



If you received this newsletter via fax and would prefer e-mail please advise
melody@afpa.com

Agri-food CEO Club

Sept 10 AFPA Edm
8-10 am

FEASTival of Fine Chefs

September 17

Innovative Manufacturing Week

Sept 22-26
www.ede.org/imw/

Agri-food Entrepreneur Club

Sept 24 AFPA Edm
Office 8-10 am

Canadian Tourism Culinary dinner

Oct 3, Catch, Calg

Rocky Mountain Wine & Food Festival

Go hungry & ready to taste mouth-watering samples.

Calgary Oct. 16-18
Edmonton Oct. 24-25
www.rockymtnwine.com

Edmonton's Woman's Show

Oct 18, 19
780-490-0215

AFPA Calgary
PH: 403-201-3657
Fax: 403-201-2513

AFPA Edmonton
PH: 780-444-2272
Fax: 780-483-7590
info@afpa.com

PRIVATE LABEL - A HUGE ALBERTA OPPORTUNITY!

Are you aware that private label food products in U.S supermarkets account for more than \$50 billion dollars in sales & they are the fastest growing segment of the business? The most interesting statistic of all related to the growth of private label in the US is the increase in retail sales volume (5.9% per yr) while unit volume grows at a slower rate. This clearly indicates the evolution of the private label sector towards higher quality products with higher retail price points – ideal for Alberta Manufacturers!

AFPA is pleased to advise the members that the Association has recently partnered with Alberta Agriculture Food & Rural Development & Alberta Economic Development to study the feasibility of establishing a private label development centre here in Alberta to assist the food processing sector to capitalize on the tremendous potential that exists for local companies to exploit the tremendous sales potential of the private label market. A number of member companies have already seen the positive results of fulfilling a piece of this tremendous market demand & the opportunity exists for many more manufacturers to do the same.

AFPA has begun the review of Alberta manufacturers, their capacities & their fit with the needs of the private label market & Arnold de Leeuw will be calling each of the identified companies to outline the potential & demonstrate how the Association can assist your company take advantage of this new sales initiative. It is our hope that many of our members will be presented with the opportunity in late Sept. & early Oct. & many more will take advantage of it over the coming year. If you would like to hear more & perhaps move your company to the head of the list contact Arnold at the Edm office (x222) or Ted Johnston in Calgary (27).

NUTRITIONAL LABELLING

Do you know what the new Labelling regulations are? Do you know how to apply it to your label? AFPA offers a complete set of services to assist with the mandatory labelling regulations. Workshop & Info sessions – being held this winter, Consulting services, French / English Translations & reduced pricing through an accredited lab. AFPA would like to stress when using a lab, research them for accreditation, testing methods (for CFIA compliancy). For more info, contact Spring in Calgary, or visit www.afpa.com/lab/.

FOOD SAFETY

After the successful completion of the last workshops, AFPA is proud to offer more HACCP courses from the Guelph Food Technology Centre. **Calgary:** HACCP I – Documenting Your HACCP Prerequisite Program **Sept 23/24, Nov 17/18.** HACCP II – Development of Your HACCP Plan **Nov 19/21.** **Edmonton:** HACCP I – Dec 1/2, HACCP II – Dec 3/5. For all details www.afpa.com/snq/ Or for specific questions, Ken in Edm, or Spring in Calg.

AFPA welcomes FCPMC & their Supply Chain Food Product Recall Workshop to Calgary **Oct 21 at the Blackfoot Inn.** For registration visit www.afpa.com or call Spring in the Calgary office.

PATH TO LEADERSHIP COURSE

Is the development of your company's managers & supervisors important for its growth & success? Do you have 'high potential' employees who, with some training, will be your organization's future leaders? If so, consider having them attend AFPA's Path to Leadership 15 day course. It is designed to build competence & confidence in leaders in the food industry. Our course is very highly rated by past participants & their sponsoring leaders.

We are now exploring the feasibility of offering the course again in 2004. Already, there is significant interest. If you want to find out more or to add a name to our growing waiting list, contact Pat Fryers at (403) 201-3657 x22 or training@afpa.com

CHAPTER'S SPECIAL INVITATION

Chapter's, Coles & Indigo will be offering all of our member companies & their employees 20% off all book purchases at all of their stores through out Alberta on September 17. Everyone loves to curl up with a great book when the weather changes.. Please go to www.afpa.com/abo/discount.shtml & print out the invitation for yourself & all of your employee's to present at the till to take advantage of this special offer or contact terrym@afpa.com

WELCOME NEW AFPA MEMBERS

- Business Development Bank of Canada
- Spectrum Quality Advisory Inc.
- Creative Vegetarian Cuisine (CVC)
- Zora's Lemonade
- Innovative Consulting Solutions Inc.
- Manuel Latruwe Belgian Patisserie & Bread Shop
- Baker Boys
- Prairie Mill Bread Co.

For more info on AFPA members check out our website www.afpa.com/mem/directory.cgi

AFSC COMMERCIAL LENDING

If you are starting a new business, expanding or exporting - business financing can be perplexing.

AFSC financial specialists understand that your situation may require a flexible approach to financing.

AFSC Commercial offers many financing solutions. *Let's talk about your business.*

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