

2019 Farm to Market to Table Conference
SPEAKER BIOS and TOPIC SYNOPSIS



FARM to MARKET to TABLE

Speaker Bios Day 1	Topic Synopsis
<p>Kreg Alde - Broken Tine Orchard and the North 49 Fruit Corporation</p> <p>Situated in northwestern Alberta, west of Grande Prairie, Kreg farms about 2400 acres of land, with a mix of canola, wheat, peas, and barley. He is the 4th generation of the farm that was established in 1926.</p> <p>They started growing Haskaps to open an entirely new element of farming and marketing. Broken Tine has a cottage winery license and produces award-winning Mead from their berries and honey. Broken Tine is also a founding member of North 49 Fruit Corporation, formed to combine the power of Canadian producers across Canada.</p> <p>Kreg has been in the oil and gas industry for 20 years and is a shareholder of a large environmental consulting company</p> <p>Contact info: B: 780-354-8218 C: 780-518-9115 Email: haskap@brokentineorchard.ca Website: www.brokentineorchard.ca</p>	<p>Our Farm to Table Story</p> <ul style="list-style-type: none"> - How we started and why? - Information on our farm - Haskap production - Products we offer and distribution methods - Local direct and large markets production; with fresh being only available locally and frozen available in bulk quantities - Partnering with companies to provide value added products - Tips for other farm direct marketers
<p>Forrest Scharf - P.Ag. - Government of Saskatchewan</p> <p>Forrest has worked as the Provincial Fruit Crop Specialist at the Saskatchewan Ministry of Agriculture in Regina for the past 11 years. Prior to that, he was a Special Crops Technician at the Crop Diversification Centre South based in Brooks, Alberta and was the first research technician that worked for Dr. Bob Bors in the University of Saskatchewan’s Fruit Research Program.</p> <p>Forrest lives on an acreage with his wife and son near Craven, SK on the eastern side of the Qu’Appelle Valley overlooking the South shore of Last Mountain Lake, and has a family farm located south-east of Melfort, Saskatchewan. He grows various fruit species at both sites.</p> <p>Forrest partnered with the Saskatchewan Fruit Growers Association to get Agriculture Demonstration of Practices and Technology (ADOPT) agronomic projects conducted at the Canada-Saskatchewan Irrigation Diversification Centre in Outlook, SK. The majority of what he is going to talk about relates to observations from those projects.</p> <p>Email: forrest.scharf@gov.sk.ca</p>	<p>Improvements in Fruit Production Potential, Prairie Research</p> <ul style="list-style-type: none"> - A brief overview of the fruit production programs in Saskatchewan - Efficacy of iron fertilizer applications to treat “iron chlorosis” in Saskatoon Berry, dwarf sour cherry, and Haskap - Use of Photoselective netting to improve productivity of dwarf sour cherry, Haskap and Saskatoon - Haskap Fertilizer and Irrigation Management - Strawberry and Raspberry cultivar evaluations combined with water and fertilizer management - 2019 ADOPT and Strategic Field Program (SFP) research project

