



If you received this via fax & would prefer e-mail (or visa versa) melody@afpa.com

Website Needs Assessment
www.marketweb.ca/arc/survey.asp

Jan 12 – Jan 23
This 5 min. survey will help Alberta Research Council better meet the needs of the R&D industry

CCGD West 2004
Brainfood for Business
January 28, 29
Calgary
www.ccgd.ca
416-992-6228 x331

Concept to Commerce: Finding Help on the Path to Profit
Feb 4 Edmonton
fpc@gov.ab.ca
1-800-387-6030

The Power Within
6 international best selling authors
March 5 Calgary
Members rate \$189+gst
Call 1.866.994.2555

AFPA Calgary
P 403-201-3657
F 403-201-2513

AFPA Edmonton
P 780-444-2272
F 780-483-7590
info@afpa.com

RETAIL MARKET PILOT PROJECT

Are you interested in the US market? Would you like your brand on US retail shelves? If so, take a look at what the Retail Market Pilot Project has to offer.

Designed to introduce a variety of branded Alberta food products brought together under the "Good Food Prepared with Pride" identifier (to provide greater shelf presence collectively) into an export retail market. It will address the critical need of market access required for the growth of the Alberta food processing industry & provide resources for future market development.

The project brings together the resources of industry, agencies & government to create synergy. The project will identify the barriers to market access, develop strategies to address the barriers, find solutions to logistical issues, & assist companies with market preparation & promotional strategies. Processors will have access to select market missions, export preparation seminars, & assistance with US packaging, labelling & promotion programs.

A mission to Seattle is planned for Feb 26 & 27. For more info, call Gail Lemke, 780-444-2272 x224.

UPCOMING TRADE SHOWS

- **Fancy Food Show** San Francisco, Jan. 15-20
<http://www.specialtyfood.com/do/Home>
- **Northwest Food Manufacturing & Packaging Expo** Portland, Jan 18-21
<http://www.nwfpa.org/>
- **Seattle Retail Market Program** Jan 22-23.
AFPA is pleased to offer cost shared assistance, through Food Beverage Canada, for the above trade events. Contact AFPA for details.
- **Natural Products West Show**, Anaheim, March: Agriculture & Agri-Food Canada & the Canadian Consulate General are hosting a mission for export-ready Canadian producers of natural & organic products. Contact Michele Kuxhaus kuxhausm@agr.gc.ca 306-975-4094.
- **Foodservice Expo 2004**, March 1& 2, Vancouver. The BC Restaurant & Foodservices Assoc brings the BC industry together with suppliers from across CA & the U.S for the largest show of its kind in Western Canada. www.bcfoodserviceexpo.com. Donna Hunter at (800) 663-4482 or dhunter@bcrcfa.com.
- **Grocery Showcase West 2004**, April 25 & 26, Calgary. The Canadian Federation of Independent Grocers presents this leading grocery industry event. Booth space is available through Sarah Bowden (416) 492-2311 x233 or sarah@cfig.ca

SKILLS DEVELOPMENT INITIATIVE

Twenty-four companies have accessed over \$350,000 this past year to help them to train their employees & to develop new programs & strategies to increase their productivity. Will you be next? Have you looked into this fund to see if you might qualify? To find out more, go to the AFPA website at www.afpa.com/hr Training and then the SDI fund. Or, call Pat Fryers at AFPA (403) 201-3657 x22.

MEMBER GET-A-MEMBER CAMPAIGN

Win valuable prizes. Entries received prior to Feb. 15, 2004 are eligible. For more info www.afpa.com "What's New" or the full flyer was enclosed with your membership invoice mailed in Dec.

WELCOME NEW AFPA MEMBERS

- Bizerba Canada Inc.
- BMO Financial Group
- Fleischmann's Yeast
- Italian Centre Shop Ltd.
- Remu International Inc.
- SYSCO I & S Foodservice

For more info www.afpa.com/mem/directory.cgi

FOOD SAFETY Upcoming workshops:

Calgary: Jan 21, HACCP – A Management Summary, February 17-18, HACCP III – Train the Trainer
Edmonton: Jan 28, HACCP – A Management Summary, Feb 24-25, HACCP III – Train the Trainer
More courses from the Guelph Food Technology Centre on the website, including: Validation & Verification of HACCP System, Auditing your System, Allergen Control Programs and more. Visit us at www.afpa.com/snq/. **The Safety & Quality Sector of AFPA may be able to help you!** For specific questions, contact Ken in Edm, or Spring in Calgary.

NUTRITIONAL LABELLING

NEW!!! LOWEST LAB ANALYSIS TESTING YET! CALL TODAY TO FIND OUT MORE ABOUT THE BEST PRICES IN INDUSTRY!!! TIME IS RUNNING OUT TO COMPLY WITH THE NEW LABELLING REGULATIONS! The NEW Guide to Food Labelling & Advertising has been published & dates for the advanced; **How to Apply to the New Label** will be set soon. AFPA continues to offer full labelling services. Contact Spring in Calgary, or www.afpa.com/lab/.

ACCESSING CAPITAL TO START OR GROW YOUR BUSINESS

You may often hear that it's difficult to obtain capital/money for business operators. In reality, there is no shortage of capital, but accessing adequate capital can be a problem. The main reason this occurs – a well thought-out business was not provided to the lender.

It's important to provide a complete picture of your current and projected business in a framework appealing to lenders or investors. Failure to describe operations, organizational structure, marketing and financial growth plans create the impression that you don't know your business. As a result, your business plan leaves the reader with many questions and fails to deliver an effective sales pitch.

AFSC Commercial provides coaching in business plan development and feasibility analysis. Our consulting services assist you in accessing capital to turn your 'opportunity into enterprise'. For more details contact:



1-800-661-3811
AFSC.Commercial@AFSC.ca
www.AFSC.ca



INDUSTRY BUILDERS AWARD 2004 CALL FOR NOMINATIONS!

This annual award has been established to formally recognize and honour the efforts of those individuals who have made significant and lasting contributions to the growth of the food processing industry in Alberta. The Industry Builders Award recipient will be honoured at a special dinner in conjunction with the Annual General Meeting on June 2, 2003 in Edmonton.

Nominations for the 2004 Industry Builder Award are now open. Nominations will close at the end of business on January 30, 2004 and must be received no later than 4 p.m. on the closing date. The Award Recipient will be selected by a committee of the AFPA Board of Directors from those nominations received at the AFPA offices on or before the closing date.

Nominee's full name: _____

Title _____ Active ____ Retired ____

Company _____

Ph _____ fax _____

I believe the above nominee should receive the annual AFPA "Industry Builder" award because: *(use separate sheet if necessary and include anecdotal information for use in the presentation if possible)*

Nominator's Full Name _____

Company _____

Ph _____ fax _____

Date _____ email _____

For more information or to submit your nomination:

#101, 4632-1 Street SE
Calgary, AB T2G 2L3
Phone: (403) 201-3657 Fax: (403) 201-2513 Email: info@afpa.com
Website: www.preparedwithpride.com