AFFPA / AFMA presents … "From Farm to Market to Table 2020" – Tentative Agenda

Thursday, February 27, 2020 – Day 1			
Ballroom 1	**Ballroom 2**	**Ballroom 3**	
8:00 – 8:40 am REGISTRATION and TRADESHOW			
8:40 – 8:55 am Welcome & Opening Remarks – acknowledgement of sponsors / Intro by Tanni Doblanko - Mayor - Leduc County; Welcome from AFFPA, AFMA, and Leduc Regional Chamber			
9:00 – 10 am PLENARY – Connecting with the Food Bank – Jaime Larson			
10 – 11 am	**10 - 10:30 am – COFFEE BREAK & TRADE SHOW**		
Tour – Trusted Freshness Vertical Farm (limit of 18 people)	**10:30 – 11:55 am**		
11 – 12 noon Tour - Trusted Freshness Vertical Farm (limit of 18 people)	Inspiring Ideas from Local Food Week 5-6 stories	Selling to Venues beyond the Farmers' Market Lindsey Sutton (AAF) / Gary Hughes (Sobey's) / Jesse Radke (Northlands)	
12 noon – 12:30 pm – LUNCH	**12:30 – 1:30 pm – Annual General Meeting AFMA**		
1:30 – 2:25 pm			
Alberta High Tunnel Experience – Blaine Staples	Market manager meetup	Social Media Photography TBA	
2:30 – 3:25 pm			
Drip Irrigation – Setting up a system + Fruit/Veg options Andrew Neels (Southern Irrigation)	Conflict of Interest (for Boards and Market Managers) John D. Toogood Barrister & Solicitor	Work Smarter, not Harder Stephanie Markakis-Plouffe Treats by Stephanie	
3:30 – 4:00 pm – COFFEE BREAK & TRADE SHOW			
4:00 – 4:55 pm			
Plant Health Issues Rob Spencer (AAF)	How to host great local food event Both for on farm and markets Christie Pollack Christie's Gardens and Greenhouses Ltd	Scaling up your business (Selling to different venues) Chris Lerohl Honest Dumplings	
5:00 – 5:30 pm – Networking and Tradeshow			

TRADESHOW

Evening Program: 5:30 – 10:30 PM Dinner, Awards, Evening Speaker (Cash bar available)

5:30 – 6:00 Cash Bar & Visiting
6:00 – 7:00 Dinner
7:00 – 7:30 Awards
7:30 – 8:00 Speaker – Red Barn story – Matt & Melissa Schur
8:00 – 10:30 Visiting

AFFPA / AFMA presents … "From Farm to Market to Table 2020" – Draft Agenda

<table>
<tr><td colspan="3">Friday, February 28, 2020 – Day 2</td><td rowspan="16">TRADESHOW</td></tr>
<tr><td>Ballroom 1</td><td>Ballroom 2</td><td>Ballroom 3</td></tr>
<tr><td colspan="3">8:30 – 9 am REGISTRATION AND TRADESHOW</td></tr>
<tr><td colspan="3">9 – 9:55 am Plenary – Christie Pollack – Connecting with Your Customers Year-round</td></tr>
<tr><td colspan="3">10:00 – 10:30 am – COFFEE BREAK & TRADE SHOW</td></tr>
<tr><td>10:30 am – 12:00 pm</td><td></td><td></td></tr>
<tr><td>Experiences in Succession

Jim Hill</td><td>Labour Panel
- Rules & Regs
Scott Dundas
- Sourcing Local Labour
Janelle Hebert
- Foreign Labour Experiences
Ron Erdmann</td><td>Exploring New Market Options

Nicola Irving</td></tr>
<tr><td>12:00 – 12:30 pm – LUNCH</td><td colspan="2">12:30 – 1:30 pm – Annual General Meeting – AFFPA</td></tr>
<tr><td>1:30 – 2:25 pm</td><td></td><td></td></tr>
<tr><td colspan="3">Roundtable Topics (6-8 predetermined topics for table discussion)</td></tr>
<tr><td>2:30 – 3:30 pm</td><td></td><td rowspan="4">Tour – Trusted Freshness Vertical Farm</td></tr>
<tr><td>Refurbishing Your Business Plan

Kathy Bosse (AAF)</td><td>Cut Flowers a la carte</td></tr>
<tr><td>3:35 – 4:30 pm</td><td></td></tr>
<tr><td>Microclimate Modification

Rob Spencer (AAF)</td><td>The Code to Generating Epic Engagement

Christie Pollack</td></tr>
<tr><td>4:30 – Conference Ends</td><td></td><td></td></tr>
<tr><td colspan="3">Safe Travels</td></tr>
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