



President's Message

Hello dear colleagues,

Another September is already here. Harvest is done, in process or soon beginning. Meeting season will also soon be here. It's clear that the Alliance's work is not done. This government says it has our back, but not sure what that means. As other provinces have announced programs to help with last year's devastating season, we are left with an extension to apply to AgriStability. Thanks for the vote of confidence but we would prefer some help.

Our work is not done making the government see the importance of our industry to this province's economy and they need to help it grow. New loans that we are waiting for that are way overdue and policies to protect our way of life. No small task.

The list of issues is long but at least this growing season was more cooperative...so far. And public support for local seems to be at an all-time high. The "Why Local Why Not?" campaign needs to tap that wave and it needs to be supported fully. This one could really have an impact.

Please be sure to attend the annual regional meetings coming up later this fall. Come and have a discussion with your local colleagues and help us give direction for next year's work plan. Josée and the gang at the office put a lot of work in planning those meetings, please come and show your appreciation for the hard work they do.

A big thank you again to Josée, Pam, Nicole, Camille, John, and Stéphane at the office and to the members of the board for your time and energy.

Anyway...we'll keep chipping away at it.

All the best,

Christian Michaud



AANB celebrates our farmers' Superpowers! Photo Contest 2019

From September 9th to October 13th, we will be accepting photos which capture the impressive things our farmers do every day to grow and produce food and products in New Brunswick. We refer to these skills as "Superpowers". We think everyone should see what you do every day to make New Brunswick's agricultural industry thrive!

Winners will be contacted and will receive prizes. Their pictures will also be featured in our upcoming NB Farmers Superpowers education and marketing campaign.

There are 6 submission categories:

- Best Ag Superpower Selfie
- Use of technology in farming
- Innovation in farming
- A farm family in action
- Favourite farm animal showing their superpower
- Lavish and impressive landscape

Along with each photo submission, we'd like you to describe the Superpower being showcased.

Official contest rules and regulations will be sent out separately by email and will be available on www.fermenbfarm.ca

Environmental Farm Plan

EFP Facilitator, John Russell will be in the following regions to meet with producers who want to start or update their environmental farm plan. Don't forget to keep an eye out for your plan's renewal date. We strongly suggest an update every 5 years.

Fall/Winter Schedule

First two weeks of September: Region 2 (North-East)

Last two weeks of September: Region 3 (South-East)

First two weeks of October: Region 4 (Central South/ Sussex)

Last two weeks of October: Region 5 (Central)

First two weeks of November: Region 1 (North-West)

Last two weeks of November: Region 2 (North-East)

First two weeks of December: Region 6 (Central West/Wicklow)

Third week of December: Region 3 (South-East)

To start or update your plan, please contact EFP Coordinator Camille Coulombe at the Agricultural Alliance office at efp-pfe@fermenbfarm.ca or 506-452-8101.

Climate Action Incentive Fund (CAIF) Seeks Farmer Applications and Input

Environment and Climate Change Canada (ECCC) has released a list of projects eligible for funding under CAIF.

Projects must be located in provinces under the Federal Carbon Backstop, including Saskatchewan, Manitoba, Ontario, and New Brunswick. CAIF funding will cover 25% of a projects eligible costs, with a minimum coverage of \$20,000 and a maximum of \$250,000. The list includes agricultural retrofits, such as:

- Changes to agricultural processes to improve energy efficiency
- Fuel switching to lower emitting energy sources in agricultural operations
- Other energy efficiency measures in the agricultural sector

Applications for the first round of funding will be accepted until **October 17th**, or until funding is exhausted. Further information can be found at [CAIF: Small and Medium-sized Enterprises Project Stream](#) website. Please note that ECCC will be accepting ongoing feedback on which agricultural projects should be eligible under the funding stream.



1 800 999-9775

**IMPORTANT MESSAGE -
We have a new toll-free number!**

Agriculture in the classroom NB (AITC-NB)
September 2019 update.

Another school year is starting. This means students will be experiencing several agriculture in the classroom projects.