Distributors Forum Tristan Chitrinia - Chefs Warehouse	Getting products to expanded markets
Tristan has been the Gourmet Sales Rep for Chefs Warehouse for 6 years. She looks after Edmonton, Red Deer, Saskatoon and Calgary. She has a background in baking and pastry.	
SPUD	
Jeff Senger – Sangudo Custom Meats	Farmer owned & operated licensed Abattoir
Jeff left a career in corporate accounting to pursue a simpler way of life and raise a family on a farm near Sangudo, AB at the age of 26. After learning about livestock production at the hobby scale, Jeff and a business partner embarked on the journey to buy and operate Alberta Provincially Inspected Slaughterhouse Number 4. The results have been mixed - but anything other than ordinary.	<ul style="list-style-type: none"> - How we got started; what we do in our business - Community challenges we identified before we got started, i.e. what opportunity did we see in our communities - What partners we worked with to get our project idea off the ground, i.e. community partners, people who may or may not be part of the business structure, regulators, business advisors, financial advisors, etc. - Our business model (e.g. cooperative, partnership, corporation, etc.) for our venture and why we chose to go that route - Financing we were able to secure - Challenges encountered along the way that we were able to overcome - Tips for others thinking of starting a similar type of meat processing venture
Brett Kikkel – Pigeon Lake Poultry Processing	
Brett was born into a 3 rd generation family farm and a red meat abattoir, where they custom kill, cut, and wrap beef, pork, and lamb. After high school, he spent a few years welding before he decided to come back to the family farm and help out with daily chore tasks and working in the meat abattoir. He then built a meat business of his own, working alongside the family business, BK Pure Country Meats, where he would sell home raised meat products at local farmers markets. After 10 years, he decided to buy Pigeon Lake Poultry Processing with his girlfriend, Melissa Vansickle. They run 50 cow calf pairs out on the homestead, employ 14 workers, and butcher chickens, turkeys, rabbits, ducks, and geese.	
Tad Hargrave - Marketing for Hippies	Drawing Customers In: Promotion Through Partnerships
<p>Tad is a hippy who developed a knack for marketing (and then learned how to be a hippy again).</p> <p>Despite years in the non-profit and activist world, he finally had to admit he was a marketing nerd and, in the end, he became a marketing coach for hippies. Maybe it was because he couldn't stand seeing his hippy friends struggle to promote their amazing, green and holistic projects. Maybe it was because he couldn't keep a 9-5 job to save his life. Whatever the reason, for almost a decade, he has been touring his marketing workshops around Canada, bringing refreshing and unorthodox ideas to conscious entrepreneurs and green businesses that help them grow their organizations and businesses (without selling their souls). He has also offered most of his workshops on a modified pay-what-you-can basis (a small deposit to attend and then people choose the amount they want to pay at the very end).</p>	<p>Tips and ideas on:</p> <ul style="list-style-type: none"> - attracting new customers - brainstorming possible partnerships, alliances, and collaborations

Rob Spencer - Alberta Agriculture & Forestry	Dealing with Severe Weather – A Cool Head in the Aftermath
<p>Rob has been a Commercial Horticulture Specialist with the Ag-Info Centre in Stettler, AB for 16 years. He specializes in horticulture crop production extension, delivering information in a wide range of formats, from print manuals, factsheets (print and electronic), newsletters, presentations, field days, conferences and via the phone and email. Rob is the author and editor of the monthly e-newsletter, Hort Snacks, which has been running for over 10 years. Rob has a BSA (Honours), majoring in Horticulture, and an MSc, majoring in post-harvest potato pathology, from the University of Saskatchewan.</p>	<p>A discussion of some of the different types of severe weather, how they can affect and damage different horticulture crops, at different growth stages, in terms of yield, quality, etc. Dealing the effects of the severe weather after it has occurred will also be discussed.</p>
David Matys – Director, Events &. Animation Banff/Lake Louise Tourism	The Chef’s Collective
Conny Kappler - AFFPA	The New AFFPA Website
<p>Conny is currently AFFPA’s only part-time employee. She and her husband Mike run a cow/calf operation, have a market garden, and run a few pigs just for fun near Rolling Hills. She graduated in 1984 from the University of Alberta with a B.Sc. majoring in soil science. Born and raised on a dairy farm near Medicine Hat, her first experience with farm direct marketing was with a dairy processing plant her dad started up in the 1980s. In between that time, she was an agricultural fieldman, a GIS operator, and had several soils-related government jobs.</p>	<p>Answering the following questions:</p> <ul style="list-style-type: none"> - How do I become a member of AFFPA, what are the perks? - How to update my user profile once I am signed up? - How to add items to the market place? - How to add a recipe? - How do I order plants? - What do I do if I something goes wrong?
Jill Burkhardt – Crooked Lake Farm / Ag More Than Ever	Revitalizing your pasture
<p>Jill is an Ambassador for Agriculture More Than Ever, an Alberta Beef Zone Delegate, and also farms – including some farm direct sales with a retailer in Edmonton. She has pursued the farmer’s market route in the past where she has tackled some of those “tough questions”. She has been a blogger about their farm and is overall an advocate for the industry.</p>	<ul style="list-style-type: none"> - An overview of our farm, number of animals, type of grazing practices incorporated - What is involved in revitalizing a pasture – soil testing, fertilizing - Species of grasses - Weed control on new areas - Rest times on pastures - Water and salt placement - Fencing - Pasture sizes

