

## AFFPA / AFMA presents ... “From Farm to Market to Table 2020” – Tentative Agenda

Thursday, February 27, 2020 – Day 1		
Ballroom 1	Ballroom 2	Ballroom 3
<b>8:00 – 8:40 am REGISTRATION and TRADESHOW</b>		
<b>8:40 – 8:55 am</b> Welcome & Opening Remarks – acknowledgement of sponsors / Intro by Tanni Doblanko - Mayor - Leduc County; Welcome from AFFPA, AFMA, and Leduc Regional Chamber		
<b>9:00 – 10 am PLENARY – Connecting with the Food Bank – Jaime Larson</b>		
<b>10 – 11 am</b>	<b>10 - 10:30 am – COFFEE BREAK &amp; TRADE SHOW</b>	
Tour – Trusted Freshness Vertical Farm (limit of 18 people)	<b>10:30 – 11:55 am</b>	
<b>11 – 12 noon</b>	Inspiring Ideas from Local Food Week	Selling to Venues beyond the Farmers’ Market
Tour - Trusted Freshness Vertical Farm (limit of 18 people)	5-6 stories	Lindsey Sutton (AAF) / Gary Hughes (Sobey’s) / Jesse Radke (Northlands)
<b>12 noon – 12:30 pm – LUNCH</b>	<b>12:30 – 1:30 pm – Annual General Meeting AFMA</b>	
<b>1:30 – 2:25 pm</b>		
Alberta High Tunnel Experience –	Market manager meetup	Social Media Photography
		TBA
<b>2:30 – 3:25 pm</b>		
Drip Irrigation – Setting up a system + Fruit/Veg options	Conflict of Interest (for Boards and Market Managers)	Work Smarter, not Harder
Andrew Neels (Southern Irrigation)		Stephanie Markakis-Plouffe Treats by Stephanie
<b>3:30 – 4:00 pm – COFFEE BREAK &amp; TRADE SHOW</b>		
<b>4:00 – 4:55 pm</b>		
Plant Health Issues	How to host great local food event Both for on farm and markets	Scaling up your business (Selling to different venues)
Rob Spencer (AAF)	Christie Pollack Christie’s Gardens and Greenhouses Ltd	Chris Lerohl Honest Dumplings
<b>5:00 – 5:30 pm – Networking and Tradeshow</b>		

**TRADESHOW**

**Evening Program: 5:30 – 10:30 PM Dinner, Awards, Evening Speaker (Cash bar available)**

- 5:30 – 6:00 Cash Bar & Visiting
- 6:00 – 7:00 Dinner
- 7:00 – 7:30 Awards
- 7:30 – 8:00 Speaker – Red Barn story – Matt & Melissa Schur
- 8:00 – 10:30 Visiting

# AFFPA / AFMA presents ... “From Farm to Market to Table 2020” – Draft Agenda

Friday, February 28, 2020 – Day 2		
Ballroom 1	Ballroom 2	Ballroom 3
<b>8:30 – 9 am REGISTRATION AND TRADESHOW</b>		
<b>9 – 9:55 am Plenary – Christie Pollack – Connecting with Your Customers Year-round</b>		
<b>10:00 – 10:30 am – COFFEE BREAK &amp; TRADE SHOW</b>		
<b>10:30 am – 12:00 pm</b>		
Experiences in Succession Hidden Valley Gardens	Labour Panel - Rules & Regs - Sourcing Local Labour - Foreign Labour Experiences	Exploring New Market Options
<b>12:00 – 12:30 pm – LUNCH</b>	<b>12:30 – 1:30 pm – Annual General Meeting – AFFPA</b>	
<b>1:30 – 2:25 pm</b>		
<b>Roundtable Topics (6-8 predetermined topics for table discussion)</b>		
<b>2:30 – 3:30 pm</b>		Tour – Trusted Freshness Vertical Farm
Refurbishing Your Business Plan	Cut Flowers a la carte	
<b>3:35 – 4:30 pm</b>		
Microclimate Modification Rob Spencer (AAF)	Christie Pollack topic – TBD	
<b>4:30 – Conference Ends</b>		
<b>Safe Travels</b>		

TRADESHOW