



Cobra Workshop

April 8-9 Calgary

Learn how to get on top of your cash flow, pricing & profitability.

\$75 - 2 day workshop

mel@afpa.com

or x21 in Calgary

<http://www.afpa.com/opp/cobra.shtml>

Mark your calendars & plan to attend:

AFPA Annual Meeting
Industry Builder Award
June 17 Edmonton
Fantasyland Hotel
registration info will be sent out shortly!

Mike Pasteurization & Processing Operation Licensing Course

April 22-25, 2008

Leduc

780-980-4867 for more information

AFPA Calgary

P 403-201-3657

F 403-201-2513

100w, 4760-72 Ave SE
T2C 3Z2

AFPA Edmonton

P 780-444-2272

F 780-483-7590

14916-128 Ave.

T5V 1A6

info@afpa.com

www.afpa.com

FEASTIVAL OF FINE CHEFS TICKETS ON SALE!



September 17, 2008 join us for Edmonton's ultimate dining experience. The Shaw Conference Centre. For tickets call either AFPA office. For more info <http://www.afpa.com/notesat/00432-1.pdf> or email melody@afpa.com



FOODSAFETY & QUALITY

Customized onsite training available as well as consulting.

For complete course schedule & registration:

<http://www.afpa.com/snq/train.shtml> or admin@afpa.com.

- HACCP IV: April 1-2 in Calgary
- HACCP V: April 3-4 in Calgary
- HACCP I: April 14-15 in Edm
- HACCP II: April 16-18 in Edm
- Detection & Management of Allergens May 28-29 in Edmonton

NEW

Food Security / Defense I; II and III

April 21-23 in Calgary

Save your company from costly & agonizing recalls & lawsuits!

Food defense is an integral part of all food safety audits

Instructor: *Larry Wallace*, Senior Food Defense Specialist at GFTC

ONLY offering of this course in 2008 in Alberta!



Workplace Health & Safety

<http://www.afpa.com/env/>



Call Tom at 403-201-3657 ext 28 or email tom@afpa.com

Upcoming Course:

- Hazard Assessment April 18 Calgary; April 17 Edmonton
- Internal Auditor Training May 8 & 9 Edmonton & Calgary
- WHMIS Train the Trainer May 15 Calgary; May 22 Edmonton
- Internal Auditor Refresher (Re-Certification) May 28 Edmonton; May 30 Calgary



AFPA Golf Classic
June 18

8am shotgun!

Blackhawk, Spruce Grove
Registration at:

<http://www.afpa.com/notesat/t/00430-1.pdf> or melody@afpa.com

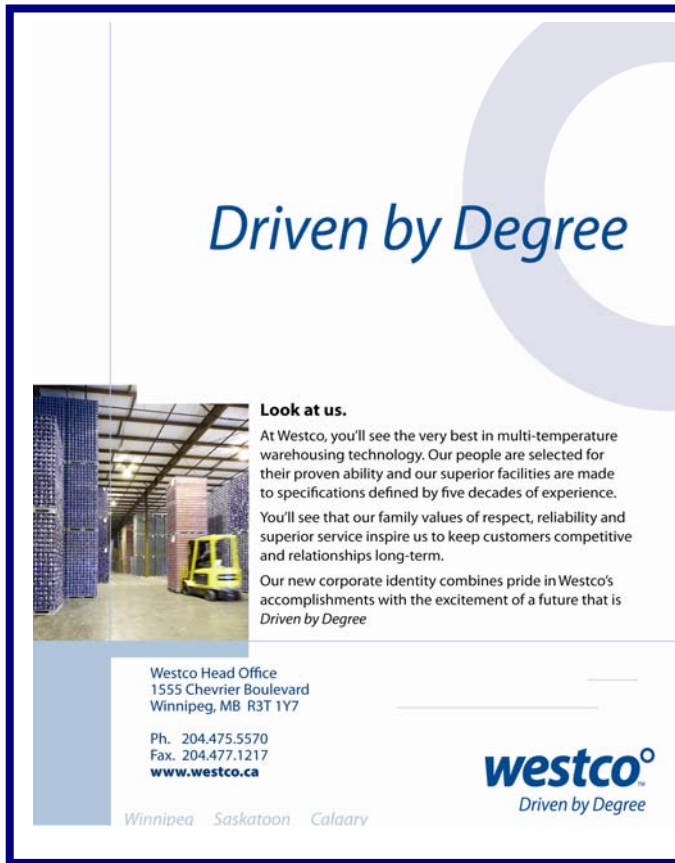


DID YOU KNOW? A 5% increase in customer retention can increase your profitability by 25- 85%. For help in identifying your most profitable customers to develop a customer loyalty program as part of your Marketing & Sales planning, call (403) 850-4410.