ATB Business and Agriculture	Creative ways to finance your business
	<ul style="list-style-type: none"> - Business coaching and mentorship - Guidance on accessing innovation and international trade funds - Free Business Banking Account for 2018 startups - Access to ATB Online Business and ATB Business Mobile platforms - Access to Cash Management Tools - Free Personal Banking Account - Access to ATB Entrepreneur Centres in Edmonton, Calgary, Lethbridge, and Grande Prairie - Financing through the Canada Small Business Financing Program Loan - Access to ATB's crowdfunding and crowd lending platforms - Access to mentors at the ATB Branch for Arts + Culture - Startup capital - Business plan development

Maria Champagne – AgSafe Alberta Advisor - AgSafe Alberta	OH & S regulations
<p>www.agsafeab.ca</p> <p>Maria holds a certificate in Health and Safety and delivers farm safety education and programming across Alberta. She works directly with producers at the farm gate developing farm safety programs unique to each operation. She began her career in animal health, working with diverse livestock on farms and ranches across Canada and in research and development. Maria continues to be involved in agriculture, raising diverse livestock and cover crops.</p> <p>maria@agsafeab.ca T: 403-650-9268</p>	<ul style="list-style-type: none"> - Requirements for farms regarding the OH & S Act - Farm Safety Plans - What support is available for farmers to put a plan together

Andrea and Denis Forstbauer – Grey Arrow Farm	A CSA Story - Strategies for Building a Customer Base
<p>Denis and Andrea are the owners of Grey Arrow Farm where they raise their 5 children, sustainably farm a large market garden, and operate a thriving CSA veggie box program. They are passionate advocates of local grown food culture, eating seasonally, and the benefits of buying fresh. Denis' educational and farming background (growing up on his parent's organic vegetable farm), combined with Andrea's love of flavour, food culture, and community, makes for a dynamic duo with a unique farm-to-table program. Together these two love connecting people to delicious, nutrient-rich food and fostering the relationship of farm to table.</p>	<ul style="list-style-type: none"> - Overview of our operation, how many acres, years growing, what we grow - Creative ways you connect with new and existing customers - What social media platforms we use and how often - Hints of what works best and what to avoid - Any tips for growers who want to start a CSA program

Kristen Hall – Alberta Farm Animal Care	Multi-species Livestock Welfare
<p>Kristen is the Marketing and Membership Manager for Alberta Farm Animal Care and has been in this position for just over 4 years. With this position, Kristen has the pleasure of speaking to many different people about Alberta Farm Animal Care (AFAC), animal welfare, and informing people how they too, can be involved with the organization. Kristen graduated from Olds College with a Diploma in Agriculture Management with a Major in Marketing and is happy to be involved with agriculture in many different aspects. In her spare time, Kristen has a small beekeeping operation and is the proud 4-H Leader of a Canine club in High River.</p>	<p>This presentation will talk about multi-species livestock welfare in Alberta, while highlighting Alberta Farm Animal Care’s programs. The goal is to help raise awareness about the programs and resources that are available to farmers and ranchers in Alberta. Alberta Farm Animal Care is the last of it’s kind in Canada and works closely with producers and industry to make sure everybody feels supported while working with livestock.</p>
<p>Panel Speakers Colleen Schoeninger - Evergreen Drayton Valley Farmers’ Market</p>	<p>Innovative Ways to Include Children in your Farmers’ Market</p>
<p>Colleen has been the market manager for the Drayton Valley Evergreen Farmers Market for the past 5 years and is entering her 6th season. She has lived in Drayton Valley for 9 years and was in Bonnyville before that. She has a Degree in Sociology from the University of Alberta, and has been on many different community boards and headed many not-for-profit committees and organizations over the past 20 years. She is married with 4 children (all grown up), and manages the market to keep busy and keep active in the community.</p>	<p>Types of children’s programing, long-term goals, how it is funded, staffing requirements, the market's learnings, and the impact on the market</p>
<p>Christie Anderson - Southwest Edmonton Farmers’ Market</p>	
<p>Christie has been the Market Manager of the SW Edmonton Farmers' Market for three years. This market is located in a neighborhood with a young demographic, and is home to the very successful "Sprouts" children's nutrition program. Christie is passionate about creating a sense of community at the market, and has brought several other kid-friendly events to the market during her time there.</p>	

