



# ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES



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2019 SPRING NEWS BROADCAST VIDEO



<http://albertaagsocieties.ca/aaas-videos/>

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## A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Welcome to spring, at least an Alberta spring. As Mother Nature struggles to define

the changing season the rest of us look forward to warmer days and the start of another growing season. The familiar site of dust in the field at this time of year reveals an altered reality as many combines across Alberta take care of last year's harvest before the 2019's seeding. Luckily spring also means Ag Societies everywhere are planning fairs and events to brighten spirits and bring family and community together.

Election 2019 was an exciting event for our Province. AAAS is looking forward to working with the new government and we expect great things for the future. The new Agriculture and Forestry Minister is no stranger to Agricultural Societies. Minister Devin Dreeshen has grown up being part of his local Ag Society as his family has been instrumental as members of the Ag Society and have even been on the Board of AAAS. Minister Dreeshen's background in Agriculture and rural community will be a tremendous asset for his success. AAAS will be meeting with the Minister as early as possible to deepen his knowledge of the impacts Ag Societies have in Alberta to ensure continued support for this vital rural program.

The 2019 "To Boldly Go Where No Ag Society Has Gone Before" convention was a great success. We can't thank Region 4 enough for their help in putting on this great event but also their input on sessions, themes, speaker gifts and more. The nearly 370 delegates enjoyed tremendous keynote speakers, information sessions and networking with peer organizations. AAAS has received some valuable feedback on our pinnacle event and will continue to improve the annual conference and AGM ensuring the success of this learning celebration for our members.

The 73rd annual AAAS convention and AGM will take place January 31 - February 2, 2020 at our new venue, the River Cree Resort and Casino. We are very excited to be working with Region 5 as our hosts this year and as such have scheduled a Convention Committee meeting for May 22, 2019 to gain input and direction for the 2020 event. Stay tuned as information on the event will be available as early as October. The River Cree Resort and Casino is ready to book

rooms for the conference so plan ahead as limited space is available. We look forward to seeing everyone in 2020.

AAAS is once again participating in Alberta's Open Farm Days. This has been an amazing journey so far and we are anticipating great things for 2019. Agricultural Societies have access to \$20,000 with a maximum of \$2500 each to assist in participating in Open Farm Days. This is a fantastic opportunity to showcase your community, your Agricultural Society as well as the diversity of products and producers in your area. Don't miss your opportunity to get involved.

The Agricultural Societies Farm Safety program has received an extension to March of 2021. Ag Societies have access to up to \$10,000 to provide Safety training and information for their communities. To date AAAS has approved over \$660,000 in applications. If you're unsure of how your organization can access these funds please give our office a call. Nathan Anderson will be extremely happy to assist you.

Canadian Livestock traceability has been an ongoing program for nearly 20 years. In recent weeks the Canadian Food Inspection Agency (CFIA) and the Canadian Association of Fairs and Exhibitions (CAFE) have collaborated to provide information on the regulatory compliance concerns for Agricultural Societies, Fairs, Exhibitions and Rodeos. The Provincial Agricultural Society Associations from across Canada recognize there are challenges for our members to maintain compliance within the current and proposed regulations. A position paper has been completed and circulated to Members of Parliament across Canada in hopes there is an opportunity to influence changes, however no changes have occurred to date. Included in this newsletter is the CFIA compliance letter and information as well as the Position of the Provincial Associations. AAAS will continue to advocate on behalf of our members which will include talks with Government of Alberta officials as well as the Minister of Agriculture and Forestry Devin Dreeshen. Please ensure your Agricultural Societies Premise Identification Number (PID) is visible to those bring livestock to your facility of events and do not allow livestock at your facility or event which is not properly tagged.

In March of 2019 Alberta Gaming Liquor and Cannabis (AGLC) made changes to the regulations concerning the Community Special Event Liquor licensing

requirements. These may have a significant impact on your volunteer capacity for your events as Proserve Certification is now required. Information on requirements is available online at AGLC's website. The Proserve training program is available online as well as a cost of \$25 plus GST. If your organization sells liquor please look into the new requirements sooner than later.

AAAS has been fortunate to have a terrific Board of Directors and 2019 is no different. With the addition of several new directors we are excited to have been working through our biannual strategic planning process. With the assistance of our facilitator Max Fritz the Directors have brought forward the concerns of membership and the association to establish direction and priorities for AAAS. We are excited to share this information once it is complete as it will be the guiding document for staff and Board for the next couple years. Strategic planning in an integral part of any organizations success. Staying current and relevant to our member and stakeholder needs is vital. We look forward to membership feedback on the new document.

The end of May will coincide with the end of a long career in Alberta Agriculture for Fred Young. Fred is the grant Manager for the Agricultural Societies funding program as well as the Manager of the Rural Life Enhancement Division. Fred has been a great advocate for Ag Societies and the communities they serve. It has been our pleasure to work with such a dedicated individual and he will truly be missed by many. On behalf of the board and membership we wish Fred all the best in his retirement. I'm certain we will continue to cross paths in the future.

Spring is a very busy time for everyone. I look forward to taking some of the 3400 fantastic events that will take place this summer. As volunteers of Agricultural Societies you spark enthusiasm and drive vibrancy in your community. Your role is truly exciting and amazing. I am extremely lucky to be a small part of such an impactful industry. Thanks to our dedicated staff AAAS will continue to provide support for our members as you make Alberta the great place to live, work and play. See you at the Fair!

Sincerely,

**Tim Carson,**

*Chief Executive Officer*

*Alberta Association of Agricultural Societies*

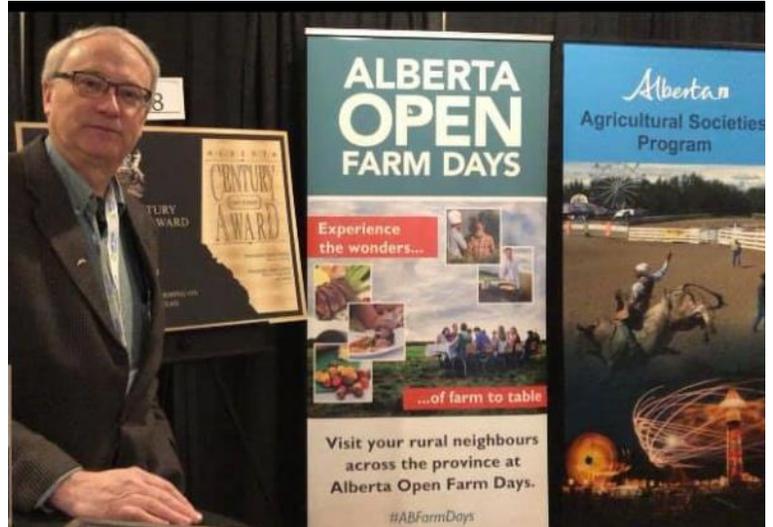
# Alberta Agriculture and Forestry

Fred Young has been a champion of agriculture and rural community organizations in Alberta for almost 40 years. Fred started with Alberta Agriculture in 1981, upon graduating from the University of Alberta with a Bachelor of Science in Agriculture, and has went on to build a successful long term career with the Department. After completing a training year in Athabasca, he moved to Evansburg in 1982 as a District Agrologist, and with his wife Irene, has made the area his home ever since.

