

AFFPA / AFMA presents ... "From Farm to Market to Table 2020" – Final 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 – <i>Connecting with the Food Bank</i> – Jaime Larson		
10 - 10:30 am – COFFEE BREAK & TRADE SHOW		
10:30 – 11:55 am		
<i>Selling to Venues beyond the Farmers' Market</i> – Lindsay Sutton - AAF – Gary Hughes - Sobey's Jesse Radies - Northlands	<i>Inspiring Ideas from Local Food Week</i> 6 stories	Off-site Tour – Gruger Family Fungi
12 noon – 12:30 pm – LUNCH	12:30 – 1:30 pm – Annual General Meeting AFMA	
1:30 – 2:25 pm		
<i>Social Media Photography</i> Elin Laaksonen Friesen – Grub 'n Shrub	<i>Market manager meetup</i>	<i>Alberta High Tunnel Experience –</i> Blaine Staples - The Jungle Farm
2:30 – 3:25 pm		
<i>Work Smarter, not Harder</i> Stephanie Markakis-Plouffe	<i>Understanding Conflict of Interest - for Boards and Market Managers</i> John Toogood – McGee Richard Toogood	<i>Drip Irrigation – Setting up a system + Fruit/Veg options</i> Andrew Neels - Southern Irrigation
3:30 – 4:00 pm – COFFEE BREAK & TRADE SHOW		
4:00 – 4:55 pm		
<i>Scaling up your business (Selling to different venues)</i> Chris Lerohl - Honest Dumplings	<i>How to host great local events</i> Christie Pollack - Christie's Gardens and Greenhouses	<i>Plant Health Issues</i> Rob Spencer - AAF
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 – 'The Old Red Barn' story – Matt & Melissa Schur

8:00 – 10:30 Visiting



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AFFPA / AFMA presents ... "From Farm to Market to Table 2020" – Draft Agenda

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 – <i>Connecting with Your Customers Year-round</i>		
10:00 – 10:30 am – COFFEE BREAK & TRADE SHOW		
10:30 am – 12:00 pm		
<i>Experiences in Succession</i> – Jim Hill / Jamie Kreutz - Hidden Valley Gardens – Eileen Kotowich - AAF	<i>Labour Panel</i> - Rules & Regulations: Scott Dundas – AAF - Sourcing Local Labour: Janelle Herbert – Riverbend Gardens - Foreign Labour Experiences: Rony Erdmann – Erdmann's Gardens and Greenhouses	<i>Exploring New Market Options</i> – Nicola Irving – Irvings Farm Fresh – Kathy Bosse - AAF
12:00 – 12:30 pm – LUNCH	12:30 – 1:30 pm – Annual General Meeting – AFFPA	
1:30 – 2:25 pm		
<i>Roundtable Topics (6-8 topics for table discussion) – predetermined and/or from the crowd</i>		
2:30 – 3:30 pm		
<i>BioPesticides and How They Work – Biological Control Options for Fruit & Vegetable Crops</i> Rob Spencer - AAF	<i>Identifying Market Potential</i> Sarah Adams - Alberta Girl Acres	<i>Refurbishing Your Business Plan</i> Kathy Bosse - AAF
3:35 – 4:30 pm		
<i>Microclimate Modification – mulches, covers and tunnels</i> Rob Spencer - AAF	<i>The Code to Generating Epic Engagement</i> Christie Pollack - Christie's Gardens and Greenhouses	<i>Safe Foods for Canadians Act – Webinar video</i>
4:30 – Conference Ends		
Safe Travels		

TRADESHOW



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