



AFPA's AGM

Westin Hotel Edm
June 2 Followed by
the Industry Builders
Awards Dinner – join
us in congratulating
Ingrid & Karsten
Nossack of Nossack
Fine Meats
Contact either AFPA
office

AFPA's GOLF

Classic

June 3 Northern Bear,
Sherwood Park
melody@afpa.com
Share in the fun! Sign
up today!

**Developing Your
Allergen Prevention
Plan**

June 7-8 Calgary
safety@afpa.com

HACCP IV

June 14-15 Calgary
safety@afpa.com

HACCP V

June 16-17 Calgary
safety@afpa.com

FEASTival of Fine

Chef's

August 25
SOLD OUT!

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 & perhaps SELLING your product June 11-13 in the AFPA pavilion? Contact melody@afpa.com TODAY **ONLY ONE SPOT LEFT.**

NEW MINIMUM PROJECT SIZE FOR SDI

Have you been putting off submitting a proposal for the Skills Development Initiative because the minimum project size was too high for your company? Well do we have some good news for you! As of April 1, the minimum project size has been lowered to \$10,000! For a project that size, on a 50/50 cost sharing basis, that means a rebate of up to \$5,000 of eligible expenses for your company. Imagine the benefits of providing your employees with \$10,000 worth of training! Increase production. Boost employee morale. Improve communication. (Maximum project size remains at \$100,000, giving your company a potential rebate of up to \$50,000.) Call 403-201-3657x22, for more info or www.afpa.com/hr/

MARKET TECHNOLOGY PROGRAM 2004-06

AFPA is pleased to announce the new Market Technology Program (MTP). The program goal is to accelerate agri-food industry growth through supporting participation in Canadian & international events. Funding is provided by the Agriculture & Agri-Food Canada CARD Program administered through the Agriculture and Food Council.

MTP may provide Alberta agri-food processing companies with cost-sharing of economy airfare, ground transportation, accommodation, & registration fees to participate in select trade shows, conferences & industry events. Some upcoming events eligible for support include:

Bakery Showcase 2004; IFFA/IFFA-Delicate; PLMA's World of Private Label; Dairy-Deli-Bake 2004; All Candy Expo; Alimentaria Mexico 2004; Taipei International Food Show; Fancy Food Show- Summer.

For more information contact gail@afpa.com

**PRODUCT PRESENTATION TO THE
PACIFIC NORTHWEST**

Join us for breakfast sessions May 11, in Calgary or May 13, in Edmonton as Greg Cervetto, Grayrose Marketing Group, Terry Stewart, Distributive Resources Inc., and Ronda Berry, G2 Marketing discuss positioning product for U.S. retail access & developing effective promotions strategies. Following the seminar, you may meet individually with Terry & Greg to discuss your products. For more info contact 780-444-2272 x224 or gail@afpa.com

**SHARING RESPONSIBILITIES WITH STAFF CAN
BUILD SUCCESS**

Operating your own business can be time-consuming, as many entrepreneurs will tell you. Along with vision & passion, owners often find themselves working nearly around the clock. However, that doesn't always guarantee success in business & can rob you of important personal time.

While it's important to be hands-on, particularly in the development stages of a business, it can sometimes get in the way of building your business – it's easy to lose sight of the big picture. Sharing the load with your employees is vital to success. Providing opportunities for your employees to make real contributions develops your most important asset – your team. It creates learning opportunities for everyone, encourages employee buy-in and innovation, plus builds a strong foundation for your business. It also reduces staff turn over.

Invest in your staff by developing their abilities, including your own; communicate clearly; treat others with respect; implement accountability for everyone, including you; and lead by example. When you share responsibilities with your employees, you all grow & business can flourish.

