

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

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

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

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Friday, February 28, 2020 – Day 2		
Ballroom 1	Ballroom 2	Ballroom 3
8:30 – 9 am REGISTRATION AND TRADESHOW		
9 – 9:55 am Plenary – Christie Pollack – Connecting with Your Customers Year-round		
10:00 – 10:30 am – COFFEE BREAK & TRADE SHOW		
10:30 am – 12:00 pm		
Experiences in Succession Jim Hill	Labour Panel <ul style="list-style-type: none"> - Rules & Regs Scott Dundas - Sourcing Local Labour Janelle Hebert - Foreign Labour Experiences Ron Erdmann 	Exploring New Market Options Nicola Irving
12:00 – 12:30 pm – LUNCH	12:30 – 1:30 pm – Annual General Meeting – AFFPA	
1:30 – 2:25 pm		
Roundtable Topics (6-8 predetermined topics for table discussion)		
2:30 – 3:30 pm		
Refurbishing Your Business Plan Kathy Bosse (AAF)	Cut Flowers a la carte	Tour – Trusted Freshness Vertical Farm
3:35 – 4:30 pm		
Microclimate Modification Rob Spencer (AAF)	The Code to Generating Epic Engagement Christie Pollack	
4:30 – Conference Ends		
Safe Travels		

TRADESHOW