Fred has had several key roles with Alberta Agriculture over the course of his career including 12 years as a District Agrologist, 7 years as a Forage Specialist, and for approximately the last 10 years, as Manager of the Agricultural Societies Program. Fred is responsible for overseeing this \$11.5 million annual program for 290 societies, while ensuring compliance under the Agricultural Societies Act.



For the last few years Fred has also headed up the Rural Life Enhancement Section, a role he is ideally suited for, as he and his team get to “Celebrate Rural” through programs like the Alberta Century Farm and Ranch Award, Alberta Agriculture Hall of Fame, and Alberta Open Farm Days.



As many of you in this room would know, Fred’s largest contribution has been his true gift for people. He has always been happy to field thousands of calls, and provide helpful and friendly advice to hundreds of ag society volunteers over the years. And his easy going nature, people first approach, smile and laugh, and legendary storytelling abilities have truly blessed those that have been lucky enough to cross his path.

Fred’s dedication to the success of Agricultural Societies, large and small, has provided inspiration and understanding to those around him. Fred will be retiring from his role with government and his enthusiasm will be missed.

Congratulations to Fred on being this year’s Award of Merit winner! A richly deserved recognition.

All of us at AAAS wish him a Happy Retirement !!!





## Special Event Licence - Public Resale

Effective March 11, 2019 [important amendments](#) that simplify and modernize Special Event Licence (SEL) - Public Resale Policies and Guidelines will come into effect. Amendments include:

- Combining the SEL Public Resale - Commercial and Community Polices and Guidelines into one document.
- Simplifying food requirements.
- Simplifying security requirements.
- Requiring the licensee and designate, and a minimum of one bartender/server per every 100 patrons, to have ProServe certification for all SEL Public Resale events.
- No ProServe fee exemptions for SEL Public Resale events.

We encourage interested applicants for SEL - Public Resale events to read the relevant policy for full licensing requirements. The amended SEL and ProServe policies may be accessed on the AGLC website at [aglc.ca](http://aglc.ca).

If you have any questions or concerns regarding the SEL policy, please contact AGLC's Regulatory Division at: [sel@aglc.ca](mailto:sel@aglc.ca) or toll-free 1-800-272-8876, extension 8846.

If you have any questions or concerns regarding the ProServe policy, please contact AGLC's SMART Programs at: [info@smartprograms.aglc.ca](mailto:info@smartprograms.aglc.ca) or toll-free 1-877-436-6336.

For a link to ProServe Frequently Asked Questions and a link to Liquor Staff Training please see website: <https://proserve.aglc.ca/Index.aspx?tabid=7>



Minister Dreeshen was first elected to the Legislative Assembly of Alberta in a by-election on July 12, 2018 as the MLA for Innisfail-Sylvan Lake. He was re-elected on April 16, 2019.

Dreeshen is a fifth-generation local farm owner and Albertan. Farming near Pine Lake, he has a long record of community service. He is a director of the Western Canadian Wheat Growers Association, serves as a board member on the Crossroads Agricultural Society, and as a volunteer at the Pine Lake Country Fair.

Devin Dreeshen was appointed as Alberta's Minister of Agriculture and Forestry on April 30, 2019. He has a wealth of previous experience working on this file during his time in Ottawa where he was a policy advisor to Agriculture Minister Gerry Ritz from 2008 to 2015, advocating for Canadian agriculture trade, improved rural infrastructure support, and leading the effort to end the Canadian Wheat Board monopoly. Dreeshen will apply this experience, as well as his own farming history to serve Alberta's agricultural community and ensure that Alberta's farmers continue to make a significant contribution to the provincial economy.

As Minister, Dreeshen hopes to continue this work, seeking to restore and improve market access for our forestry and agriculture products, and to attract investment in order to bring jobs back to Alberta.

# DEVIN DREESHEN

MLA Innisfail-Sylvan Lake

## Minister of Agriculture and Forestry



First elected to the Legislative Assembly of Alberta in a by-election on July 12, 2018 as the MLA for Innisfail-Sylvan Lake



Fifth-generation local farm owner and Albertan. Farming near Pine Lake, he has a long record of community service



Wealth of previous experience working on this file during his time in Ottawa where he was a policy advisor to Agriculture Minister Gerry Ritz from 2008 to 2015



# AAAS – Convention Highlights



OPENING KEYNOTE SPEAKER  
MARLA CALICO



MINISTER / MLA  
FORUM



CLOSING KEYNOTE SPEAKER  
IAN HILL





**MIKE & JODY**



Did you Ever think you would see a horse and a Steer INSIDE a hotel lobby ?? Presenting Joel from [Barilhorsetraining](http://Barilhorsetraining.com) #AAAS2019

(Thank you to the hotel management and staff letting this happen !!!)

Click on LINK BELOW TO SEE FULL VIDEO !

<https://www.facebook.com/albertaagsocieties/videos/551568738652770/>



**TO BOLDLY GO**  
WHERE NO AG SOCIETY HAS GONE BEFORE  
AAAS CONVENTION 2019

# THANK YOU TO OUR SPONSORS

## — PLATINUM PLUS SPONSORS —



## — PLATINUM SPONSORS —



## — GOLD SPONSORS —



## — SILVER SPONSORS —



## — BRONZE SPONSORS —

- |   |   |
|---|---|
| <p>AUMA<br/>Camrose Regional Exhibition<br/>Colchester &amp; District Agricultural Society<br/>Grande Prairie Exhibition<br/>Lethbridge Exhibition Park</p> | <p>Lloydminster Exhibition<br/>Medicine Hat Exhibition &amp; Stampede<br/>Olds Regional Exhibition<br/>Vauxhall Agricultural Society<br/>Vegreville Agricultural Society<br/>Westerner Park</p> |
|---|---|

## — FRIENDS AND SUPPORTERS —

- |  |   |
|--|---|
| <p>Alberta Embroidery<br/>Ascend Fundraising Solutions<br/>Alberta Embroidery<br/>Carmangay Ag Society</p> | <p>Farm Credit Canada<br/>Hawk Hills Ag Society<br/>Two Hills &amp; District Ag Society</p> |
|--|---|

# AAAS – Convention Award Winners



**Lorraine Tupechka**  
AAAS Honour Roll Recipient



**Marilyn Norton**  
AAAS Honour Roll Recipient

## **Jacque Fenske : Outstanding Supporter of Agriculture Award 2019**

Jacque Fenske is an advocate. She will be the first to tell you she is definitely not a farmer with her herd of two almost three head of cattle but she has spent much of her career supporting our agriculture industry and the towns, villages and counties in Alberta. Throughout her political career as a municipal councillor and Member of the Legislative Assembly she has championed not only the needs of rural communities but also the opportunities that being a part of our rural landscape present. She served on the board of the Josephburg Agriculture Society as a director in various capacities including the position of president and also one term on the AAAS board from 1997 through 1999. She has also served as a member of the Strathcona County Agriculture Services Board. It's one thing to say we need to support our agriculture communities but another to actually get out there and do something about it. Jacque's entrepreneurial pursuits include agriculture value added products, agritourism events and sharing her knowledge, creativity and access to 'her peeps' (her network) to raise awareness, solve problems, and promote rural events and businesses. The family business, Fifendekel, uses many Alberta products, Experience Alberta has supported local events by bringing the 'City Folk' out to the country on tours, Franks on the Farm and through presentations and workshops encouraging and assisting entrepreneurs and associations in reaching the urban market. Northern Bites features urban restaurants but also includes the connection to our primary producers who supply the product that goes in to making those delicious dishes. And, the latest is a social media

platform ThreeSixtyAlberta that partners with rural businesses and associations to spread the word throughout the world that great things are happening outside the big cities. It is through personal interaction and relationships that rural Alberta will find the support it needs from those who live in the major centres and we need their support to build thriving communities .

