



Finance Forum

Interested in preparing to raise venture and/or growth capital or learning about MBO's April 27 Edm. www.afpa.com "what's new" or psawatzky@dealgenerator.com

Breakfast session with Michael O'Keeffe

Calgary May 7
melody@afpa.com

AFPA's AGM

Westin Hotel Edm
June 2, 2004
Details coming soon!
Industry Builders Awards Dinner to follow

AFPA's GOLF Classic

June 3 Northern Bear, Sherwood Park
melody@afpa.com

Developing Your Allergen Prevention Plan

June 7-8 Calgary

HACCP IV

June 14-15 Calgary

HACCP V

June 16-17 Calgary

FEASTival

August 25
Tickets on sale now
info@afpa.com

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

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

SPRUCE MEADOWS NATIONAL TOURNAMENT

Are you interested in promoting your company & product June 11-13 in the AFPA pavilion? Contact melody@afpa.com TODAY as there is limited space.

WELCOME AFPA'S NEW VP OF FOOD SAFETY & QUALITY

We are very pleased to be able to announce that Mrs. Janice Futz has joined AFPA as VP Food Safety & Quality effective March 22nd. Jan comes to AFPA from her recent position as Quality Assurance Supervisor for Maple Leaf Pork in Manitoba. A graduate of the Faculty of Agriculture at McGill, Jan brings a broad range of experiences in the food processing industry to her new position. She will be responsible for the roll out of AFPA's new partnership with the Guelph Food Technology Centre & will be working closely with members who need to move forward on their HACCP plans to take advantage of the private label & branded product sales initiatives your association currently has under way.

Jan will be located in the Calgary office & can be contacted at 403-201-3657 x26 or Janice@afpa.com.

SUMMER STUDENTS FOR HIRE IN THE CALGARY AREA – SUMMER, 2004

Are you looking for summer help to replace workers on holidays? Would you like to introduce new young potential employees to your business? If yes, consider hiring Calgary high school students this summer through the Career Pathways program.

Career Pathways is a program offered by the Calgary Board of Education (CBE). Its purpose is to help bridge the gap between high school & career. Business & industry provides meaningful work opportunities that allow a grade 11 or 12 student to gain some work experience, while earning money & high school credits. The CBE will approve worksites & suggests an hourly wage for the student of \$8, fully paid by the organization.

Students are pre screened & available to work for 4-7 week internships beginning July 5. Prior to the summer, they will have taken a job preparation course as well as some personal & workplace safety training. A CBE teacher will monitor each student's progress throughout the summer.

If you are interested in finding out more about this program & how to get a student, go to the AFPA website "what's new" at www.afpa.com

The Agricultural Processing Industry Employment Program (APIEP) provides career-related experience & skill training for students from May 1 to August 31. Processors who hire a student for the summer are reimbursed for 1/3 of the employee's salary, up to \$500/month. The work experience must be full-time for at least 4 continuous weeks. Employers have until April 21, 2004 to recruit a student & submit their completed application to Alberta Agriculture.

For info about receiving an application package, contact Julie Splawinski with Alberta Agriculture at 780-427-4187 or <http://www.afpa.com/hr/>

WORKING PARTNERSHIPS THAT OFFER UNIQUE FINANCIAL SOLUTIONS

Finding the right financial solution for your business often means looking beyond traditional lending sources. Many agri-processing and small business operations require unique financial solutions that go beyond the bounds of conventional lending.

As a one-stop capital provider, AFSC offers clients many financing options, through its partnerships with a variety of organizations and financial institutions. Funding is available for any size of project, plus special financial support is available through export financing programs and financial guarantees. Business expertise created through the partnerships maximizes opportunities for clients.

To bring sector-specific expertise to the business planning and financing process, AFSC works closely with industry and government, including Alberta Agriculture, Food and Rural Development and Alberta Economic Development. This enables AFSC to tailor flexible financial packages to suit business needs. Clients also become better equipped to develop effective, market-based business strategies for success.

