



**SPRUCE MEADOWS**

June 7-9 Come see the AFPA pavilion

**EDMONTON RESEARCH STATION**

June 13, 2002  
780-492-0379

**SUPPLY CHAIN PRODUCT RECALL**

June 18 Edm.  
Call Jyoti

**LEADERSHIP DEVELOPMENT**

Begins Sept. 2002  
Janet@afpa.com

**FEASTival**

Sept. 11, 2002  
SOLD OUT!

**FOOD SAFETY WORKSHOPS**

Developing your HACCP System  
Sept. 24-26 Calg.

Frontline HACCP: Personnel Training  
Sept 10 Calg.

Premises  
Sept. 10 Edm.

Transportation & Storage  
Sept. 12 Edm.

AFPA



780-444-2272  
403-201-3657  
[info@afpa.com](mailto:info@afpa.com)



**MESSAGE FROM THE PRESIDENT**

The 2002 AFPA's Annual Meeting was a busy but productive day. If you weren't there these are just a few of the important issues, announcements & presentations you missed hearing about first hand:

You missed hearing about how 18 of our members collectively have improved their bottom line by some \$700,000 annually as a direct result of their participation in AFPA programs. Contact Jyoti at AFPA to learn more.

You missed hearing about how the new Health Canada regulations on nutritional labeling will have a significant & possibly costly impact on your business up to & including having to buy new equipment to comply! Contact Jyoti to find out how to learn more.

You missed the discussion about the potential impact the implementation of the Canadian Environmental Protection Act list of hazardous products could have on your business & the contradictions that exist between this initiative & the new nutritional labeling rules!

You missed the discussion about the skilled labour shortage in our industry & the presentation by Larry Pana, Director, Economic Immigration, Ministry of Economic Development about one pilot program that is available to you to address this issue. Contact Janet at AFPA to discuss how your requirements might be met.

You missed the presentation on Leadership – how the successful Calgary program will now be available in Edmonton this fall. Well trained managers positively impact your bottom line - contact Janet for more details & to register those key managers in this excellent skills upgrading opportunity.

You missed the discussion about AFPA's expanded direction & the proposals to utilize the "GOOD FOOD: prepared with Pride" identifier to directly increase the sales of full members products both in Alberta & beyond our borders. The first local initiative will launch this fall – make sure you don't miss out!! Contact Ted or Arnold at AFPA for more information.

Your Association is alive & well & becoming even more focused on assisting members profitably grow their business – watch this digest for special announcements of new & exciting developments.

**AFPA LEADERSHIP DEVELOPMENT TRAINING PROGRAM**



Program leader Donalda Cormier, will share her company's ideas, energy & enthusiasm with the group. Starting Sept. 2002 & spread over a 9 month period the program consists of 5 modules to ensure learners have opportunities to test concepts within their businesses. [www.afpa.com/iww/](http://www.afpa.com/iww/) or [janet@afpa.com](mailto:janet@afpa.com) don't delay there are only 20 spaces.

**LINK TO AFPA'S WEB SITE**

The AFPA web site continues to grow, if you would like a hot link from AFPA's page, e-mail [melody@afpa.com](mailto:melody@afpa.com) a short description & the ULR address, the cost is \$45+gst (one time setup cost).

**CHAMPION PETFOODS LTD. MORINVILLE, ALBERTA**

Is expanding its production capacity & will have a 2 deck horizontal dryer

Make: IBEC Model D 645 built Oct. 1996  
Length: 46' 6" Width: 11' 4"  
Weight: 26,000 Lbs (11,800 kg)  
Drying Temperature up to 330F (165C)  
At present the dryer is fully utilized & can be seen in operation. Contact Reinhard Muhlenfeld 780-939-6888



Experience the elegance & charm of an exceptional hotel, where service is designed to create a perfect stay. The Blackfoot Inn is pleased to extend a promotional rate of \$99/night + taxes to AFPA members (available June – August 2002). For reservations call 1-800-661-1151 or 403-252-2253 Calgary, Alberta  
Visit our website at [www.blackfootinn.com](http://www.blackfootinn.com)

**WELCOME NEW AFPA MEMBERS**

- ❖ **Blends Inc.** 780-462-8542 Ingredient blending & technology.
- ❖ **Malabar Super Spice Co. Ltd.** 905-632-2062 Wholesaler/distributor of spices, ingredients, casings, custom blends & butcher supplies for the meat processing industry.