## **Fred Young: Award of Merit 2019**

Fred Young has been a champion of agriculture and rural community organizations in Alberta for almost 40 years. He spent the last 10 years as Manager of the Agricultural Societies Program. He is responsible for overseeing this \$11.5 million annual program for 290 societies, while ensuring compliance under the *Agricultural Societies Act*. Fred has also headed up the Rural Life Enhancement Section, a role he is ideally suited for, as he and his team get to "Celebrate Rural" through programs like the Alberta Century Farm and Ranch Award, Alberta Agriculture Hall of Fame, and Alberta Open Farm Days. Fred's largest contribution has been his true gift for people. He has always been happy to field thousands of calls, and provide helpful and friendly advice to hundreds of ag society volunteers over the years. And his easy going nature, people first approach, smile and laugh, and legendary storytelling abilities have truly blessed those that have been lucky enough to cross his path. Fred's dedication to the success of Agricultural Societies, large and small, has provided inspiration and understanding to those around him. Fred will be retiring from his role with government and his enthusiasm will be missed. Thank you for always being a rural supporter. Congratulations on being this year's Award of Merit winner! A richly deserved recognition.





Alberta Association of Agricultural Societies

# PROVINCIAL MARKETING AWARDS 2019 WINNERS

## **CATEGORY 1**

### ***Promotional Posters attendance under 500 People***

- 1st Place – Vaukhall Ag Society
- 2nd Place – Donalda Ag Society
- 3rd Place – Alder Flats xAg Society

### ***Promotional Posters attendance over 500 & under 5000 People***

- 1st Place – Westerner Park
- 2nd Place – Millarville Racing & Ag Society
- 3rd Place – Lakedell Ag Society

### ***Promotional Posters attendance over 5000 People***

- 1st Place – Millarville Ag Society
- 2nd Place – Strathmore Ag Society
- 3rd Place – Westerner Park

## **CATEGORY 2**

### ***Fair Book/Event Program Covers attendance under 500 People***

- 1st Place – Grovedale Ag Society
- 2nd Place – Hanna Ag Society
- 3rd Place – Edgerton Ag Society

### ***Fair Book/Event Program Covers attendance over 500 & under 5000 People***

- 1st Place – Millarville Ag Society
- 2nd Place – Valleyview Ag Society
- 3rd Place – Lamont Ag Society

### ***Fair Book/Event Program Covers attendance 5000 People***

- 1st Place – Millarville Ag Society

## **CATEGORY 3**

### ***Newsletters Distribution of 250 or less per issue***

- 1st Place – Lamont Ag Society
- 2nd Place – Beaumont Ag Society
- 3rd Place – Lakedell Ag Society

### ***Newsletters Distribution of over 250 & less than 500 per issue***

- 1st Place – Cottonwood Gordon Ag Society

## **CATEGORY 4**

### ***Website Development Budget under \$1,000***

- 1st Place – Lakedell Ag Society
- 2nd Place – Cold Lake Ag Society
- 3rd Place – Valleyview Ag Society

### ***Website Development Budget over \$5,000***

- 1st Place – Millarville Ag Society

## **CATEGORY 5**

### ***Social Media following of less than 500***

- 1st Place – Carmangay Ag Society
- 2nd Place – Valleyview Ag Society

### ***Social Media following of more than 500 and less than 2500***

- 1st Place – Lakedell Ag Society
- 2nd Place – Cold Lake Ag Society
- 3rd Place – Lamont Ag Society

### ***Social Media following of more than 2,500***

- 1st Place – Westerner Park
- 2nd Place – Millarville Ag Society

## **CATEGORY 6**

### ***New Program/Event attendance/ Participants under 100***

- 1st Place – Smoky River
- 2nd Place – Lamont Ag Society
- 3rd Place – Lakedell Ag Society

### ***New Program/Event attendance/ participants over 100 and under 350 people***

- 1st Place – Eaglesham Ag Society
- 2nd Place – Lloydminster Ag Society

### ***New Program/Event attendance/ participants over 350 people***

- 1st Place – Winfield Ag Society
- 2nd Place – Alder Flats Ag Society

## **CATEGORY 7**

### ***Event/Organization Photo Collage***

- 1st Place - Westerner Park
- 2nd Place - Lamont
- 3rd Place – Cold Lake

### **Delegates Choice**

- 1st Place – Cold Lake Ag Society - Poster
- 2nd Place – Strathmore Ag Society - Poster
- 3rd Place – Grovedale Ag Society - Poster

*Congratulations*

Alberta Association of Agricultural Societies

# PROVINCIAL MARKETING AWARDS

# 2020



## CATEGORIES

# 7

- 1 PROMOTIONAL POSTERS
- 2 FAIR BOOK/EVENT PROGRAM COVERS
- 3 NEWSLETTERS
- 4 WEBSITE
- 5 SOCIAL MEDIA
- 6 NEW PROGRAM/EVENT
- 7 EVENT/ORGANIZATION PHOTO COLLAGE

YOU CAN NOW SUBMIT YOUR MARKETING ENTRIES **ALL** YEAR !!  
SEND US YOUR POSTERS, BROCHURES, NEWSLETTERS AND FAIR BOOKS  
- AS YOUR EVENT HAPPENS.  
WINNERS WILL BE ANNOUNCED AT NEXT YEAR'S CONVENTION !

**\*\*Please submit all your entries no later than December 15, 2019\*\***  
*Entries submitted after the deadline will not be judged*

*Include your Ag Society Name as well as which Class # you are entering*

*Send your POSTERS, BROCHURES, NEWSLETTERS, FAIR BOOKS AND COLLAGES to :*

*Suite 108 J.G O'Donoghue Bld 7000-113 street Edmonton AB T6H 5T6*

*Email your website and social media submissions to [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)*



One of the countless benefits to being a member of AAAS is having us help you "Market Your Events" on the web ! Many people are already starting to think about what to do and where to go during summer vacation. Let us help you get your event "out there" now!