Our goal is create the best financial solution – one that grows your business. For more details, or to join our mailing list, locate an office near you or speak with a professional lender, contact:



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

WELCOME NEW AFPA MEMBERS

- Ball Creative & Communications – graphic design & communications company – 403-295-3161
- Cevena Bioproducts Inc. – manufacturer of grain-based ingredients for the dietary supplement & functional food markets – 780-436-6444
- Evolution Food Products Corporation – Manufactures natural feed supplements. – 403-240-9337
- Frito-Lay Canada – produces & sells snack foods across North America – 403-380-5779
- Hilton Stone Distribution Corporation – frozen pizzas, pasta & calzone – 403-250-2626
- Keith & Associates – 403-257-8382
- L.V. Lomas Limited – Specialty chemical & related products distribution – 403-660-2284
- MG Consulting – 780-475-9097
- Malay King – Manufacturing Asian sauces – 403-630-5271
- Robin's Organic Farms – Certified organic vegetables & herbs – 780-674-5812

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



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www.westco.ca



EXTRA SAVINGS FOR AFPA MEMBERS

- You can save big every time you rent from Avis by using your Avis Worldwide Discount (AWD) number **C289900**. <http://www.afpa.com/abo/discount.shtml>. For reservations log on to avis.com or call 1-800-831-8000
- Enjoy Fresh smoked salmon for less from Experience Gastronomique – AFPA members will receive 20% discount from retail pricing when purchasing Lox, order form is available at www.experiencegastronomique.com

AFPA CONTINUES TO OFFER GFTC WORKSHOPS.

Upcoming workshops:

Calgary:

- June 7-8 Developing Your Allergen Prevention Plan
- June 14-15 HACCP IV – Verification/Validation of Your HACCP Plan
- June 16-17 HACCP V – Effective Auditing of Your HACCP Plan

Register early, as these may be the only offerings in western Canada for 2004. To register Email safety@afpa.com your interest or visit the web or await registration form to be sent.

Visit us at www.afpa.com/snq/. **The Safety & Quality Sector of AFPA may be able to help you with customized in-house training!** For specific questions, contact Jan Futz or Spring Savage in the Calgary office.

NUTRITIONAL LABELLING

June 10 – Calgary – Nutritional Labelling, The Basics half day workshop. In this workshop we will review the labelling regulations, the New Guide to Food Labelling & Advertising & how to apply the new mandatory Nutrition Facts panel. At the workshop you will also receive a copy of the 85 page Quick Reference Manual & a user-friendly CD-ROM. AFPA offers a variety of other services to assist you with the new labelling regulations, including consulting services and French / English Translations. For more info, contact Spring in the Calgary office, or visit our website at www.afpa.com/lab/.

Austria and IFFA

A mission to Austria & IFFA (Frankfurt) is planned May 11-19, 2004. In Austria you will tour slaughter & meat processing facilities. IFFA is the world's leading trade fair for the meat industry. Call Wendy Hindle, Food Beverage Canada, 780 486 9679 or Terry Rachuk AFPA/IRAP 780 444 2272 x231.

CHICAGO MISSION

Join FBC in an Outgoing Mission to Chicago to take in 4 shows under one roof. FMI, Spring Fancy Food Show, All Things Organic & the United Produce Expo. Program includes airfare, accommodations, admission ticket & store tours. Call Wendy at FBC 780-486-9679. Registration deadline is April 8, 2004.

WORK SAFE ALBERTA MENTORSHIP PROGRAM



A voluntary program, designed to be mutually beneficial for mentoring and mentored companies. "Sharing to create safer workplaces." For more info, contact Dawn at 403-201-3657, ext 28, or dawn@afpa.com

HEALTH AND SAFETY, UPCOMING CLASSES

Hazard Assessment (Apr 22 Calgary) Identifying, evaluating and controlling hazards before they injure someone or cause property damage.

Incident/Accident Investigation (May 4 Edm, May 6 Calgary)

Investigating incidents & learning how to prevent their reoccurrence. Determining causes, collecting evidence, communicating findings.

Both of these are 1-day classes. \$250 for PIR members, \$395 for non-PIR members.