Mike Hittinger – Alberta Agriculture & Forestry	The CAP program – What’s it in for the farmer?
<p>Mike is a Stewardship Extension Specialist with Alberta Agriculture and Forestry based in Westlock, and a Cow/Calf producer. Where agriculture is concerned, he walks the walk, talks the talk and smells the smell. He is a husband of one and father of two and has been helping producers capitalize on Government programs for over a decade!</p>	<ul style="list-style-type: none"> - What are all the available producers’ programs under CAP, deadlines and application process? - Which programs require an Environmental Farm Plan? - Future programs and when they might be available

<p>Melissa & Matthew Schur – The Old Red Barn</p> <p>They provide "A Taste of the Farm" at The Old Red Barn in Leduc County. The Old Red Barn is a 1950's barn on their family dairy farm. Their mission is to educate people about agriculture by debunking myths on farm practices to help consumers understand where their food comes from, and how it is produced. They do this with farm to table dinners, agriculture education, and on farm agri-tourism experiences.</p>	<p>A Taste of the Farm – Bridging the Rural Urban Gap</p> <ol style="list-style-type: none"> 1) The Rural Urban Agricultural Knowledge Gap - what is it? 2) Our Farm to Table Story 3) A Look Into The Canadian Dairy Industry 4) What Can You Do To Become An "Agvocate"
<p>Andrea Sawatzky – Health Canada</p> <p>Andrea is a Pesticide Compliance Officer, Pesticide Compliance Program Prairie Region – Alberta/ North - Health Canada/ Government of Canada.</p> <p>Andrea was born in Thompson, MB, but spent six of her childhood years in Indonesia and Singapore. She attended the University of Manitoba and obtained a Bachelor of Science with a major in Zoology and a Bachelor of Science in Agriculture. After graduation she moved to Alberta where she started working for the Federal Government. Her first job was as a Primary Products Inspector/Grader for the Meat Hygiene department of what is now called the Canadian Food Inspection Agency (CFIA). She then switched agencies and has been working with Health Canada's Pest Management Regulatory Agency (PMRA) as a Pesticide Compliance Officer in Calgary for the past 20+ years.</p> <p>Email: andrea.sawatzky@canada.ca</p>	<p>Pesticides used for Fruit & Vegetable Production</p> <ul style="list-style-type: none"> -How these pesticides should be properly applied, what ppe is needed, pre and post harvest intervals -How to read and interpret the labels -When is the best time to apply pesticides and considerations for bee populations
<p>Jill Burkhardt</p> <p>See above for bio</p>	<p>How to Answer your Customers' Socially Conscious Questions</p> <ul style="list-style-type: none"> - What are some of the tough questions you have been asked and how did you handle them? - How did you handle questions in a farmers' market setting and is it different from on-line blogging? - Tips for farm direct marketers and vendors

Carlton and Rachel Gruger – Gruger Family Fungi	The Gruger Family Fungi Story
<p>The Grugers’ are a small family farm working together. You will often see Bev and Rachel at the markets where you can ask any questions about their fresh mushrooms and cosmetic mushroom creams. Carleton Gruger is often working in the laboratory, or doing tours of their growing space for families interested in seeing the wonders of this process.</p> <p>The Gruger Family Fungi exists to provide conscious organic food to shoppers, vegans, and vegetarians, struggling to find an ethically cultivated source of protein. They grow delicious and diverse mushrooms in a clean and chemical free environment, that promises to bring Albertan families fresh and local food they can trust.</p> <p>http://www.familyfungi.ca</p>	<ul style="list-style-type: none"> - How we started and why - Information on our connections with local farmers and local business - Products we offer and distribution methods - Tips for marketing your local products