A few main things to keep in mind when sending us your info :

**What** – What Kind of Event : Jamboree? Rodeo? Paint Night? Bench Show? Farm Safety Event? If there are multiple things happening for the event, please list as many as you can.

**When** – Dates (All Day or Multiple Days), Start and End Times.

**Where** – Please provide building name and address or Directions on how to get there ( ex. 2km East of 2A on Hwy 13)

**Other useful info:**

Will there be food concessions, beer gardens. Is it family friendly ? Are there Children's Entertainment and activities. What are the Admission Costs or Registration Fees ?

All the information provided will be placed on our AAAS Website under "Fairs & Events", our Social Media sites, Travel Alberta, and Regional Tourism Organizations.

You can easily send us the information by filling out our " Market Your Events" form. A copy was also sent out to you with your membership package, or you can contact us at the office so we can fax or email you an-

other copy. You can also access it on our website at:

<http://albertaagsocieties.ca/wp-content/uploads/2019/04/Market-Your-Events-Form-2019.pdf>

Please include poster or PDF or JPG image that goes with your event .

If you have your event posted on your AG Society's FaceBook or Twitter Page be sure to Tag us.



**@albertaagsocieties**



**@abagsocieties**

# AAAS CONVENTION 2020

**RIVER CREE**  
RESORT AND CASINO  
ENOCH, ALBERTA

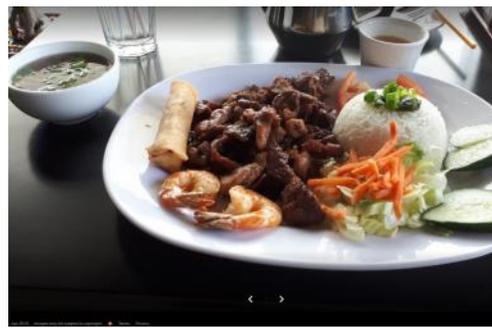
OUR NEXT CONVENTION WILL BE HERE JANUARY 31—FEBRUARY 2, 2020



**BOOK YOUR ROOM NOW**

**\$139 /Rm**

<https://reservations.travelclick.com/104191?groupID=2490743>



\* Please note— If you are trying to book outside of the contracted dates, you will need to call in to the hotel directly.



# FARM SAFETY PROGRAMS & EVENTS



**Milk River & District Ag Society** brought in **Team T&J's** "No Harm on the Farm" to the Milk River Elementary School on May 3. Tonya and Jessica brought energy and excitement to what is typically a boring subject. The students and teachers did not know what to expect, once the music started their attention was caught and kept throughout the entire 40 minute show. They went through their maze singing and chatting explaining the dangers of living and working on the farm and how to stay safe. The way Tonya and Jessica introduced each danger was fun to watch, the way they connected with the students and engaged them in each step was amazing to watch. Everyone from the students to the principal thoroughly enjoyed it, evidenced by the hugs so many students waited to give to Tonya and Jessica.



## SCHOLARSHIPS

The Alberta Association of Agricultural Societies has partnered with Calgary Stampede and Edmonton Northlands to offer **TWO** awards that will be given to outstanding post-secondary students continuing their education, who have volunteered their time and energy to their communities and agricultural societies.



# \$1500

**NOMINATE A STUDENT WHO HAS DEMONSTRATED LEADERSHIP!**

For more info, please visit our website or call the AAAS office at 780-427-2174  
[www.albertaagsocieties.ca](http://www.albertaagsocieties.ca)



**Deadline for applications is  
December 15th, 2019**



## HONOR ROLL



### DO YOU KNOW A PERSON WHO :

- is a member of an agricultural society ?
- has made valuable and noteworthy contributions to the development and advancement of agricultural societies in Alberta ?

The Alberta Association of Agricultural Societies invites agricultural societies to nominate a member of their association for their outstanding contribution to the development and advancement of agricultural societies in Alberta.

**TWO** members will be awarded the Honorary Life Memberships. Winners will be recognized at the AAAS Convention. This prestigious award recognizes outstanding volunteers for their dedication to local, regional and provincial levels of agriculture.

Nomination form consists of three sections.

- ★ CONTRIBUTIONS TO LOCAL AGRICULTURAL SOCIETY
- ★ REGIONAL CONTRIBUTIONS
- ★ HISTORY OF COMMUNITY CONTRIBUTIONS

A maximum point value of 100 can be awarded. The person(s) with the highest points will receive the award.

For more info, please visit our website at [www.albertaagsocieties.ca](http://www.albertaagsocieties.ca) or call the AAAS office at 780-427-2174

**Nomination Deadline is December 15th, 2019**

# AG SOCIETY

## FARM SAFETY



awareness. education. programming

BY THE NUMBERS: APRIL 2019



1085



VOLUNTEERS

13,350



HOURS

280+



PARTNERS

LOCAL FIRE DEPT  
APPLIED RESEARCH CENTRES  
LOCAL IMPLEMENT DEALERS  
RURAL ELECTRIFICATION  
ASSOCIATIONS  
AG SERVICE BOARDS  
LOCAL 4H CLUBS  
LOCAL AG BUSINESSES  
LOCAL MUNICIPALITIES  
& COUNTYS  
AND MORE

\$649k



EXPENSES

GRANT FUNDING  
\$365,861.92  
+  
DONATED SERVICES  
\$283,651.74  
  
TOTAL  
\$649,513.66

30+



TOPICS

EMERGENCY FIRST AID  
ATV/ HELMET SAFETY  
FIRE / WATER SAFETY  
FIRE ARM SAFETY  
ELECTRICAL/ CHEMICAL  
GRAIN ASPHYXIATION  
ROLL OVERS  
BIG MACHINERY  
EQUINE FIRST AID & SAFETY  
RAIL SAFETY/ FALLS  
UNDERGROUND UTILITIES  
PPE  
SCHOOL BUS SAFETY  
MENTAL HEALTH  
AND MORE

19,778  
PARTICIPANTS

"Farmers are faced with production, weather & general business challenges on a daily basis that take a toll on mental health..... it is important to

take a leading role in breaking down the stigma of mental health in the Ag Industry"

A Local farmer had caught an arm in the front end of a silage chopper. His family was able to treat him with first aid training while they waited for an ambulance

" This was well recieved & very impactful to us. We Had no idea of what this even meant when we registered."

~ Equine Emergency First Aid participant

NO TEARS.  
NO Bathroom Accidents  
Kids liked it.

~Kindergarten Teacher

My dad got crushed by cattle. If he had planned an escape route and had a work alone plan, there is a chance he would not be in a wheelchair now.

# GRANTS & PROGRAM OPPORTUNITIES



## Farm Safety Grant Program

This grant is available to all Alberta Agricultural Societies that are members of AAAS for farm safety awareness, education & programming in your community to promote behavioral changes on family farms and the agriculture community. Up to \$10,000.00 per project. No matching component required. No limit on the number of projects an Agricultural Society can do in a year with the condition that one project must be complete prior to the next project being approved. Projects that have already been completed within 1 year of application may be eligible for funding.