During the last school year, we piloted the Little Green Thumbs program (LGT) in six schools. It was a tremendous success. This project is being delivered in several provinces and is targeted toward students grade 3-4.

This fall we will significantly increase the number of classrooms participating in LGT. This program creates dynamic learning opportunities for teachers and students by supporting them to grow food in their classrooms. For more information visit www.littlegreenthumbs.org/. We will also significantly expand the Little Green Sprouts program (LGS). This program is targeted towards grade 1-2 students allowing them to grow microgreens, lettuce and herbs in the classroom.

Thanks to Potatoes, Pommes de terre NB we will continue delivering the Spuds in the tub program. Students start growing potatoes in the classroom in portable bags. Once the risk of frost as passed in the Spring they are moved outdoors until they are harvested before the end of the school year.

Career exploration in the agri-food industry initiatives targeting high school students will become a major priority for AITC-NB. We are currently working with Agriculture in the classroom Canada (AITC-C) and other provinces on a career fair model called engAGe.

This high energy and motivating event will engage high school students and educators in a world of agriculture and food career opportunities! Through inspiring speakers, interactive culinary experiences and breakout sessions, participants will learn that agriculture careers are much more than farming and that opportunities extend into Science, Technology, Engineering and Math (STEM), business and more! Our goal is to coordinate an event like this in New Brunswick in Fall 2020.

Finally, in March we will once again participate in the Canadian Agriculture literacy Month (CALM) A Series of activities will be planned across the province to help students understand where the food they eat comes from.

We will be reaching out to you over the next few months to engage you in some of these projects and share your experiences with students. Thank you for all your support.

Stéphane Sirois
Coordinator
Agriculture in the classroom NB

Survey for the 2020 Rural Road Enhancement Program

The Rural Road Enhancement Pilot Project began in 2012 following an Alliance's Annual General Meeting resolution that resulted in a partnership with New Brunswick Department of Transportation and Infrastructure and the Agricultural Alliance of NB.

Please note: we keep record of all the roads submitted in previous years.

Please send your survey by email: alliance@fermenbfarm.ca, by fax (506) 452-8101 or by mail: 2-150 Woodside Lane, Fredericton, NB, E3C 2R9

Contact Information

Name: _____ Phone number: _____ e-mail: _____
Address: _____ County: _____
Commodity: _____

Road Information

Name of the road (s):

1) _____ Issue: _____
2) _____ Issue: _____
3) _____ Issue: _____

Geographical description (general location, intersection of other highway or major road...)

1) _____
2) _____
3) _____

Other comments:

Thank you for participating in this important survey

Issue Updates

1) Federal Elections- Producing Prosperity Campaign

Farmers understand the vast potential of Canada's Agri-Food Sector, but do politicians?

The Canadian Federation of Agriculture recently launched **Producing Prosperity in Canada**, a non-partisan advocacy campaign leading up to the federal election in October. Aimed at incumbent MPs, new candidates, and policymakers of all political stripes, the **Producing Prosperity in Canada** campaign promotes specific benefits of the agri-food sector – as the most significant economic engine in Canada, a champion of food security, and innovative contributor to national environmental stewardship:

Economic Growth – The Canadian agri-food industry generated **\$112 billion in GDP in 2016**, and between 2012 and 2016 overall growth of the sector was 11%, compared to 7.8% across the entire economy. The industry provides **2.3 million Canadian jobs**, that's 1 in 8, making it the second largest employer in the country. Canada produces twice as much food as it consumes and is well-positioned to benefit from increasing **domestic and global food demand**.

Food Security – Canadian agriculture produces among the most **diverse range of products** and food in the world. Our regulatory leadership has allowed our farmers to produce food of exceptionally **high quality**, enabling us to become among the most efficient and **affordable** worldwide. Canadians spend less on food than most other countries, using under 10% of disposable household income on groceries.