Speaker Bios – Day 2	Topic Synopsis
Geoff Stewart – Rig Hand Distillery	Farm to Flask – Our Story and the Farmers We Depend On
<p>Geoff is the President and Owner of Rig Hand Distillery, Edmonton’s first craft distillery. Having a background in chemistry from the University of Alberta and illicit experience in moonshining, Geoff was interested in making the jump to legitimate distilling once legislation in Alberta changed to allow craft distilleries. He enrolled in formal training at Artisan Craft Distilling Institute in Seattle, Washington. Upon completion of this course, he felt that he needed more hands on training so he arranged an apprenticeship at Stillwrights bourbon distillery in Fairborn, Ohio.</p> <p>As head distiller, Geoff constantly challenges himself to innovate and come up with novel recipes and business development ideas. He often works with other local entrepreneurs to increase the business’ network and create “win-win” partnerships. Rig Hand has 35 products on the market with retail sales in over 700 liquor stores. Restaurant chains like Canadian Brewhouse and Boston Pizza now carry their products. Business focus now has shifted to export markets with a new distribution deal for 14 US states. Rig Hand has also diversified its business model to offer courses similar to the one Geoff took in Seattle since none were being offered in Alberta. They sell distillery equipment and offer consulting services to other distilleries that want to start up. Rig Hand Distillery’s goal is to be a leader in the craft spirits industry in Northern Alberta and this constant innovation is making this goal a reality.</p>	<ul style="list-style-type: none"> - How we started and why? - Information on our connections with local farmers - Products we offer and distribution methods - Tips for marketing

<p>Kerry Stevens – Stevens Strawberries</p>	<p>Growing Strawberries for 27 year – Why and How we do it.</p>
<p>Stevens Strawberries was established in 1991 when cousins Kerry & Ron Stevens realized they couldn't survive as traditional farms only. They decided to diversify. Little did they know that together with their families they would be growing some of the sweetest strawberries on earth.</p> <p>People ask them "How do you do it?" The answer is simple: "God gives the dirt, rain, and sunshine; we plant, tend and harvest those delicious berries!"</p> <p>The land where Stevens Strawberries is situated belongs to Kerry and Nelda Stevens. It is a second generation farm that has been in the family since 1920. Ron and Marlene Stevens are their partners.</p>	<ul style="list-style-type: none"> - Overview of our strawberry operation, number of acres we grow, varieties, why we got into growing strawberries - Methods of weed control used - How do you apply the straw and how much? - How many employees do you have for weed control and where you source your employees and any specialized tools to make it easier? - Any tips for new growers
<p>Andy Camps - High Country Berries</p>	<p>Winning the War on Critters in our Orchard</p>
<p>Located near Caroline is a small, family-operated berry orchard, owned by Kate and Andy. They offer Saskatoons, raspberries, and honey berries (Haskaps). They have a total of 3 acres of fruit production. The Saskatoons have been in full production for the past few years. The orchard is planned for handpicking. They expanded the orchard to include raspberries due to demand. The Camps have fond memories of family outings that involved picking wild berries and enjoying picnic lunches, so they have picnic areas for berry pickers to enjoy picnic lunches.</p>	<ul style="list-style-type: none"> -Overview of our operation, how many acres, years growing, what we grow -Describe the types of netting you use, how you get it onto the orchard -Describe the fencing you use, why you decided to go this route -Hints of what works best and what to avoid -Any tips for new growers
<p>Dr. Jazeem Wahab - Agriculture and Agri-Food Canada, Saskatoon Research Centre, Canada-Saskatchewan Irrigation Diversification Centre, Outlook, SK</p>	<p>Using High Tunnels in the Prairies</p>
<p>Dr. Wahab has been working since 1991 (28 years) as a Horticulture Crop Agronomist. He has a MSc & PhD (Horticulture), University of Saskatchewan.</p> <p>His Areas of Expertise:</p> <ul style="list-style-type: none"> • Potato physiology, agronomy. Identified the concept of 'Northern Vigor' in seed potato • Vegetables agronomy, season extension • Medicinal plants, and nutraceuticals • Specialty crops • Irrigation and water management 	<ul style="list-style-type: none"> - What they can do for you if they don't blow away. - The benefits of high tunnels, supported by research experience - The challenges of high tunnels, how those are dealt with and/or mitigated - What crops are best suited for high tunnels - Recommendations for the prairie market gardeners