<http://albertaagsocieties.ca/farm-safety-grant/>



## Community Facility Enhancement Program

This program provides funding to purchase, build, renovate or upgrade public-use community facilities. Community Facility Enhancement Program (CFEP) funding provides financial assistance to acquire, build, purchase, repair, renovate, upgrade or expand sports, recreational, cultural or other related public-use community facilities. CFEP funding is approved on a matching basis. The applicant must contribute an amount equal to or exceeding the CFEP grant request towards the expenses of the project. The matching funding may be cash, donated labour, equipment or materials, all of which must be specifically related to the project.

<https://www.alberta.ca/community-facility-enhancement-program.aspx>



## Peavey Mart Community Agricultural Grant

This unique grant program was launched in 2013 to invite innovative ideas that promote community strength and the importance of local food production. Since 2013, more than 225 applications have been submitted by community groups from British Columbia to Manitoba. More than \$265,000 has been committed to successful applicants from Western Canada. Applications are now being accepted for the 2019 grant.

<https://www.peaveymart.com/agricultural-grant.aspx>



## Open Farm Days Program Opportunity

Alberta Agricultural Societies are invited to become involved with Alberta Open Farm Days by creating complementary programming that educates consumers and celebrates the region's agricultural products and producers.

[http://albertaagsocieties.ca/wp-content/uploads/2019/03/OPEN-FARM-DAYS-Program-Opportunity-for-Ag-Societies-2019.pdf?](http://albertaagsocieties.ca/wp-content/uploads/2019/03/OPEN-FARM-DAYS-Program-Opportunity-for-Ag-Societies-2019.pdf?fbclid=IwAR05R56h6jVE_RNmBACR2shNaeEdgFx87aYZUYZF2b7Ay8RYNfqIt0-QoOY)

[fbclid=IwAR05R56h6jVE\\_RNmBACR2shNaeEdgFx87aYZUYZF2b7Ay8RYNfqIt0-QoOY](http://albertaagsocieties.ca/wp-content/uploads/2019/03/OPEN-FARM-DAYS-Program-Opportunity-for-Ag-Societies-2019.pdf?fbclid=IwAR05R56h6jVE_RNmBACR2shNaeEdgFx87aYZUYZF2b7Ay8RYNfqIt0-QoOY)



Canadian  
Heritage

Patrimoine  
canadien

## Building Communities Through Arts and Heritage

There are funding opportunities for your Festival or Event with the Building Communities through Arts and Heritage (BCAH) program at the Department of Canadian Heritage. Successful applicants may receive up to 100 per cent of eligible expenses up to a maximum of \$200,000 for festivals that: present the work of local artists, artisans, or heritage performers; actively involve members of the local community; and are intended for and accessible to the general public.

<https://www.canada.ca/en/canadian-heritage/services/funding/building-communities/festivals.html>



## MAKE TIME TO MEET THE NEIGHBOURS

ALBERTA OPEN FARM DAYS IS A PROVINCE WIDE OPEN HOUSE. IT'S ALL ABOUT FARMERS AND RANCHERS INVITING THEIR URBAN AND RURAL NEIGHBORS TO STOP IN FOR A VISIT. WHETHER IT'S SEEING ANIMALS, LEARNING ABOUT YOUR OPERATION, OR EXPERIENCING A FARM-TO-TABLE CULINARY EVENT, HIGHLIGHTING LOCAL PRODUCTS, IT'S ABOUT CELEBRATING

## WHO WILL TAKE PART?

Farmers, ranchers and agri-business owners from every corner of the province will find value in Alberta Open Farm Days. Here's just a sample of the kinds of farms, ranches and businesses we're looking for:

### Primary Agriculture - Grain

From wheat and barley to canola and peas, Alberta farms produce grain that is consumed in the province and shipped around the world.

### Primary Agriculture - Livestock

Alberta beef, bison, chicken and pork are some of Alberta's favorites. Visiting production facilities will provide consumers with a look at the hard work and dedication required to produce food.

### Farm Gate Agri-business

Amazing Alberta farm products such as bedding plants, honey, cereal, yogurt, wine and more are sold right at the farms.

### Ag-tourism

For some of you, every day is Open Farm Day. For others, it's a special occasion that is planned with excitement. Your visitors could enjoy corn mazes, family berry picking, horseback riding and many

## WHAT SHOULD VISITORS SEE?

The main objective is to provide the public an opportunity to visit and learn about your farm. Visitors will be interested in the daily operations of your farm or ranch. What is commonplace to you will fascinate them. Consider planning an educational experience or activity. Your description of what visitors can expect will be included on our website and printed map.

### Some suggested activities include:

- Visiting with farmers and ranchers
  - Seeing animals
  - Demonstrations – a look at your daily work
  - Tasting and buying food you produce
  - Hosting a culinary event that celebrates local food and chefs
  - Learning about and buying products you produce
- Remember, Alberta Open Farm Days is all about developing a solid, positive connection between urban and rural life and building public trust in the agricultural sector.

## GENERAL GUIDELINES FOR ALBERTA OPEN FARM DAYS

1. You must operate a farm or ranch which produces a product, service or Ag-tourism experience.
2. You must provide an educational experience to the public.
3. Admission to the farm is free for the event. Activity fees may apply at some locations.

Plan the day to provide a safe and enjoyable visit for the public by making every effort to minimize potential hazards on your farm or ranch. Providing food samples or sale of food products to the public requires you to meet specific food safety requirements. If you allow access to animals on your farm, you will need to take safety measures and ensure that hand washing is available and encouraged.



## THE NUTS AND BOLTS

Submit your completed Host Farm Registration form. We will send you an Open Farm Days package that includes information about planning for your Alberta Open Farm Days visitors. The information you provide us about your farm or ranch will appear in our marketing materials. It will explain what visitors can expect on your farm or ranch and how to find it.

# HELP MAKE ALBERTA OPEN FARM DAYS A HUGE SUCCESS

Our purpose is to improve Albertans' understanding of Ag-tourism, local food, farms and the agriculture industry. Encouraging urban consumers to travel to these farms will contribute to the vitality of rural areas and increase positive messages about Alberta's thriving agriculture industry. Please join us. We are here to help. We'll provide the promotional materials in the form of a map, downloadable guide, posters, signage, handouts and a website presence.



**Agricultural Societies** are invited to become involved with Alberta's Open Farm Days by creating complementary programming that educates consumers and celebrates the region's agricultural products and producers.

## Requirements of the Ag Society:

- Take the lead in organizing all event logistics (such as bus rentals, securing/hiring tour guide, planning itinerary/event, obtaining insurance, selling tickets)
- Assist with recruiting participating farms in the area to create a cluster around the Agricultural Society
- Must offer a unique and authentic agricultural and/or culinary tourism experience
- Sustainability – successful applicants are expected to be an active participant in Open Farm Days for more than one year (funding may or may not be available in future years so it is expected that the successful applicants put a basic strategy or plan together for sustainability ie: sponsorship, revenue generation, etc.)
- Complete and return the grant completion report by September 30th, 2019 (Grant dollars will be forwarded to the Agricultural Society once the completion report has been received back)

We are accepting a minimum of 8 Agricultural Societies for this year with a grant of up to a maximum of **\$2500** going to each Agricultural Society.