Environmental Stewardship – Currently only about 6.5% of Canada's land mass is being farmed, and a strong agri-food sector helps ensure this **precious resource** is **preserved** for future generations. Canadian farmers have drastically **reduced carbon emissions** from on-farm activities over the past 3 decades, and new technology and **innovation** efforts continue to further reduce the carbon footprint. Research partnerships between government, academia and agriculture are targeting lower emissions from crop production and livestock, and continue to explore opportunities to use water more efficiently.

Since the campaign launched in April, **Producing Prosperity in Canada** has been met with tremendous support, and dozens of federal politicians have signed the campaign pledge to, "support maximizing Canada's agri-food industries to grow and prosper, for the benefit of all Canadians."

The federal election is less than 2 months away, which makes '**now**' the perfect time for CFA members to connect with their local political hopefuls from all party stripes, to promote the importance of Canada's Agri-Food sector as a national priority. To learn more, please visit: www.producingprosperitycanada.ca

2) Insurance for forage

The Alliance worked with the provincial government to obtain financial assistance for producers who faced additional expenses due to the 2018 drought and frost. Conversations with the government led to the ability for producers to apply for late AgriStability applications. Commodity purchases such as forage are an allowable expense under AgriStability. The deadline to apply for AgriStability is December 31st 2019. Please visit <http://www.agr.gc.ca/eng/?id=1291990433266> for further information. There is no further financial assistance that can be provided by the provincial government at this time.

The Department of Agriculture, Aquaculture and Fisheries staff is open to evaluate the merits of adding forage onto the Agrilnsurance program, however they do not have sufficient yield and price data at this time and the interest levels by growers needs to be demonstrated before moving forward. We encourage you to complete the survey enclosed before October 31st 2019.

3) Continuation of the Rural Roads Program

The Rural Road Enhancement Pilot project will continue onto next year. The six regional committees will be meeting this the fall to identify which roads will receive priority for the 2020 program year. You do not have to resubmit your road information if you have done so in the past. But please notify us of any changes.

If you would like to add a road to the list, please complete the form enclosed **no later than November 15th 2019** and return it by email alliance@fermenbfarm.ca or fax at (506) 452-1085.

4) Workforce Development Strategy

The Alliance has partnered with the Department of Post-Secondary Education, Training and Labour and the Department of Agriculture, Aquaculture & Fisheries to develop a strategy focusing on addressing labour shortages in the province. We are at a time in our province when the pool of potential workers is in decline and almost 40% of the total farm workforce is over 55 years old. The strategy will address issues such as determining our existing supply of workers, potential future workers (whether within or outside the province), identifying the demand for future workers and the best practices already in place in other jurisdictions. Once the research phase is completed, a multi-year plan will be put in place to address labour issues in our sector. A more in-depth overview will be provided at our Annual General Meeting.

5) Farm Land Identification Program

The Alliance continues to push for an industry-government committee to evaluate the program. Another request has been made to the Minister of Agriculture, Aquaculture and Fisheries, and to the Minister of Finance. We are waiting for a response.

Issue Updates Continued

6) Why Local Why Not

The Alliance is entering year 2 of the Why Local Why Not campaign. The campaign has three main goals:

- To educate NBers to become aware of the benefits of local food
- To increase the demand for NB food products to ensure that our farms and producers have a reason to produce more
- To change the perception of farming to ensure more young people are interested in looking at agriculture as a sustainable profession of the future.

The campaign met great success last year. Minister Wetmore joined us on February 12th 2019 to officially launch the campaign. Close to 40,000 people were reached over a period of one month through social media. This year we will continue to release new visuals, launch a photo contest to generate more New Brunswick content, continue our efforts to influence consumers in buying more local products, create retail partnership, create a toolkit for producers and so much more. Do not forget to visit www.whylocalwhynot.ca for more information.

7) AgrilInsurance in New Brunswick

AgrilInsurance participation has been declining over the last few years in New Brunswick. To help address this issue the Department of Agriculture, Aquaculture and Fisheries (DAAF) hired AIRM Consulting Ltd. to conduct a review of several horticulture crops with a focus on identifying new or improved insurance solutions. The review focused on potatoes, wild blueberries, apples, cranberries, maple syrup, grapes and strawberries. The review gathered information through key informant interviews, focus groups with producers, industry reports and published literature. The review focused on developing alternatives that are responsive, relevant, accurate and fill gaps in coverage, while ensuring that Agriculture and Agri-Food Canada production insurance principles and regulations are met, and the products are actuarially sound and self-sustainable. The report has been completed and recommendations are being reviewed by DAAF. A summary of the recommendations and next steps will be released by DAAF soon.

