

# AFFPA / AFMA presents ... "From Farm to Market 2019" – Draft Agenda v10

Thursday, February 28, 2019 – Day 1						
Ballroom 1	Ballroom 2	Ballroom 3	Nisku Room			
<b>8:00 – 8:30 am REGISTRATION and TRADESHOW</b>						
8:30 – 9:00 am Welcome & Opening Remarks – acknowledgement of sponsors / Intro by Tanni Doblanko - Leduc County; Welcome from AFFPA, AFMA, and Leduc Regional Chamber						
9:05 – 10 am PLENARY – A Farm to Table Story – North 49 Fruit Corporation – Kreg Alde – Broken Tine Orchard						
<b>10 - 10:30 am – COFFEE BREAK &amp; TRADE SHOW</b>						
<b>10:30 – 11:55 am</b>						
Improvements in Fruit Production Potential, Prairie Research  Forrest Scharf, Provincial Fruit Specialist, Saskatchewan Agriculture	Distributors' Forum – Getting your products to expanded markets	A Farmer-Owned & Operated Licensed Abattoir 1. Jeff Senger – Sangudo Custom Meats 2. Brett Kikkel-Pigeon Lake Poultry Processing	Drawing Customers In: Promotion Through Partnerships Tad Hargrave Marketing for Hippies			
<b>12 noon – 12:30 pm – LUNCH</b>		<b>12:30 – 1:30 pm – Annual General Meetings AFFPA</b>				
<b>1:30 – 2:25 pm</b>						
Dealing with Severe Weather: A Cool Head in the Aftermath  Rob Spencer, AF	1. The Chef's Collective Banff/Lake Louise David Matys – Banff Lake Louise Tourism 2. AFFPA Website Marketplace – Conny Kappler - AFFPA	Revitalizing Your Pasture  Jill Burkhart – Crooked Lake Farm/Ag More than Ever	Creative Ways to finance your Business – ATB Business & Agriculture			
<b>2:30 – 3:25 pm</b>						
Farm Safety Plans/OH&S -Requirements and Regulation  Maria Champagne-AgSafe Alberta Society	A CSA Story: Cropping Plans & Strategies to Keep Customers Coming Back Andrea and Denis Forstbauer Grey Arrow Farm	TBA	Innovative Ways to Include Children in the Market  Christie Fleck, Market Buds Christie Anderson, SWEFM Colleen Schoeninger, Evergreen Drayton Valley Farmers' Market			
<b>3:30 – 4:00 pm – COFFEE BREAK &amp; TRADE SHOW</b>						
<b>4:00 – 4:55 pm</b>						
CAP Programming What's in it for the Farmer?  Mike Hittinger, AF	A Taste of the Farm- Bridging the Rural Urban Agricultural Knowledge Gap Melissa & Matthew Schur – The Old Red Barn	Herbicides used for Fruit and Vegetable Production-  Andrea Sawatzky PMRA	How to Answer Your Customers' Socially Conscious Questions  Jill Burkhart – Crooked Lake Farm/Ag More Than Ever			
<b>5:00 – 5:30 pm</b>		<b>Networking and Tradeshow</b>				

**TRADESHOW**

**NEW VENTURE CONSULTATIONS**

**Evening Program: 5:30 – 11:00 PM Dinner, Awards, Evening Speaker & Sips of Alberta (Cash bar available)**

5:30 – 6:00 SIPS/Cocktails

6:00 – 7:00 Dinner

7:00 – 7:30 Awards

7:30 – 8:00 Speaker: The Gruger Family Fungi Story– Carleton Gruger

8:00 – 11:00 SIPS of Alberta continues

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Friday March 1, 2019 – Day 2					
Ballroom 1	Ballroom 2	Ballroom 3	Nisku Room		
<b>8:00 – 8:30 am REGISTRATION AND TRADESHOW</b>					
<b>8:00 – 9:00 am Plenary "Farm to Flask" – Our Story and the Farmers we Depend on - Geoff Stewart – Rig Hand Distillery</b>					
<b>9:00 – 10:00 am</b>					
Fruit Grower Stories 1. Keeping Weeds at Bay in our Strawberries Kerry Stevens Stevens Strawberries  2. Winning the War on Critters in Our Orchard Andy Camps High Country Berries	Using High Tunnels in the Prairies: What They Can Do For You – If They Don't Blow Away  Dr. Jazeem Wahab AAFC	From Concept to Commercialization  1. Chris Lerohl Honest Dumplings  2. Nicola Irving Irvings Farm Fresh	Social Media 101: How to make the best use of Instagram, Facebook, and Twitter  Beverley Theresa, Hello Beverley		
<b>10:00 – 10:30 am – COFFEE BREAK &amp; TRADE SHOW</b>					
<b>10:30 am – 12:00 pm</b>					
Equipment for Market Gardens  1. Ron Erdmann – Erdmann's Gardens & Greenhouses  2. Blaine Staples- The Jungle Farm	Getting the Most From Your Soil Fertility Inputs  Tom Jensen IPNI	Tour of the Righand Distillery  <b>Pre-registration required</b>	Tips on Setting Prices at the Market - from Horticulture to Food to Crafts  Marissa Brewer, AF		
<b>12:00 – 1:30 pm – LUNCH</b>		<b>12:30 – 1:30 pm – Annual General Meeting – AFMA</b>			
<b>1:30 – 2:25 pm</b>					
Plant Health Problems of 2018  Rob Spencer, AF	Cover Crops for the Prairies  Tom Jensen IPNI	Farm Energy and Agri-Processing Program (FEAP) and On-Farm Solar Photovoltaics Program  Amber Kenyon – Gateway Research Organization (GRO)	Excellent Practices in Market Management  -Market Managers meetup		
<b>2:30 – 3:30 pm</b>					
Packaging Options  Panel Speakers	Post-Harvest Handling & Storage of Horticulture Crops  Rob Spencer, AF	Anti-microbial Legislation Changes for Livestock in Canada  Dr. Phil Buote- Alberta Veterinary Medical Association	Software for Your Farmers' Market -  Christopher Quilan - Marketwurks		
<b>3:30 – Conference Ends</b>					
Safe Travels					

**TRADESHOW**  
**NEW VENTURE CONSULTATIONS**