Marketing Directions




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 Winnipeg, MB R3T 1Y7

Ph. 204.475.5570
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www.westco.ca



Winnipeg Saskatoon Calgary



Alberta Environmentally Sustainable Agriculture Program

The processing based component of this program provides cost sharing grants to agri-food processors to support projects involving:

- Water and energy conservation
- Waste treatment and reduction
- Environment management

For more info contact:
 Jimmy Yao
 Tel: (780) 980-4868
 Toll free in Alberta by calling 310-0000
 E-mail: jimmy.yao@gov.ab.ca
 Or
 Terry Rachuk 780-722-6567 rachuk@shaw.ca
 Web: <http://www.aesa.ca/> (click 'processing')



Welcome New AFPA Members

Consider these companies when making your purchasing decisions!

- ✚ Parmx Cheese Company 403-264-2153 Federally registered plant.
- ✚ Mother Earth Essentials 780-907-7199 www.motherearthessentials.ca Utilize traditional Aboriginal knowledge to create handcrafted bath products and teas.
- ✚ Van Houtte Coffee Service 403-254-0303 www.vanhoutte.com Integrated coffee company.
- ✚ Mother Dairy 403-617-4270; Manufacturing of Ethnic products (east Indian).
- ✚ Maxim Truck & Trailer 403-517-1140 www.maximinc.com full-service truck & trailer dealership.
- ✚ Maggie's Shortbread & Cookies www.maggiesshortbread.com 403-226-9418. Traditional Scottish shortbread & gourmet cookies.

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

AFPA in partnership With  Employment, Immigration and Industry

LABOUR FORCE STATISTICS

Alberta continues to have the lowest unemployment rate in Canada at 3.2%. The national average was 5.8%, matching the 33-year low reported in Oct 2007.

Over the last 12 months, employment in Alberta grew by 3.5% or 67,400 people, more than the national rate of employment growth of 2.0%. For the same period, Alberta contributed 20.4% of Canada's overall employment growth.

Out of every 1,000 Albertans of working age, 721 were employed in January. This is a new record high & the highest employment rate in Canada.

Calgary's seasonally adjusted unemployment rate of 2.9% was the lowest of all Canadian cities. Edmonton's unemployment rate was the 4th lowest at 3.6%. Additional info about Alberta's Labour Force Statistics for Jan 2008 may be found at

<http://employment.alberta.ca/cps/rde/xchg/hre/hs.xsl/67.html>.



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PRESS RELEASE Cattle Boyz Foods
Karen Hope - (403) 262-9366
karen@cattleboyzsauce.com
www.cattleboyzsauce.com

Cattle Boyz Celebrates 10 Years in Business: A Canadian Small Business Success Story

FEBRUARY 26, 2008: In March 1998, Calgary based-company, Cattle Boyz Foods launched their brand of barbecue sauce in a Western Canadian marketplace dominated by large multi-national companies. Ten years later, the company can celebrate the fact its flagship Cattle Boyz Original BBQ Sauce has been ranked as one of the top five barbecues sauces in Western Canada grocery stores*, outselling many Kraft and Heinz brands.

Ten years ago, the barbecue segment in grocery stores primarily consisted of sauces manufactured by Kraft and Heinz. This can be intimidating to a small start up business, with only one brand in hand, and no experience in the grocery industry.

Managing Partner, Karen Hope, the partner responsible for taking the Cattle Boyz brand to market says she knew the sauce was a winner back in 1993 when she first tried it.

To view the entire press release go to:
<http://www.afpa.com/cgi/anote.cgi?fname=00434&sec=abo>

AFPA in ACTION

The official magazine of the Alberta Food Processors Association

Promote your products and services in
AFPA's official publication!

- The food processing industry contributes over \$10 billion to the Alberta economy; second only to the oil industry!
- The AFPA membership represents 70 percent of the food processing industry in Alberta!
- There are numerous advertisement sizes, shapes and prices available!

Issue three comes out in Spring 2008.
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