Chris Lerohl – Honest Dumplings	From Concept to commercialization
<p>Chris is the business development and strategic lead for Honest Dumplings. Chris was previously the Business Development (BD) Manager at TEC Edmonton where he managed the business development team and developed the UA Solve program. His role supported entrepreneurs in both business development and technology development. His strengths include: strategic analysis, people management, identifying market opportunities, analyzing the strength of new technologies and helping to determine the best commercialization strategy. He has technical and research experience in food, agriculture, energy systems, clean technologies, and communications.</p>	<ul style="list-style-type: none"> - Where the idea for the business came from - Discuss the evolution of your business: <ul style="list-style-type: none"> o Breadth of products sold and how that has changed over the years; change to the brand; o Human resources – from being the sole operator to hiring staff; changes to production, etc. - How they got started in farmers’ markets; what other market channels are utilized and why? - Any challenges that have been faced with going from concept to commercialization with their products - Tips for participants based on learnings
Nicola Irving – Irvings Farm Fresh Ltd.	
<p>Nicola is the joint owner of Irvings Farm Fresh Ltd with her husband Alan.</p> <p>The Irvings’ have been in business for 11 years and operate a recently expanded modern pork processing facility, located on their farm near Camrose, producing artisanal products from locally grown pork, and specializing in their own free range Berkshire pork. The majority of their revenue comes from Farmers’ Market sales.</p> <p>Nicola has a BSc (Hons) Agriculture, and prior to starting the business, Nicola worked for the UK’s largest animal feed manufacturer, and has a background in animal nutrition, customer service, sales management, and commodity trading.</p>	
Beverley Theresa	Social Media 101
<p>Beverley is a Social Media Consultant who began her career freelancing as a social media manager and went on to start the social media department at one of Alberta’s largest digital marketing agencies. Now she uses her hands-on experience to work directly with select businesses and brands which have included Rogers Communications, Cushman & Wakefield and the Alberta Government. Beverley is known for her quick wit and unconventional approach to social media, she’s consistently recognized as a crowd favourite speaker and has been featured in publications such as Forbes, Business News Daily and CEO Blog Nation.</p>	<p>How social media can help you grow and promote your businesses. Learn the difference between platforms (Facebook, Twitter, and Instagram). Get all your questions answered.</p>

