

# AFFPA / AFMA presents ... “From Farm to Market” – Agenda

Thursday, March 2, 2017 – Day 1				
Ballroom A	Ballroom B	Ballroom C	Pool Room	
<b>8:00 – 8:30 am REGISTRATION</b>				
<b>8:30 – 9:00 am</b> Welcome & Opening Remarks				
<b>9:05 – 10 am PLENARY</b> – Flying Your Flag – Showcasing Your Unique Self – <i>Christie Pollack (Christie’s Gardens &amp; Greenhouses)</i>				
<b>10 - 10:30 am – COFFEE BREAK &amp; TRADE SHOW</b>				
<b>10:30 – 11:55 am</b>				
<b>Practical Predator Management in Orchards– Marsha Gelowitz</b> <b>Banker Plants: Greenhouse concept with field applications – Nadine Stielow</b>	<b>Small Farm Tools Panel:</b> Bob Stielow, (Power Equipment Centre), Garry Willsie (Willsie Equipment), Doug Edgar (Edgar Farms)	<b>Planning Special Events at Farmers’ Markets Panel:</b> - <i>Melisa Zapisocky-SWEFM</i> <i>Korien Sampson-Morinville</i> <i>Colleen Schoeninger-Drayton Valley</i>	<b>DIY Spotted Wing Drosophila – Monitoring/Mgmt</b> – <i>Rob Spencer (AAF)</i> Limit 15 people	<b>Beyond Bologna: Meat Trends (cuts, sausages, jerky, etc.)</b> – <i>Brad McLeod (Olds College)</i> <span style="color: red;"><b>TOUR</b></span>
<b>12 noon – 12:30 pm – LUNCH</b>		<b>12:30 – 1:30 pm – Annual General Meetings (AFFPA / AFMA)</b>		
<b>1:30 – 2:25 pm</b>				
<b>Problem pests of strawberries &amp; how to manage them (Anthracnose &amp; TPB)</b> – <i>Rob Spencer (AAF)</i>	<b>Customer Service &amp; Relations</b> – <i>Christie Pollack (Christie’s Gardens &amp; Greenhouses)</i>	<b>Season Extension Research Project/Olds College Ag Innovation Project</b> – <i>Greg Rekken -</i>	Meeting Customer Requirements for Moving Into Wholesale - Kellie Jackson – (AAF)	
<b>2:30 – 3:25 pm</b>				
<b>Simple Shoulder Season Technologies – Cold Climate Extension</b> – <i>Daniel Chappel (Country Thyme Farm) -</i>	<b>Hot and Spicy Growing Garlic in Alberta</b> <i>Jackie Chalmers (New Oxley Garlic)</i>	<b>Labelling - Nutritional</b> <i>Bruce Marshall (Nutralytical)</i>	<b>Disaster Recovery Panel:</b> <i>Elna Edgar (Edgar Farms)</i> <i>Melisa Zapisocky (SWEFM)</i>	
<b>3:30 – 4:00 pm – COFFEE BREAK &amp; TRADE SHOW</b>				
<b>4:00 – 4:55 pm</b>				
<b>Beyond the Traditional: Alternative Farming Techniques</b> <i>Mary Ann Stephansen &amp; Les Brunelle (Applejack Ranch)</i>	<b>Beyond the Farmers Market – selling direct to retail</b> – <i>Lindsay Sutton (AAF)</i>	<b>Farmers Market Booth Merchandizing –</b> <i>Jenny Berkenbosch (Sundog Organics)</i>	<b>Strawberry Varieties</b> <i>Blaine Staples (The Jungle Farm)</i>	
<b>5:00 – 5:30 pm</b>				
<b>Networking &amp; Trade Show</b>				

TRADESHOW

NEW VENTURE CONSULTATIONS

**5:30 – 7:30 PM – Dinner & Awards (Cash Bar Available): 7:30 PM Informal Mixer/Social**



# AFFPA / AFMA presents ... "From Farm to Market" – Agenda

Friday, March 3, 2017 – Day 2			
Ballroom A	Ballroom B	Ballroom C	Pool Room
<b>8:00 – 8:30 am REGISTRATION</b>			
<b>8:30 – 9:25 am PLENARY – The Power of Your People: Know Your Ideal Customers Inside Out –</b> <i>Cyndi McLean (Brand Your Genius)</i>			
<b>9:30 – 10:25 am</b>			
<b>Soil Fertility – testing</b> <i>Allan Crawford (UFA – Olds)</i>	<b>Branding &amp; Promotion Using Traditional Media (print)</b> <i>Randy Brososky (Group of Rogues)</i>	<b>Predator Control for Livestock</b> TBA	<b>Farmers' Market Managers Meet Up –</b>
<b>10:30 – 11 am – COFFEE BREAK &amp; TRADE SHOW</b>			
<b>11 am – 12:25 pm</b>			
<b>Packaging Panel (soft, hard, compostable)</b> <i>Friesen Plastics Green Munch Others</i>	<b>Good Website/Bad Website: Beyond the Online Brochure –</b> <i>Cyndi McLean (Brand Your Genius)</i>	<b>Panel – Marketing Direct to Chefs &amp; Restaurants</b> <i>Nicola Irving (Irving Farm Fresh); Chef – Rieley Kay (Cilantro and Chive); Deb Krause (Vesta Farms)</i>	<b>DIY Spotted Wing Drosophila – Monitoring/Mgmt</b> – <i>Rob Spencer (AAF)</i> Limit 15 people
<b>12:30 – 1:30 pm – LUNCH &amp; TRADE SHOW</b>			
<b>1:30 – 2:25 pm</b>			
<b>Water for Horticulture Crops – how much &amp; when?</b> – <i>Rob Spencer (AAF)</i>	<b>Best Practices in Market Management Panel:</b> <i>Agatha Grochowski-St Albert Melisa Zapisocky-SWEFM</i>	<b>Pasture Protein</b> – <i>Shannon Ruzicka (Nature's Green Acres)</i>	<b>Growing Mushrooms -TBD</b>
<b>2:30 – 3:25 pm</b>			
<b>Growing Brassicas in Canola Country</b> <i>Ron Erdmann (Erdmann's Gardens &amp; Greenhouses)</i>	<b>Social Media Sucks! (Until You Get it Right)</b> – <i>Cyndi McLean (Brand Your Genius)</i>	<b>Farm Animal Care: Safe &amp; Human Handling Techniques –</b> <i>Dr. Melissa Moggy (AFAC)</i>	<b>Holistic Farm Design</b> <i>Takota Coen (Deep Roots Design)</i>
<b>3:30 – 4 pm – COFFEE BREAK &amp; TRADE SHOW</b>			
<b>4 – 4:55 pm PLENARY – Stop Hitting Nails with a Running Chainsaw, Blindfolded</b> <i>Randy Brososky (Group of Rogues)</i>			

TRADESHOW  
NEW VENTURE CONSULTATIONS

**5:00 PM – Conference ends**