Contact Dawn: dawn@afpa.com, 403-201-3657, ext 28

SEEKING NONINATIONS TO AFPA BOARD OF DIRECTORS

AFPA's success is in large part due to the leadership of our Board. Please assist our continued growth & success by getting involved. Nominate somebody you know or let your own name stand for election at our Annual General Meeting in June. Contact melody@afpa.com

Senior Management Employment Opportunity!
General Manager required for a highly regarded multi-million dollar food processing company in central Alberta. Recruiter Contact Steve Peddie AgCall Human Resources. E-mail resumes@agcall.com or phone 403 256 1229 or check www.agcall.com for more info.

Product Presentation to the Pacific Northwest

Interested in selling your food products in the U.S.? Want to meet personally with a food broker and retail distribution specialist without having to travel to the U.S.?

"Product Presentation to the Pacific Northwest" is an opportunity to position your product for U.S. retail access. The breakfast program features information on preparing to meet a U.S. food buyer, working with a broker, pricing your product and developing effective promotions strategies for the U.S. retail market. The workshops will be followed by an opportunity to individually discuss your product with a U.S. food broker and retail distribution specialist.

 **Invites You to the . . .**

Calgary Workshop

Tuesday, May 11

Registration and breakfast: 7:45 a.m.

Workshop: 8:00 a.m.– 11:00 a.m. Consultations follow on Tuesday PM and Wednesday.

Edmonton Workshop

Thursday, May 13

Registration and breakfast: 7:45 a.m.

Workshop: 8:00 a.m.– 11:00 a.m. Consultations follow on Thursday PM and Friday.

Registration: (plus GST)

\$99 AFPA members prior to May 1

\$139 non-members

\$169 after May 1 (both members or non members)

\$20/person for additional company representatives

To Register Contact GAIL at AFPA: phone 780-444-2272 x224 or email gail@afpa.com

Sponsored by:
Canadian Adaptation Rural Development Fund
Alberta Agriculture, Food and Rural Development
Alberta Economic Development
Alberta Food Processors Association

Breakfast session with Michael O’Keeffe

Michael O’Keeffe is coming to Canada to share his perspectives on new and innovative approaches being used in the UK and Australia in fresh food categories in the retail markets.

We would like to offer a breakfast meeting to Alberta processors. The purpose of this meeting would be to for Mr. O’Keeffe to present his perspectives on:

- Partnering with supermarkets for success-successful strategic relationships with food retailers.
- Fresh food trends in the UK

This is a great opportunity for processors to examine how they might take advantage of opportunities with retailers.

Michael O’Keeffe, a strategy consultant specializing in the food industries. Michael is ideally positioned to discuss the issues with retailers. For the past three years he has been working with Waitrose in the UK to design and implement a category management system specifically designed for the fresh food industries. Michael also works with a range of Australian supermarkets including independents (Metcash, Harris Farm Markets) and chains (Coles).

Prior to establishing his own consultancy Michael was Managing Director of Agribuys Australia and National Business Manager – Produce with Franklins Supermarkets. Michael also established Rabobank’s Food and Agribusiness Advisory Department in the mid-90’s prior to joining Franklins.

During this time Michael conducted a number of projects aimed at better linking primary producers with processors and supermarkets. He has also conducted over 14 international study tours for primary producers in the produce, grains, dairy and beef industries. He understands growers and retailers and the complex issues involved in developing closer relationships along the chain.

He is Adjunct Professor of Value Chain Management at the University of Queensland. Michael is also the fresh food columnist for “Retail World”.

 **Invites You to . .**

Calgary

Friday, May 7

Registration and breakfast: 8:00 a.m.

Presentation 8:30-10am

Location to be provided upon your registration confirmation.

Registration: (+ GST)

\$30 AFPA members prior to May 1

\$50 non-members

To Register Contact Melody at AFPA: ph 403-201-3657 x21 or email melody@afpa.com

Sponsored by:
Agriculture & Food Council
Agriculture and Agri-Food Canada
Alberta Agriculture, Food and Rural Development
Alberta Food Processors Association