<p>Ron Erdmann - Erdmann's Gardens and Greenhouses</p> <p>Rony, along with his wife, Wendy, and sons, Shane and Cody, own and operate Erdmann's Gardens & Greenhouses. The farm is located in the south east corner of Westlock County, where they produce fresh, field grown vegetables and spring bedding plants. 2019 is their 37th year in business.</p> <p>Winners of the 2009 Growth Alberta Business of the Year Award and also Business Excellence Award, this family takes growing safe, healthy, great tasting food very seriously.</p> <p>In 2017, Ron and the family farm won the AFFPA Farm Direct Marketer of the Year Award.</p> <p>Ron has served on several Farmers' Markets boards over the years and is also a past board member and past president of AFFPA. Ron believes that the farm direct industry plays a very important and educational role in the connection between urban and rural Albertans.</p>	<p>Equipment for Market Gardens</p> <ul style="list-style-type: none"> - Overview of the Erdmann's operation, - Number of acres and years growing - Crops they grow - Types of equipment on the farm to help get from field to market or storage, including washing and bagging equipment - Hints of what works best and what to avoid - Tips for new growers
<p>Blaine Staples - The Jungle Farm</p> <p>Blaine's wife Leona's great grandfather (Jacob Quantz) started The Jungle Farm in 1897 and Leona and Blaine have been farming at The Jungle Farm since 1996. They chose to expand the farm into strawberries and vegetables to complement the grain farm. In 1997, The Jungle Farm celebrated its 100th year of the Quantz family continuously farming the land. The Jungle Farm provides a diverse offering of fruit, vegetables, value-added products and ag-tourism activities. Blaine is a U of A grad with a Masters degree in Agriculture. Blaine has been on the board of the North American Strawberry Growers Association and the Alberta Farm Fresh Producers Association, and both Blaine & Leona are very active participants in their area, community and industry.</p>	<ul style="list-style-type: none"> - Overview of the Jungle Farm operations - How many acres, years growing - Crops they grow - Types of equipment on the farm to help get from field to market or storage, including transplanting, harvesting, weed control - Hints of what works best and what to avoid - Tips for new growers
<p>Dr. Tom Jensen - PhD Agronomy, PAg, CCA - Director in the North America Program, International Plant Nutrition Institute (IPNI)</p>	<p>Getting the most from your soil fertility inputs</p>
<p>Dr. Jensen works primarily in nutrient management systems for small grains and oilseed crops in NW North America. He grew up on a mixed irrigated farm in Southern Alberta, and has worked in research, extension, and has on-farm agriculture retail experience. He received his training at the University of Alberta. He is a Certified Crop Adviser, and a Professional Agrologist.</p> <p>e-mail: tjensen@ipni.net web: www.ipni.net</p>	<p>A discussion of ways to manage your fertility requirements in vegetable crops, and maximize your returns on your fertility inputs, including an overview and discussion of current research efforts.</p>

<p>Geoff Stewart See Bio at top of page</p>	<p>Tour – Rig Hand Distillery</p>
<p>Marissa Brewer – Alberta Agriculture & Forestry</p>	<p>Tips on setting prices at the Farmers’ Market – from Horticulture to Food to Crafts</p>
<p>Marissa Brewer is a New Venture Specialist. Her role is to provide coaching and connect new and expanding businesses with the information and tools that they need to make smart choices for their business.</p> <p>Growing up on a farm, combined with her business background, and 10 years’ experience working with Alberta Agriculture in the local food and domestic markets area has given her a diverse knowledge of the industry in Alberta.</p> <p>When she is not working, she is hanging out with or chasing after her three young children and helping her husband run their small construction company.</p>	

<p>Rob Spencer - Alberta Agriculture & Forestry</p>	<p>Plant Health Problems of 2018</p>
<p>See bio Day 1</p>	<p>There were a number of mysterious plant health challenges that manifested themselves in various crops in 2018. This talk will discuss the potential and probable causes of several diseases, including a root rot issue in carrots, early season issues in Cole crops and other challenges unique(ish) to 2018.</p>
<p>Dr. Tom Jensen - Director in the North America Program International Plant Nutrition Institute (IPNI)</p>	<p>Cover Crops for the Prairies</p>
<p>See bio above</p>	<p>A discussion of different cover crop options for use in Alberta horticulture crops, including consideration for selection, density, management and long-term management.</p>
<p>Amber Kenyon - Farm Energy Outreach Officer, Gateway Research Organization (GRO)</p>	<p>Farm Energy and Agri-Processing Program (FEAP) and On-Farm Solar Photovoltaics Program</p>
<p>Amber runs a custom grazing operation with her husband Steve just outside of Busby, AB where they spend their summers rotationally grazing cattle, pigs and chickens. In the winter she has been a speaker at different conferences and schools. She also direct markets pastured meat into nearby Edmonton. Amber has a passion for sustainability and enjoys camping and hiking throughout the summer.</p> <p>groextension@telus.net</p>	<p>Information on two provincial programs.</p> <ul style="list-style-type: none"> - The Farm Energy and Agri-Processing Program shares costs with the agriculture and agri-processing sector on energy efficiency investments - The On-Farm Solar Photovoltaics program cost shares with producers that install grid-tied solar PV systems