For More info on OFD Program Opportunity : <http://albertaagsocieties.ca/wp-content/uploads/2019/03/OPEN-FARM-DAYS-Program-Opportunity-for-Ag-Societies-2019.pdf>

Join us for the seventh annual Alberta Open Farm Days  
August 17th and 18th, 2019

**REGISTER TODAY**

[albertafarmdays.com](http://albertafarmdays.com)

Alberta Open Farm Days is presented by:

**93%**

of visitors rated their experience as very good to excellent!



The Busy Summer season is fast approaching and what better time to get the word out about our Student Scholarship Opportunity . We have created some posters for you to assist in recruiting Volunteers for your Ag Society and Advertise the AAAS Scholarship !

Please see our website to for more details and to download posters:

<http://albertaagsocieties.ca/provincial-awards/>



 **ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES**

**ARE YOU A STUDENT LOOKING TO MAKE A DIFFERENCE ?**

The Alberta Association of Agricultural Societies has partnered with Calgary Stampede and Edmonton Northlands to offer (2) **\$1500** scholarships that will be given to outstanding post-secondary students continuing their education, who have volunteered their time and energy to their communities and agricultural societies.

**FOR MORE INFORMATION CONTACT YOUR LOCAL AG SOCIETY FOR VOLUNTEER OPPORTUNITIES**

PLEASE SEE OUR WEBSITE FOR AL LIST OF ALBERTA AG SOCIETIES

 [www.albertaagsocieties.ca](http://www.albertaagsocieties.ca) 

Deadline for applications is December 15th, 2019

# SPOTLIGHT ON

## Corey Anderson

Winfield and District Agricultural Society—Region 3 Director



### How many years have you been a member?

I have been a member for 6 Years in Winfield

### How did you get involved with the AG Society ?

I was invited to bring a friend meeting by my sister in law, after the meeting I returned to the next as I liked the group of people and wanted to get involved in the community.

### What motivates you?

I am motivated through my family and wanting to ensure that they have the same or more opportunities to live a rural life then what we have now.

### When you're not working, where do you like to spend your time?

Any time I possibly can you will find me either riding my horses or in the mountains, preferably doing both at the same time.

### What are you looking forward to the most this year ?

This year I am most looking forward to our Ag Societies first ever *Rockin the West* where are bringing David Lee Murphy to our town for an outdoor concert. It is already the biggest thing to ever happen in our town and we are all really excited that we get to host this event this year.

### What was your favorite moment at one of your AG Events last year?

There were so many great things that have happened in the last year for events, but my favorite was the Wardens performing in our small hall to a sold out crowd.

## Brett Warder

Calgary Stampede—Region 2 Director



### How many years have you been a member?

Employed with the Calgary Stampede for 27 years!

### How did you get involved with the AG Society ?

Worked the concession stand (popcorn) during horse racing.

### What motivates you?

Engaging with the people at the fair.

### When you're not working, where do you like to spend your time?

On the volleyball court, either playing or coaching

### What are you looking forward to the most this year ?

I am looking forward to meeting all of the Ag societies in Region 2, and really getting out into the rural community.

### What was your favorite moment at one of your AG Events last year?

I can't say I have a favorite moment last year, but I truly enjoy being apart of a great organization that hosts the world and showcases agriculture and our western heritage.

# Bruce Walker

Beaumont & District Agricultural Society—Region 5 Director



**How many years have you been a member?** Almost too many! I think it is about 25 years.

**How did you get involved with the AG Society ?**

Through treachery! A friend and colleague twisted my arm to come join him on the local Ag Society Board.

**What motivates you?**

I guess in terms of Ag Society life, it would have to be challenges, especially of the 'administrative' kind. But they can also be the most frustrating things if there are factors working against getting something done. I seem to have been blessed with abilities and skills to work through administrative activities and issues. Sometimes an issue or activity may seem onerous at the beginning, but I know that if I can focus on the problem I can usually find a successful solution. Often in the life of non-profit organizations, work like this takes time and patience to accomplish goals. There are very few 'quick fixes'.

**When you're not working, where do you like to spend your time?**

Travelling, hunting and spending time with family.

**What are you looking forward to the most this year ?**

A trip to southern Africa in September. We will be touring Kruger National Park and the Cape Town area in South Africa, and Victoria Falls-Livingstone area of Zimbabwe and Zambia. Tour leaders are a transplanted South African couple that live in Wainwright, AB.

**What was your favorite moment at one of your AG Events last year?**

I find big events that BADAS puts on fairly stressful because of all the planning and preparation that goes into them, especially when 'the buck stops with me'. So it is always quite a relief when these events are pulled off and done. But helping out merely as an event volunteer as I have done 2 years running now at the huge Beaumont Horse Trials, organized by our partner Clearwater Valley Pony Club, is purely fun and fulfilling. I think the fact that I am not involved to any great extent in planning and preparation for the event let's me relax and enjoy 'the show'.

## NEW FACES AT AAAS

### Nicola Doherty

Open Farm Days Marketing Coordinator

Nicola came on board at the beginning of April as the Open Farm Days Marketing Coordinator. From owning her own online store to creating communities for entrepreneurial moms, creating online communities is where Nicola is happiest. Nicola's day job is as a digital and social media strategist at Cultivate Digital Media. Nicola

has lived in a few cities in the province in Alberta (Fort McMurray, Calgary and most recently Edmonton) and loves to check out all the fun things there are to see and do in Alberta





Canadian Livestock traceability has been an ongoing program for nearly 20 years. In recent weeks the Canadian Food Inspection Agency (CFIA) and the Canadian Association of Fairs and Exhibitions (CAFE) have collaborated to provide information on the regulatory compliance concerns for Agricultural Societies, Fairs, Exhibitions and Rodeos. The Provincial Agricultural Society Associations from across Canada recognize there are challenges for our members to maintain compliance within the current and proposed regulations.

A position paper has been completed and circulated to Members of Parliament across Canada in hopes there is an opportunity to influence changes, however no changes have occurred to date. Included here is the CFIA compliance letter and information as well as the Position of the Provincial Associations. AAAS will continue to advocate on behalf of our members which will include talks with Government of Alberta officials as well as the Minister of Agriculture and Forestry Devin Dreeshen.

Please ensure your Agricultural Societies Premise Identification Number (PID) is visible to those bring livestock to your facility of events and do not allow livestock at your facility or event which is not properly tagged.