Hascap NB

Hascap NB is pleased to announce that the Provincial Association was created in late April 2018. Any person or company who desires to enter as a member must contact Paul Laplante by email at ibem.acadie@gmail.com or by phone at 506-340-0370.

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1042	309	420
1046	338	460
1050	368	500

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www.gftractor.com



2019 Regional Meetings Calendar

Monday, October 28th

Region 5 - Fredericton 7:00 pm

Agricultural Alliance of NB - Boardroom
2-150 Woodside Lane, Fredericton NB

Tuesday, October 29th

Region 4 – Sussex 7:00 pm

NB Depart. of Agriculture
701 Main Street (back door), Sussex NB

Wednesday , October 30th

Region 6 – Wicklow 7:00 pm

NB Depart. of Agriculture/Ministère de l'Agriculture du N.-B
39 Barker Lane, Wicklow NB



Tuesday, November 5th

Region 3 – Moncton 7:00 pm

NB Depart. of Agriculture/Ministère de l'Agriculture du N.-B
381 Killam Dr. Moncton NB (Same parking lot as Moncton Coliseum)

Wednesday , November 6th

Region 1 – Grand Falls 7:00 pm

NB Depart. Of Agriculture
824 Route 108, Grand Falls NB

Monday , November 12th

Region 2 - Bathurst 7:00 pm

NB Depart. of Agriculture, Edifice Agriculture Building
1425 King Ave. Bathurst, NB



No Matter What You're Growing – Opportunities NB Can Help YOU Grow

New Brunswick's lead business development corporation, Opportunities NB (ONB) supports business development in the province by helping steer business-to-business organizations and guide small business owners through the growth process, connect them with export opportunities, link them to a network of like-minded entrepreneurs and even help them access funding.

What About AANB Members?

ONB's Business Growth team exists to help local businesses like yours become more productive and competitive. We support innovation and productivity improvements, new market development, and ultimately help business owners realize their true potential. AANB Members can turn to ONB for support on multiple fronts, including:

- Overall business planning efforts; we'll help you map your growth plan
- Guidance on finding new markets and developing your full export potential
- Connections with a variety of programs aimed at accelerating your growth
- Recruitment to many ONB-led trade activities and food and beverage sector conferences
- Connections with ONB's Export Development Team when advanced export expertise is required
- Engagement with our Workforce Strategy Team who provide extraordinary advice and action on all things related to finding and retaining talent
- Access to expertise in sales, marketing, productivity improvements, capital expenditures, technology adoption, automation solutions, and more.

For more information [contact our team today](#).

For upcoming events, be sure to visit [our events page](#).

Events

Training on Succession Planning Workshop

The Department of Agriculture, Aquaculture and Fisheries is inviting you to a Succession Planning Workshop. This workshop will provide training to all farmers and members of the Agriculture, Aquaculture and Fisheries Association as well as to all development officers of the Province to assist them on the topic of Business Succession. The training will include a checklist and tool kit and where to find resources on the subject matter. The objective of the workshop will be to provide a simple approach to the succession planning process and to leave the participants with a better understanding on next steps for a successful transition.

