed their ideas for new packaging and a professional set of materials to introduce their business to supermarket owners for instance.

Irene Gitzel shared her business brochure and plans.

Thanks to all and see you again on February 26 in Fairview.

Heather Porrill, Perfect Pantry Mixes sent this message before the last meeting. "I am unable to attend the meeting, being really busy. I am still very interested in being informed as to what is going on. I've made my own product for our own use so far, and boy do I have some great new ideas for products. Please tell Gail I am looking for a jam sweetened with fruit juice and not sugar or sweetener. There is only one on the local supermarket shelves and variety is low. (no saskatoon!). Speaking of saskatoons I am hoping for my first crop of them this year. I am busy studying horticulture right now, and plans are being made for future growth of our yet to be "pick your own farm". I have also taken a great interest in vegetarian and vegan products. I expect that some of my new formulations will be of such. Looking forward to being at a meeting one day"

Searching for Information

If you're a web surfer, here are some sites to check out. If you aren't contact Susan or Elaine and they'll fax or mail you a print out of the information. Stop by the office and they'll let you do the surfin' and printin'.

For exporting to the States, you'll find rules that might impact you here: www.cfsan.fda.gov

At the January 20, **Learn Agri-Food Meeting**, we discussed

1. **registering a business name** and the advice was to go to your local registry for help. If you are going further and building a **logo**, here's a web site with some thoughts: http://www.businessknowhow.com/marketing/logo_tips.htm
2. **DIRT** Jerry Kitt said he was not going to any meeting that said there was **DIRT** involved. In fact, we all enjoyed learning a bit about ourselves and "leanings" in the areas of being **Do'ers**, **Influencers**, **Relaters** and **Thinkers**. Another site of interest is an Alberta Agriculture site called Entrepreneurial spirit. [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/apa2316?opendocument](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/apa2316?opendocument)
3. **Farm Direct Marketing**. Trevor Jones who will chair the February 6 & 7, 2004 Direct Marketing Symposium attended our meeting to make sure he knew what we were doing in the Learn Agri-Food group. If you are interested in a report based in Alberta, here's a site: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/apa7327?opendocument](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/apa7327?opendocument)



Learn Agri-Food Opportunities for Training

Dates and times:	Planned Next Steps:	Who should attend?
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. Call: Sautie at 780-524-5811 to register.	Livestock Producers looking for ways to market direct to consumers
February 10 & 11, 2004 Note new Location Stanford Inn Grande Prairie <i>NOTE: The next sessions of this Marketing Series will be held in Fairview March 2 & 3; Grande Prairie March 16, and in Edmonton March 31 or April 1</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"> ▪ product definition, ▪ product life cycles, ▪ new product development, ▪ targeting a market, and ▪ market research Workshop II: Product Design and Promotion (Feb 11, 2004) <ul style="list-style-type: none"> ▲ packaging, labeling and design, ▲ product branding, ▲ focus group, test markets, and advertising and promotion. 	Cost: \$25 per person for each of these two days. <i>Session I of this series has already happened.</i> <i>You can attend these sessions and ask for a more comprehensive update. See you there!</i> Time: 9:30 to 3:30
Thursday & Friday February 19 & 20, 2004 Grande Prairie Provincial Building Room 1903 Main Floor Note New Time! 8:30 to 4:30	HACCP I Documenting and Implementing HACCP Workshop 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. Cost: \$200 covers both days.	It's for processors planning their CFIA** application for their food safety program. * <i>Hazard Analysis, Critical Control Points</i> ** Canadian Food Inspection Agency
February 26, 2004 Fairview College Room 144 7:00 to 9:00 p.m.	Learn Agri-Food Meeting Updates, education and sharing – with food and laughter. Our monthly chance to see other processors and learn from one another. No cost! See you there!	All processors and people with interest in a Peace Ag Value Added Industry
March 31 – April 1 Edmonton	Introduction to Markets Tour We visit a variety of outlets and businesses who purchase the kinds of things course participants produce.	Everyone who's been in the marketing course.

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

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