For more information please contact AAAS or the Canadian Livestock Traceability website at [Canadian Food Inspection Agency](#)

### **Provincial & National Associations Livestock Traceability Position**

<http://albertaagsocieties.ca/wp-content/uploads/2019/05/Provincial-National-Associations-Livestock-Traceability-Position-April-2.pdf>

### **CFIA – Notice to Industry**

[http://albertaagsocieties.ca/wp-content/uploads/2019/05/CFIA\\_ACIA-11657822-v1C-Notice to Industry %E2%80%93 Traceability requirements for Fairs 04-2019.pdf](http://albertaagsocieties.ca/wp-content/uploads/2019/05/CFIA_ACIA-11657822-v1C-Notice_to_Industry_%E2%80%93_Traceability_requirements_for_Fairs_04-2019.pdf)

### **FAQ POSTER**

<http://albertaagsocieties.ca/wp-content/uploads/2019/05/PID-FAQ-Poster-MAY-29.pdf>

### **REQUIREMENTS FOR FAIRS**

[http://albertaagsocieties.ca/wp-content/uploads/2019/05/TRACE\\_-\\_Current\\_traceability\\_requirements\\_for\\_fairs\\_-\\_Decision\\_tree\\_04-2019.pdf](http://albertaagsocieties.ca/wp-content/uploads/2019/05/TRACE_-_Current_traceability_requirements_for_fairs_-_Decision_tree_04-2019.pdf)

## Strut Your Stuff in Rural Alberta

As rural Alberta knows, when your Field of Dreams is off the beaten path its often a challenge to strut your stuff to travelers and out of region guests. A mobile app is creating a way for you to do just that!

History Check is a collaborative and cooperative project that supports not only the Agri-Tourism industry but rural economic development throughout Alberta. This mobile app is a hand-held map of attractions, history & services across the province.

Featured as an Alberta Success Story at the Growing Rural Tourism Conference in Camrose in February, Sheila Willis of Impact Tourism demonstrated how this award-winning mobile app shares individual sites listings through Community Menus and Near Me location services. Keyword searches expand a traveller's experience by offering a list, or map, of the attractions, products and services they might require while traveling.

For rural Alberta businesses and non-profits, being able to showcase their location with a complimentary site listing is an additional way to expand on their customer base. For further attention, business advertising is available through Keyword Targeted Marketing at an affordable cost.

Impact Tourism, who operates the History Check app, wants to support community volunteers who are the heart of many community activities. AG societies are a primary example.

In order to offer support, Keyword Targeted Marketing is a free service to these groups. This enables them to highlight their annual events, community hall rentals, campgrounds and other offerings to a broader audience. For businesses, allowing users to find their products and services through search functions, is less than a dol-

lar a day using this advertising option.

If your non-profit is looking for fundraising opportunities, Impact Tourism is offering an interesting option.

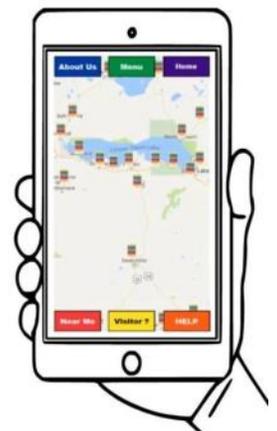
Instead of hiring a sales force, they have created an Affiliate Marketing program. Registered non-profit affiliates can receive up to 25% of paid advertisements through promotion of the History Check App Keyword Targeted Marketing. The advertising fee of \$350 is annual, and each renewal is recognized, creating long term economic benefits.

Attracting app users will begin in April as History Check prepares to go live province wide in June. Cross marketing campaigns involving direct marketing organizations, municipalities and operators, will target both Albertans and an international market.

To see how the app works, the History Check beta, which displays the northern portion of the province, is available for download through both the App Store & Google Play. These download links are available at [www.historycheck.ca](http://www.historycheck.ca)

You can include your attractions or service by submitting the form found at [www.fhnas.ca/getlisted](http://www.fhnas.ca/getlisted). If you have questions about this exciting opportunity for Alberta, Sheila Willis can be contacted via email at [Sheila.willis@impacttourism.ca](mailto:Sheila.willis@impacttourism.ca)

FHNAS.CA



# AAAS—NEWSLETTER AD SPECIFICATIONS & RATES

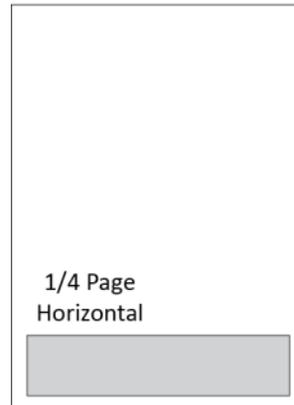
If you have news, stories or would like to advertise in our future Newsletters please contact [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)



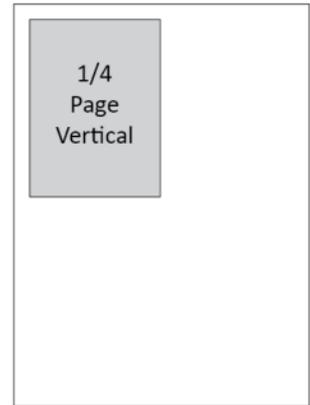
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Trim Size: 8.375 x 10.875  
Full Page Bleed Size 9" x 11.5"



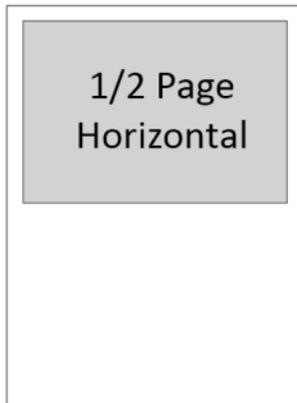
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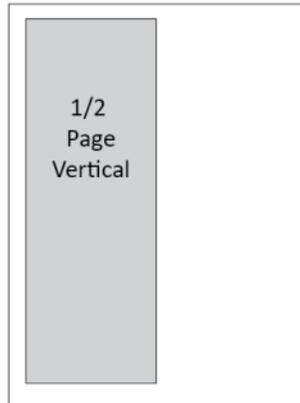
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7.5" x 4.875"



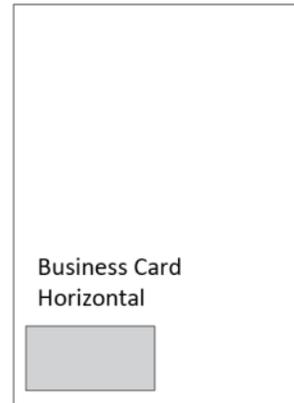
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3.625" x 4.875"



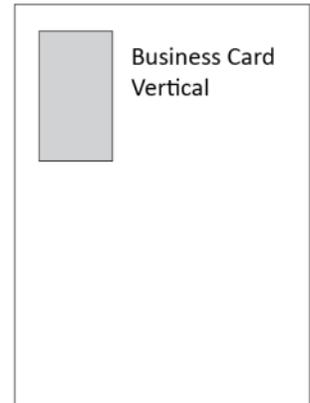
1/2 Horizontal Ad Size :  
7.5" x 4.875"



1/2 Vertical Ad Size :  
3.625" x 9.875"



1/4 Horizontal Ad Size :  
2" x 3.5"



1/4 Vertical Ad Size :  
3.5" x 2"

## **ACCEPTED AD FILE FORMATS**

All images and files must be 300 dpi at 100% scale.

Images will be printed in Greyscale

IMAGES : All image files should be : JPG, PNG or  
EPS.

