

## AFFPA / AFMA presents ... “From Farm to Market 2018” – Tentative Agenda

Thursday, February 22, 2018 – Day 1					
Ballroom A	Ballroom B	Ballroom C	Wild Rose Room		
<b>8:00 – 8:30 am REGISTRATION</b>					
8:30 – 9:00 am Welcome & Opening Remarks – Introductions/acknowledgement of sponsors					
9:05 – 10 am <b>PLENARY</b> – Alf and Sandee Krause – Krause Berry Farms & Estate Winery					
<b>10 - 10:30 am – COFFEE BREAK &amp; TRADE SHOW</b>					
<b>10:30 – 11:55 am</b>					
Predator Management For Orchards & Livestock	Diversifying your Farm	Starting a u-pick: Do's and Don'ts	Social Media- How it can bring customers your farm		
<b>12 noon – 12:30 pm – LUNCH</b>		<b>12:30 – 1:30 pm – Annual General Meetings AFMA</b>			
<b>1:30 – 2:25 pm</b>					
Evolution of a CSA (Community Supported Agriculture)	Integrated Pest Management – What we learned in Essen, Germany	Marketing tips	NAFDMA Presentation		
<b>2:30 – 3:25 pm</b>					
Livestock Nutrition	Strawberry Varieties and Tips to growing	Beyond the Farmers' Market – How to sell beyond	Pricing Your Product		
<b>3:30 – 4:00 pm – COFFEE BREAK &amp; TRADE SHOW</b>					
<b>4:00 – 4:55 pm</b>					
Grassland Management And Silviculture	Insect Management in Vegetable Crops	Co-operating with Local Farms	Labelling and Design		
<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 – Olds College – Ballrooms A, B,C**

# AFFPA / AFMA presents ... “From Farm to Market 2018” – Tentative Agenda

Friday, February 23, 2018 – Day 2					
Ballroom A	Ballroom B	Ballroom C	Wild Rose Room		
<b>8:00 – 8:30 am REGISTRATION</b>					
<b>8:00 – 9:00 am Tradeshow</b>					
<b>9:00 – 10:00 am</b>					
Rules and Regs for on farm events and temporary kitchens Alberta Health Services	Fertility for Vegetable Crops AF	Farmers Market Display – setting yourself up for	First Generation Farmers		
10:00 – 10:30 am – COFFEE BREAK & TRADE SHOW					
10:30 am – 12:00 pm					
Food Co-ops	Farmer Hacks	Small Business Accounting – Bookkeeping and Financials	Market Manager Meetup		
12:00 – 1:30 pm – LUNCH		12:30 – 1:30 pm – Annual General Meeting AFFPA			
<b>1:30 – 2:25 pm</b>					
Soil borne diseases: Diagnosis, prevention, and what to do when you have them.	Creating a website that works for you - -	Does and Don'ts at the Farmers Market – Alberta Health Services (include textile labels)	Crafter Session		
<b>2:30 – 3:30 pm</b>					
Events on your Farm – What you need to do to be successful	Ethnic Diversity and Croppportunity	Optimal Market Mix The 80/20 Rule -	Proposed Safe Food for Canadians Regulations and the PCP Plan – What will I need to do?		
3:30 – Conference Ends					
Safe Travels					

TRADESHOW  
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