AFMA board members	Market Manager Meet Up: Excellent Practices in Market Management
	Let's focus on the positive! What fantastic things are happening in your market? Be prepared to share ideas and collaborate with other Market Managers.
Phillip Jacobsen – Greenmunch	Packaging Options
Phillip Jacobsen is the founder of Greenmunch. Located in Sherwood Park, Greenmunch is a retail and wholesale distributor of eco-friendly products specializing in compostable foodservice and special event supplies. Prior to starting Greenmunch in 2011 Phillip worked as an electrical engineer designing high tech consumer electronics. Phillip's background in technology has enabled Greenmunch to become heavily focused on eCommerce with customers throughout Canada, USA, and Europe. Phillip grew up on a grain farm in southern Alberta and is a backyard organic vegetable gardener.	Packaging products for everything from berries to pickles to food service and products for taking your goods to the market.
Joey Chan – Smack Packaging/Super Poly Ltd.	
Rob Spencer - Alberta Agriculture & Forestry	Post-harvest Handling & Storage of Horticulture Crops
See bio Day 1	The importance and ins and outs of various post-harvest processes will be discussed, as well as the specific requirements for post-harvest handling and storage of a range of horticulture crops.
Dr. Phil Buote, DVM - Deputy Registrar and Complaints Director Alberta Veterinary Medical Association	Anti-Microbial Legislation Changes for Livestock in Canada
Dr. Buote (<i>pronounced bee-aught</i>) is the Deputy Registrar and Complaints Director at the Alberta Veterinary Medical Association (ABVMA). He graduated from the Atlantic Veterinary College in 1995 and then completed an internship in large animal medicine and surgery at Washington State University in 1996. Dr. Buote started clinical practice in Alberta as a mixed animal practitioner north of Grande Prairie before moving to Sherwood Park where his practice was limited to horses. That was followed by a move to Cochrane where he eventually purchased the Cochrane Animal Clinic, a mixed animal practice outside of Calgary, where he practiced on large animals, focusing on horses and cow-calf clients. Dr. Buote started volunteer work with the ABVMA as a member of the Food Animal Committee, followed that with a term on Council from 2004 through 2007, and then on the Complaint Review Committee, taking on the role	<ul style="list-style-type: none"> - What it is? - Why the issue is important? - Changes that have been put in place to slow this serious global threat to human and animal health.

<p>of chair in his second term. Looking for a change of careers, and given his satisfaction with work with the ABVMA, he applied for the position of Complaints Director, joined the staff full time in July of 2010 and was additionally appointed as Deputy Registrar in 2013.</p> <p>Dr. Buote is a member of the:</p> <ul style="list-style-type: none"> • Canadian Council of Veterinary Registrars • Canadian Veterinary Medical Association Veterinary Pharmaceutical Stewardship Advisory Group • AMR Stewardship Task Group working on the development of Canada’s Action Plan on AMR • Toll Free in Alberta 1-800-404-2862 <p>Email: phil.buote@abvma.ca Website: www.abvma.ca</p> <ul style="list-style-type: none"> • 	
<p>Christopher Quinlan - MarketWurks</p>	<p>Software for Your Farmers Market</p>
<p>Chris served his passion for regional economic and food security as the manager of the Whistler Farmers’ Market for 8 years, a role that gave rise to his development of Marketwurks.com.</p> <p>His experience as a business owner taught Chris to find practical solutions to everyday challenges, such as being presented with 4, 4 inch binders of paper applications to the Market.</p> <p>The existing technical solution was cost prohibitive, so Chris developed his own online market management program. Over time, he developed a customizable program that allows market managers to generate the applications forms required to better qualify applicants, utilize that information to create public profile and populate market maps, all while maintaining control of their data, and market customers, inside the markets’ website.</p>	<p>Managers and board members who attend this session will participate in a real time review of the process of developing the application, managing vendor placement, tracking attendance, integrations with online invoicing and utilizing the information collected in the application to create public vendor profiles and market maps for your website....Plus, a whole lot more.</p> <p>Come join Chris at the Marketwurks Software for your Market session and learn how MarketWurks with U.</p>