When: Thursday October 24th, 2019

Time: 8:30 am to 12:00 pm

Location: Hugh John Flemming Foresry Centre Complex – K.C. Irving Theatre

Cost: No cost (Unlimited participants)

Delivered by: Ron Robichaud of C & R Care & Consulting Limited

Topics that will be covered:

- Situational Analysis and why plan ahead
- Business Owner Values and value drivers of the business
- Valuation and Pricing Techniques
- Value Improvements Strategies
- Succession Alternatives
- Discussion of Family – Succession Considerations – & Input from Family Members
- Management Succession Plan
- Legal and Taxation Matters

Please register for this event by Thursday, October 17th, 2019

For more information or registration please contact Wendy McLaughlin at: 506-453-2108 or email wendy.mclaughlin@gnb.ca

New Brunswick Ag Event Calendar

Thank you to all who have submitted events or activities to our provincial Event Calendar so far. These efforts help the public understand the work that farmers and agricultural groups do to sustain a healthy agricultural sector in the province. If you have a public event coming up, send it our way and we will add it to our calendar. Feel free to share these events on your social media and with your members. Here is the link to the public calendar: <https://www.fermenbfarm.ca/events/calendar/>

Advancing Women in Agriculture Conference

The AWC is coming back to Niagara Falls, Ontario on October 27, 28 and 29, 2019 at the Sheraton on the Falls. Join producers, students, entrepreneurs, representatives of grower associations and corporate agri-business for leadership skills, inspiration and motivation to reach your goals. Connect with like-minded women passionate about agriculture and food from across Canada. Register today!

<https://www.advancingwomenconference.ca/2019east/> Phone 403-686-8407

Regional Meetings

The Agricultural Alliance of NB's Region Meetings will be starting late October and continue into November 2019. Consult our website close to the dates for more details.

October 28 th	Region 5 (Fredericton area)
October 29 th	Region 4 (Sussex area)
October 30 th	Region 6 (Wicklow area)
November 5 th	Region 3 (Moncton area)
November 6 th	Region 1 (Grand Falls area)
November 12 th	Region 2 (Bathurst area)

Annual General Meeting

The Agricultural Alliance of New Brunswick's Annual General Meeting will be held at the Crowne Plaza Hotel in Fredericton on January 16th & 17th, 2020. More information will follow on our website at www.fermenbfarm.ca.



Annual General Meeting New Brunswick Young Farmers Forum

The New Brunswick Young Farmers Forum will be hosting their Annual General Meeting January 17th, 2020 at the Crowne Plaza in Fredericton. Consult www.nbyff.ca for further details.

Ag Excellence Conference

Registration is now open for the Farm Management Canada 2019 Agriculture Excellence Conference "Cultivating Resilience"

When: December 2-4, 2019

Where: Convention Centre and Crowne Plaza Fredericton, New Brunswick

Click [here](#) to register and to view the agenda

Canadian Outstanding Young Farmers - Fredericton, NB

Don't forget to register for the 2019 Canadian Outstanding Young Farmers National Event "Time to Celebrate".

When: December 4th-8th, 2019

Where: Delta Hotels by Marriott Fredericton, NB

Click [here](#) to register and for more details



Associate Members



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Dwayne Perry, 2 nd VP	

Regional Representatives

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Mike Slocum	Paul Vienneau
Wendy Omvlee	Roy Etheridge
Christian Michaud	Dwayne Perry
Jean-François Michaud	Lisa Ashworth
Maurice Castonguay	David Goodine
Alarie Lebreton	

Staff

Josée Albert, Chief Exe. Officer	Camille Coulombe, EFP & Communications
Nicole Arseneau, Office Manager	John Russell, EFP
Pam Walton, Office Assistant	Stéphanie Sirois, Ag in the Classroom

Contact us:

2-150 Woodside Lane, Fredericton, NB, E3C 2R9
 Phone: (506) 452-8101
 Email: alliance@fermenbfarm.ca
 Website: www.fermeNBfarm.ca

FCC Young Farmer Summit

Ignite the leader in you

FCC Young Farmer Summit will empower you to take control of your business journey. Get real-world advice to help you set and achieve goals and connect with other future leaders like you.

Saturday, February 22

Rodd Charlottetown

Registration at 9:30 a.m.

Reception follows event, 3:30 p.m.

