



**NORTHEAST ALBERTA FOOD MARKETERS ASSOCIATION  
REGULAR MEETING  
March 14, 2017, 10:00 a.m.  
Community Futures St. Paul Smoky Lake  
4802-50<sup>th</sup> Ave. St. Paul**

**AGENDA**

1. Introductions
2. Adoption of Agenda
3. Adopt minutes of last meeting
4. Financial report
5. Presentation of Food Initiative- work done to date
  - Part 1 – Database (we found over 200 growers, producers)
  - Part 2 – Investment Tool Kit (on-line)
  - Extra work completed – Rebuild of the NAFMA website
6. New Business
  - Part 3 – Agri-Foods Trade Show (now/later/never?)
  - Budget / project to date – review where we are
  - NAFMA Website – additional options for website, maintenance/\$, options, revenue possibilities.
  - Marketing – value to clients, as a stand-alone website as 90% don't, succession planning, Co-op's local campaign, sponsors, university practicums, larger Ass'ns, EDOs,
  - Marketing Budget – Need / Source.
  - Where does the group want to go next? Next Steps.
  - Select date, venue, for Annual General Meeting (reach audience)
7. Adjournment.