



invites you to:

# Getting Into Local Foods

This one day workshop is for those interested in learning about the market options available for selling food products direct to consumers.

## Content for the Day

### Setting the Stage

- Learn about the local food opportunity and the different farm direct marketing channels, their benefits and challenges.

### Overview

Examine the regulations that apply to your business directly from the agencies responsible for enforcement.

- Meet the resource specialists available to assist you within Alberta Agriculture and Forestry.

### Producer Story

- In Lethbridge and Airdrie, Bonnie Spragg with Spragg's Meat Shop will share their farm story. She'll describe their early marketing efforts through to their decision to learn the meat processing business so they could produce meat products in their own processing facility and sell them from their on-site store in Rosemary, Alberta.
- At our Parkland County session, Nicola Irving with Irvings Farm Fresh will share their farm story – from their humble beginnings searching for tasty English-style sausages to their farmers' market and restaurant sales and their newly expanded on-farm processing facility.

### For More Information:

Delores Serafin  
Alberta Agriculture and Forestry  
780-427-4611, [delores.serafin@gov.ab.ca](mailto:delores.serafin@gov.ab.ca)

## Registration and Information

(There are 3 dates for this workshop)

**Date: Tuesday, November 22, 2016**

**Registration deadline:** November 15, 2016

**Location: Lethbridge**

Boardroom 136, Agriculture Centre  
5401 1 Ave S, Lethbridge

**Date: Wednesday, November 23, 2016**

**Registration deadline:** November 16, 2016

**Location: Airdrie**

Theatre Room, Agriculture Centre  
97 East Lake Ramp NE, Airdrie

**Date: Thursday, November 24, 2016**

**Registration deadline:** November 17, 2016

**Location: Parkland County**

Magnolia Community Hall  
1 hour W of Edmonton, 3 km N of  
Hwy 16 on NW corner of Hwy 757  
and Hwy 633  
Type *Magnolia Community Hall* in  
Google Maps for directions

**Time:** 8 a.m. – 4:30 p.m. (all workshops)

**Cost:** \$25 includes GST

Lunch and refreshments provided

Payment options: Visa, MC or cheque

**To register call:**

**1-800-387-6030**