Register for this free event at
fcc.ca/YoungFarmerSummit

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NEW BRUNSWICK Nuisance Deer Management Assistance Program 2019 FACT SHEET

- What?** The Nuisance Deer Management Assistance Program (NDMAP) will allow Registered Agricultural Professional Producers (RAPP) who have experienced economic loss due to deer damage to receive special permits authorizing hunters to harvest ONE antlerless deer. The permits are issued to hunters who are chosen by the producer to harvest deer on their property. Permits will be provided to harvest only antlerless deer, as removal of those deer will have the greatest effect on controlling local populations. The number of available permits will be determined for each property by the Department of Energy and Resource Development (ERD) on a case-by-case basis.
- When?** NDMAP permits will be valid for use by hunters only during the open deer hunting season for the local area of the property (October 7 – November 23, 2019).
Application dates are September 3 to October 31, 2019.
- Why?** Deer can have significant impacts to agricultural producers. ERD is working with the Department of Agriculture, Aquaculture and Fisheries (DAAF) to help reduce local deer densities in a manner that is safe, effective and acceptable to most residents. Allowing hunters to harvest extra deer is an efficient approach to address the issue while allowing public benefit from the resource.

HOW TO APPLY FOR A NUISANCE DEER MANAGEMENT ASSISTANCE PROGRAM PERMIT

Registered Agricultural Professional Producers that are eligible for the *Wildlife Damage Compensation Program* or the *Wildlife Damage Mitigation Program* (administered by DAAF) are eligible to apply:

- STEP 1** **Contact your local ERD office to express your interest in obtaining NDMAP permits for your property.** – Eligibility for the *Wildlife Damage Compensation Program* or the *Wildlife Damage Mitigation Program*, and Property Identification Numbers (PIDs) are required to apply.
- STEP 2** **Site Assessment** – Private properties greater than 1 acre with legal hunting potential are eligible. Properties may receive a site visit by ERD staff to assess for any potential safety concerns and the number of permits to be issued. Hunting will NOT be allowed within 100 meters of neighboring dwellings. Discharge distances for archery may be reduced from the landowners dwelling with the landowner's permission.
Applications for privately leased lands must include signed permission from the landowner.
- STEP 3** **Approval** – Qualifying agricultural producers will receive written notification from ERD of the number of NDMAP permits that will be issued for their respective property (PID) and any conditions that may be applied.
- STEP 4** **Selection of Hunters** – Most landowners desire some control over who accesses their property. It will be the responsibility of the producer to select hunters to hunt deer on their property under a NDMAP permit. Producers will provide each hunter's name, address and 2019 deer hunting license number to the local ERD office to apply for NDMAPs. Once approved, eligible hunters can pick up their permit at the local ERD office.

NOTE:

- Only hunters holding a current deer hunting license are eligible for NDMAP permits;
- Only one (1) NDMAP permit will be issued to each hunter per year;
- Only one **antlerless** deer may be harvested under a NDMAP permit;
- The NDMAP permit is in addition to the normal one-deer bag limit;
- Hunters must register the harvested deer at an ERD office.

For local ERD offices, please see:

www2.gnb.ca/content/gnb/en/departments/erd/natural_resources/content/Regions.html

Application ends on October 31, 2019. Processing times for applications could take up to 3 weeks, but may vary depending on volume.

Please submit your response to:

Agricultural Alliance of N.B.
alliance@fermeNBfarm.ca

Tame Forage Historical Production Information Datasheet
Fiche de données historiques sur la production fourragère

Veillez soumettre votre information à:

Alliance agricole du N.-B.
alliance@fermenbfarm.ca

Please submit your response by: **October 31, 2019**
Veillez retourner vos réponses d'ici le **31 octobre 2019**

1) Producer or farm name (optional)/ Nom du producteur ou de la ferme (optionnel): _____

2) Can the Department of Agriculture, Aquaculture and Fisheries staff contact you in order to obtain additional information? (Y/N)

Le personnel du ministère de l'Agriculture, de l'Aquaculture et des Pêches peut-il vous contacter pour obtenir d'autres renseignements? (O/N)

3) Contact information (optional)/Coordonnées (optionnel):

Tel/Téli: _____ e-mail/courriel: _____

4) If a tame forage insurance program is developed, would you participate? (Y/N)

Si un programme d'assurance de la production fourragère était mis au point, y participeriez-vous? (O/N)

Type of production:

Dairy/Exploitation laitière Beef/Boeuf Other/Autre _____

Location of farm/ Endroit de la ferme:

Central N.B. / Centre du N.-B. South-East N.B. / Sud-est du N.-B. North-East N.B / Nord-est du N.-B.
 Southern N.B. / Sud du N.-B. South-West N.B. / Sud-ouest du N.-B. North-West N.B / Nord-ouest du N.-B.