**NEW PRODUCT? NEW MARKET??**



The Agri-Food Processing Assistance Program is designed to support growth of processors in sharing the risks of introducing new products or in entering new markets. Apply

today! [melody@afpa.com](mailto:melody@afpa.com) or [www.afpa.com/pro/costshared.shtml](http://www.afpa.com/pro/costshared.shtml)



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[www.agric.gov.ab.ca/afsccommercial](http://www.agric.gov.ab.ca/afsccommercial)

----- **AFSC COMMERCIAL**  
*capital, connections and ideas that bring results*

## New Value Chain Handbook Released

“*Value Chain*” has recently emerged as a popular business term for the agriculture and food industry. Given the difficulty in creating and maintaining value in an intensely competitive world of changing markets and technologies, businesses are now forming value chains to meet the new demands and remain viable. Processors are finding strength and security in a customer-focused chain that might begin in a farmer’s field and end in the supermarket.

A recent release by the Value Chain Initiative (VCI) will interest food processors looking at value chains. The *Value Chain Handbook*, attempts to map out the typical steps involved and the factors that contribute to success in building a value chain.

The development of any value chain, defined as “*a vertical alliance of enterprises collaborating to achieve a more rewarding position in the market*” varies greatly from one case to another. The Value Chain Handbook offers a suggested approach that can be modified to suit any alliance-building scenario.

A hypothetical case study included in the Handbook, illustrates how a value chain can develop. It outlines some of the challenges that can be encountered along the way. As well, the Handbook contains a series of worksheets for tracking your progress, addressing problems and working to develop your value chain further.

### The Value Chain Initiative

The VCI was put into action through a collaborative effort of Agriculture and Food Council of Alberta (AFC), Alberta Agriculture, Food and Rural Development (AAFRD) and Agriculture and Agri-Food Canada.

A team of staff from AAFRD and AFC is in place to work with the agriculture and food industry in the development of value chains. The three Initiative staff members include: Derek Parker, VCI Leader, Laura Lee Billings and Margurite Thiessen both Value Chain Specialists. This team is supported by an industry/government Value Chain Action Team with expertise in advertising and marketing, corporate re-structuring, co-operative development and various industry sectors.

The VCI delivers services in three program areas: [1] awareness, [2] learning & innovation and [3] value chain development. The primary focus is on value chain development providing value chain clients with ongoing advice and assistance. As well the team provides facilitated value chain development sessions to industry clients. Work in this area helps the client toward assessing whether a value chain strategy will work for them and their business partners. For businesses choosing to formalize a value chain, the staff facilitates the initial developmental stages towards a pilot project.

The Learning & Innovation component addresses development and information. Services are provided to industry and government through approaches like seminars and interaction with individual clients.

The third line of business, value chain awareness focuses on public relations and promotion of the Value Chain Initiative. Efforts are made to ensure that the agriculture and food industry is aware of value chains and the Value Chain Initiative.

For further information, the team has set up two Value Chain Initiative web pages. One is on Ropin the Web and the other is on Agriculture and Food Council’s website. You can find these pages at the following URLs:

- [www.agric.gov.ab.ca/food/process/valuechain.html](http://www.agric.gov.ab.ca/food/process/valuechain.html)
- [www.agfoodcouncil.com/serve/chainindex.html](http://www.agfoodcouncil.com/serve/chainindex.html)

Here you will find not only a “pdf” file of the Value Chain Handbook, but more information on the VCI and value chain development.

To learn more about this Alberta Initiative contact one of the following: Derek Parker, VCI Leader in Nisku at 780-955-3714, Laura Lee Billings, Value Chain Specialist in Airdrie at 403-948-8519 or Margurite Thiessen, Value Chain Specialist in Stony Plain at 780-963-6101.



The Faculty of Agriculture, Forestry, and Home Economics  
invites you to

*a Showcase  
of the  
New and Renovated Facilities  
at the Edmonton Research Station*

*June 13, 2002*

*University of Alberta  
Edmonton Research Station  
115<sup>th</sup> Street and 60<sup>th</sup> Avenue  
Edmonton, Alberta  
Parking available on site (please e-mail Sharon Katzeff for map)*

*Tours the facilities and talk with our knowledgeable staff- 10am to 3pm*

3:00pm to 4:00pm - Official Program  
4:00pm to 5:00pm - Cocktail Hour (cash bar)  
5:00pm to 8:00pm - Outdoor Barbeque

Tickets for the BBQ are \$22 per person (incl. GST)  
RSVP with payment by June 5 to:

**Sharon Katzeff**  
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**4-10 Agriculture/Forestry Centre**  
**University of Alberta**  
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**Fax: 780-492-4265**  
**E-mail: [sharon.katzeff@ualberta.ca](mailto:sharon.katzeff@ualberta.ca)**

*Please make cheques payable to the University of Alberta*  
*Concessions available during the day!*