AFSC wants you to succeed & knows that it takes more than money to achieve a good bottom line. We take time to understand your business & work with you, beyond the bottom line, to help you succeed. AFSC creates unique financial solutions to build 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

Agriculture Financial Services Corporation is a provincial Crown corporation

WELCOME NEW AFPA MEMBERS

- 3 G's Foods – 780-914-3428 - Manufacturer of quality value added beef products.
- Chef Richards Gourmet Seasonings – 780-458-8044 – All natural gourmet seasonings.
- FCF Cheesecake Foods – 780-455-3909 – Famous Cheesecake Foods
- Generation Packaging and Distribution – 780-967-6868 – Project planning & market management; specializes in nutraceutical & food process packaging.
- Peace Country Oat Processors – 780-837-8450 – Oat Milling Plant in Falher
- Rocky Mountain Flat Bread Company – 403-688-5507 – A restaurant; a wholesale company ; a festival/events company & a community education company
- Wapiti Ways Inc. – 403-843-4768 – Raises elk naturally; frozen elk meat; value added elk products; and elk Velvet Antlers.

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



STORAGE AND DISTRIBUTION

- Dry, Cooler & Freezer
- Calgary, Saskatoon & Winnipeg
- Dedicated & 3rd Party
- Custom Order Assembly
- X-Docking, Clamping & Slip-sheeting
- Computerized Warehouse Management System and Reporting
- EDI & Bar Coding
- Freight Consolidation & Delivery
- Food Safety Programs – HACCP, CFIA accredited

Tel: (204) 475-5570

Fax: (204) 477-1217

1555 Chevrier Blvd, Winnipeg, Manitoba, R3T 1Y7

www.westco.ca



UNIQUE ADVERTISING OPPORTUNITY

Tiara Communications Inc. is working on a closed circuit television channel that will be aired bedside & waiting rooms in all the hospitals of the Calgary Health Region (initially-there has been discussion to expand this province wide by the summer) The channels are default channels and air for free bedside; that's approx. 130,000 patients per month with commercials airing once every 2 hours or 360 times per month! Average cost for a month is \$2600 for a thirty second commercial or roughly \$7 per airing. There are 2 channels running, Health Unlimited TV (HUTV) offering general health information, lifestyle tips, healthy eating & recipes & entertainment & Hello Baby, a channel that will air in maternity rooms targeted to new parents. This may be a good fit for you and the rates are fairly reasonable with a specifically targeted audience. Contact Terry at 403-575-1941 for more info.

AFPA CONTINUES TO OFFER GFTC WORKSHOPS.

Upcoming workshops Calgary

June 7 & 8 Developing Your Allergen Prevention Plan - Instruction by Jennifer McCreary, GFTC and other speakers, including CFIA representation.

June 14 & 15 HACCP IV – Verification & Validation of Your HACCP Plan – Instruction by Irwin Pronk, GFTC

June 16 & 17 – HACCP V – Effective Auditing of Your HACCP Plan – Instruction by Irwin Pronk, GFTC

Register early, as these may be the only offerings in western Canada for 2004. Registration and full info on courses & instructors is available online.

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 Janice 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/.

AGRI-FOOD PROCESSING ASSISTANCE GRANT PROGRAM - INCREASE

This program is designed to support growth of individual processors in sharing the risks of introducing new products or in entering new markets; anywhere in Canada or the U.S. The program maximum grant has been **increased to \$12,000**/company per fiscal year (based on 50:50 cost-sharing for AFPA Members). It is important that you receive PRIOR approval before undertaking a project and the funds are allocated on a first-come first served bases and are going fast so apply NOW!. Contact Melody at x21 in Calgary or melody@afpa.com for more information.

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.

ADVERTISE HERE!

Full page – \$200 Business Card size - \$45

Other opportunities available Contact melody@afpa.com
Digest is published monthly by AFPA (with the exception of summer) deadline for submissions is the last Friday of the month preceeding publication.

AFPA's digest (past/present editions) are available on the web at <http://www.afpa.com/digest/>. The digest is your communication service, so let us know how we are doing & what further changes you would like to see!