



REPORT TO INDUSTRY

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New corporate member for AEFP

Alberta Farmers' Market Association latest in growing number of organizations playing a supporting role in the EFP program



The Alberta Farmers' Market Association (AFMA) is the latest organization to join the Alberta Environmental Farm Plan Company's (AEFP) growing list of producer commodity groups and industry organizations that support and promote the Environmental Farm Plan (EFP) program.

"AEFP's 23 corporate members play a crucial role in the EFP program," says Mike Slomp, executive director of AEFP. "They promote the value of developing an EFP to their members and provide financial support for EFP workshops. In doing so, these various private and public agencies and organizations have come to play a significant role in the success of the EFP program since its inception in 2002."

AFMA is a non-profit, province-wide organization formed in 1994 to provide leadership and support to farmers' markets and their vendors through education, promotion and advocacy. "It unifies the province's 110 government-approved farmers'

markets under a single voice," says Darlene Cavanaugh, AFMA executive director.

"Joining AEFP enhances that mandate by allowing us to provide input and direction to the program from the perspective of the farmers' market community. It takes the farmers' market industry in Alberta to a whole new level of industry impact."

The decision to join AEFP as a corporate member was driven in part by a desire to network with and learn from other key players in agriculture. "AEFP's team of corporate members represents a strong cross-section of the overall agricultural industry," says Cavanaugh. "It's one we look forward to playing a role in as partners dedicated to promoting the value of on-farm environmental sustainability."

The environmental principles of the EFP program are in harmony with the high standards of food safety and quality AFMA members strive for, she says. "The appeal of fresh food produced in a clean, safe environment is growing among consumers, and farmers' markets are often associated with that image. By promoting the EFP program to our members, we see the opportunity to enhance that profile and, hopefully, increase profitability."

Corporate members such as AFMA strengthen the EFP mandate to help producers identify environmental challenges and opportunities on their operations, says Slomp. "Farmers' markets represent a growth industry in Alberta and we feel this new partnership will open up new opportunities for AFMA's membership to enjoy the benefits of developing an EFP," he says.

"At the same time, it will give AEFP's network of facilitators, technical assistants and members the opportunity to keep up to date on that industry's unique needs, benefiting individual members as they develop their own EFPs."



AEFP STAKEHOLDER ADVISORY

Building the next generation of agriculture and agri-food policy

Public national consultation process to debate future direction

In 2003, the federal, provincial and territorial governments implemented the Agricultural Policy Framework (APF) to position Canada as the world leader in food safety and quality, innovation and environmentally responsible agriculture production. Many elements of the APF expire in 2008. Together with government, the agriculture and agri-food sector will be seeking out new directions.

Consulting Canadians

All Canadians will have the opportunity to participate in national consultation sessions in January and February 2007. The purpose is to spark public debate on the future of the agriculture and agri-food sector in Canada.

Beginning in January, Canadians can participate in the consultations:

- 1) Via Agriculture and Agri-Food Canada (AAFC) online: www.agr.gc.ca/nextgen.
- 2) By mailing responses to AAFC.
- 3) By attending a consultation event.

Information on how to participate in this process is available from provincial agriculture offices or by calling 1-800-O-CANADA (1-800-622-6232), TTY 1-8000-926-9105, or at www.agr.gc.ca/nextgen.



Therese Tompkins takes on new challenges

Program pioneer bids farewell to AEFP

A driving force behind the development of the EFP program in Alberta has moved on to new opportunities. AEFP bid farewell in December to program director Therese Tompkins, who left the company after six years of service.

Tompkins was an integral part of the EFP program at many levels and was the only employee who had been there since the very beginning of the program. A farewell reception in recognition of her contribution, held in Edmonton December 20, was

attended by people representing a broad section of the agricultural industry and others — a testament to the support she enjoyed over her time with AEFP.

“Therese set a very high standard of achievement for each of us striving to serve Alberta producers — she has left her mark and we will miss her,” says AEFP executive director Mike Slomp. “We wish her well and trust she will enjoy as much personal and professional success in whatever opportunities she chooses to pursue in the future.”



FOR MORE INFORMATION

If you would like information on any aspect of the Alberta Environmental Farm Plan Company, check the AEFP Web site at www.AlbertaEFP.com or contact the AEFP office. We welcome your comments, questions and suggestions. Articles in this Report To Industry newsletter may be reproduced. Acknowledgement of the source is appreciated

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EFP FYI

Reminder — AEFP newsletter now electronic

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