Historical yield information / Données historiques sur le rendement :

	Production by crop year / Production par année de récolte									
	2014		2015		2016		2017		2018	
	□ac/□ha	Total Harvest Récolte totale	□ac/□ha	Total Harvest Récolte totale	□ac/□ha	Total Harvest Récolte totale	□ac/□ha	Total Harvest Récolte totale	□ac/□ha	Total Harvest Récolte totale
Dry Hay/ Foin sec										
	Round Bales (4 x 5) of _____ lbs Ballots ronds (4 x 5) de _____ livres									
	Other (specify) Autre (spécifier)									
Silage/ Ensilage										
	Round Bales (4 x 5) of _____ lbs Ballots ronds (4 x 5) de _____ livres									
	Metric Tonnes Bulk Tonnes métrique En Vrac									
	Other (specify) Autre (spécifier)									

**** Please keep a copy of this information for futur reference.

**** Veuillez conserver cette information à titre de référence.

Atlantic Trade and Investment Growth Strategy

European Capacity Building Session **Recruitment Notice** September 9-12, 2019 PEI, NB, and NL

Food & Beverage Atlantic, working jointly with the Atlantic Canada Opportunities Agency, Nova Scotia Business Inc., Innovation PEI, Newfoundland and Labrador, an Opportunities New Brunswick, is seeking Atlantic Canadian companies to participate in European Capacity Building Sessions in Charlottetown, PE, Moncton, NB, and St-John's, NL on September 9th, 10th, and 12th, 2019. These sessions will feature presentations by subject matter experts on all things relating to export to Europe.

This project is being supported by the Atlantic Trade and Investment Growth Strategy, a partnership between the Government of Canada and the four Atlantic provincial governments.

If your company is currently exporting or if you are considering exporting to Europe, this is a not-to-be-missed session on what you need to know about exporting to the European Market!

These events are free-of charge to attend. Reserve your seat today by registering in the location of your choice.

[Charlottetown, September 9](#)
[Moncton, September 10](#)
[St. John's, September 12](#)

This session will cover topics and answer questions about:

- ✓ Market intelligence services and tools
- ✓ CETA overview
- ✓ Overviews of various markets and export opportunities in the EU with focus on the Netherlands, Poland, Germany and Brussels)
- ✓ Labeling regulations
- ✓ Logistics and freight considerations
- ✓ Pricing your product for the market
- ✓ How to get your products in to the European market
- ✓ Trade Commissioner Service available
- ✓ How to contact buyers, distributors, and importers
- ✓ What are buyers looking for and how to position your company
- ✓ Resources available to you

In addition to presentations, panels and discussions, you will have the opportunity to meet one-on-one with representatives such as Trade Commissioners, European market consultants, an importer, a logistics company, ACOA, Government of NB, Government of PEI, Government of NL, AAFC, EDC, BDC, and others.

For information from government partners and stakeholders, please contact:

New Brunswick – Brian Deveau Brian.Deveau@onbcanada.ca
Nova Scotia - Omaira Ospino oospino@nsbi.ca
Newfoundland – Kevin Pomroy KevinPomroy@gov.nl.ca
Prince Edward Island - Jamie Blanchard jrblanchard@gov.pe.ca
ACOA – Danielle Collin danielle.collin@canada.ca

The Atlantic Trade and Investment Growth Strategy is a collaborative, pan-Atlantic approach which aims to help Atlantic businesses begin exporting, increase their export sales, expand to new markets, and create global partnerships. The Strategy was developed jointly by the governments of Canada, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