(\* PICT and GIF files are low-resolution web files not  
suitable for printing.)

## **ACROSS THE FENCE ADVERTISING RATES**

<b><u>B/W Ads</u></b>	<b><u>Member Rate</u></b>	<b><u>Non-Member Rate</u></b>
Full Page	\$120.00	\$270.00
3/4 Page	\$100.00	\$250.00
1/2 Page	\$80.00	\$230.00
1/4 Page	\$60.00	\$210.00
Business Card (1x)	\$40.00	\$190.00
Business Card (4x consec)	\$100.00	\$250.00
Flyer / Insert	\$150.00	\$300.00

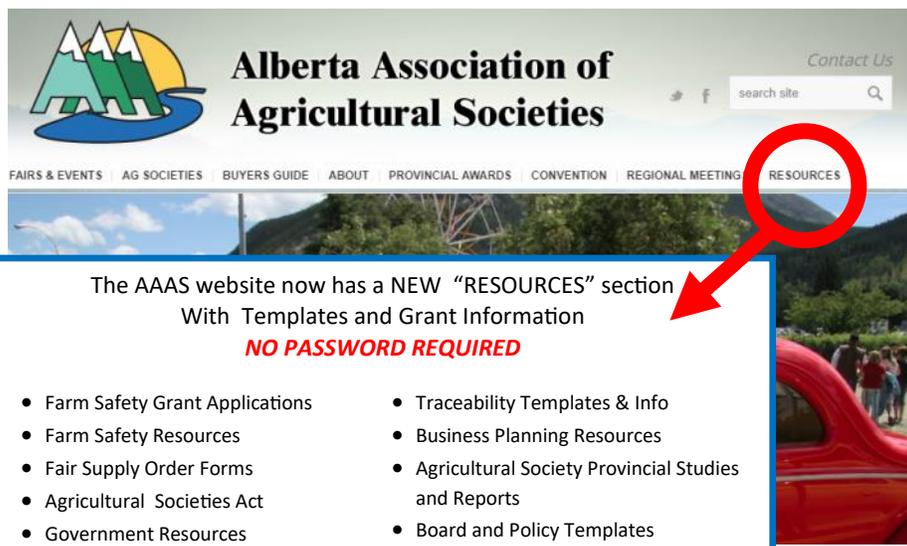
*\* All rates subject to GST \**

**“Across The Fence”** is the official publication of the Alberta Association of Agricultural Societies (AAAS).  
Ads must carry the endorsement of AAAS — AAAS reserves the right to refuse any ads.



**OUR VISION:** AAAS (Alberta Association of Agricultural Societies) inspires vibrancy in Alberta communities  
**OUR MISSION:** Through education, facilitation and collaboration, AAAS empowers people to be leaders in high quality communities  
**OUR VALUES:** Excellence in direction and execution; success through collaboration; motivation through education and engagement; advocacy through example; dedicated to strengthen Agricultural Societies and their communities  
**OUR GOALS:**  
SUSTAINABILITY : Strengthen alliances with key stakeholders to ensure the combined resources support and grow community building efforts in Alberta.  
ORGANIZATIONAL GROWTH: Leadership and processes are future focused to ensure the organization is positioned to successfully serve the communities of Alberta.  
MEMBERSHIP DEVELOPMENT: Services and resources are recognized and valued to support best practices.

Suite 108 J.G. O’Donoghue Bldg 7000—113th Street Edmonton, AB T6H 5T6  
Ph. 780.427.2174 Fax: 780.422.1613 email: [info@albertaagsocieties.ca](mailto:info@albertaagsocieties.ca)



The AAAS website now has a NEW “RESOURCES” section  
With Templates and Grant Information  
**NO PASSWORD REQUIRED**

- Farm Safety Grant Applications
- Farm Safety Resources
- Fair Supply Order Forms
- Agricultural Societies Act
- Government Resources
- Traceability Templates & Info
- Business Planning Resources
- Agricultural Society Provincial Studies and Reports
- Board and Policy Templates
- List of various grants

## BOARD OF DIRECTORS

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**1st Vice President:** Chris Sisson

**2nd Vice President:** Rebecca Joseph

**Treasurer:** Natasha Dombrosky

Past President : Debbie Ross

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**Region 3:** Linda Mason

**Region 3:** Corey Anderson

**Region 4:** Rebecca Joseph

**Region 4:** Rick McCarthy

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**Region 5:** Bruce Walker

**Region 6:** Darlene Corriveau

**Service Member Director :** Chris Sisson

**Chief Executive Officer:** Tim Carson

## STAY CONNECTED

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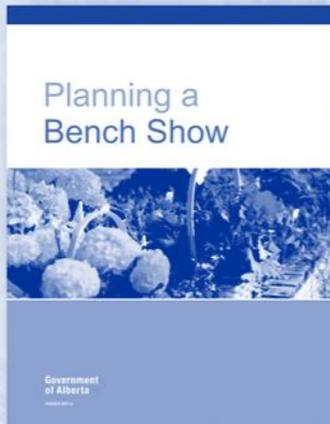
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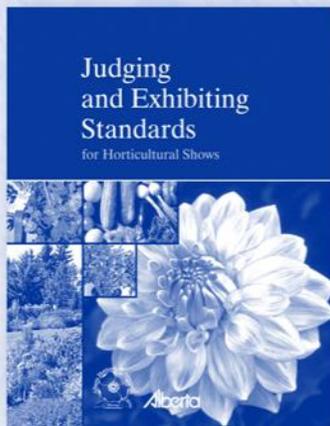




## Planning a Bench Show

Using a step-by-step format, this guide is a good reference for anyone planning their first bench show. The hints, activities and ideas are also useful to established committees looking for ideas to improve their show. It covers such topics as developing a plan, budgeting, working with volunteers, preparing the prize list, advertising, hiring judges, displaying exhibits, and evaluation. It also includes worksheets that can serve as an ongoing record for future planning committees. 33 pages.

**Agdex 007-2 \$5.00**



## Judging and Exhibiting Standards for Horticultural Shows

This is THE book that Alberta Horticultural Association judges follow when judging exhibits. It simplifies the guidelines so that beginner and novice alike can interpret them with little difficulty, while providing clarity for the more experienced judge and exhibitor.

### **This book includes:**

- updated information on all flower, vegetable and fruit classes
- a recommended show schedule including correct terminology and wording
- updated scales of points
- fully illustrated with over 140 drawings
- sections on photography, floral arrangements, judging systems, planning a show, yards and gardens, agricultural exhibits and much more!

*Judging and Exhibiting Standards for Horticultural Shows* is a must-have for judges, exhibitors and anyone interested in horticultural shows. 155 pages.

**Agdex 200/47 \$12.00**

### **Order Today**

Call our toll-free order line at **1-800-292-5697** and ask for a free copy of our catalogue or visit [www.agriculture.alberta.ca/publications](http://www.agriculture.alberta.ca/publications)

### **Get Connected**

**[www.agriculture.alberta.ca](http://www.agriculture.alberta.ca)**

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