

Fall Harvest Recap...

The 2014 Fall Harvest Sale brought out more attendees than anyone could have expected. The sale was a huge success, thanks to; beautiful weather, a great planning committee, our charitable partners; and the all volunteers. Each year as you know, the sale depends on the time and the donations that you, our members put in, resulting in a fantastic community event unlike any other. This year we received great feedback from the crowd commenting on the experience, and the wonderful opportunity we were providing to the community of Calgary. As an Association we can truly feel proud of the efforts and the results of the Fall Harvest Sale, knowing how appreciated the event is not only by our charitable partners, but by the community as well. To grow and build a stronger sale that reflects the best of our industry we are working on implementing your thoughts, ideas and suggestions for future success. If you are looking for an opportunity to sit on the planning committee for the 2015 Fall Harvest, please don't hesitate to reach out and become a part of a great planning team, our team starts the planning process in late May.



The 2015 Harvest Sale had the Ruby deBoer, and her family opening the sale for us. A former patient of the Alberta Children's Hospital this family represents why our sale is so important. This 11 month old little girl was born with complications that led her and her family to the Alberta Children's Hospital, Ruby had a team of doctors working on her side and the strength of her family, to get her back home, happy and healthy. We look forward to having our charitable partners open the sale each year for us, to highlight the importance of what the Fall Harvest is all about.

With some local media present Saturday morning, and Twitter fully engaged with Fall Harvest Sale tweets, the sale opened to **Hundreds** of people waiting in line. After day 1 of the sale we were sold out of some popular items and some unexpected ones too. Day 2 started with another bright beautiful sunrise

Inspiring the community to have fruits and vegetables on their plates with every meal.



and a wonderful gregarious bunch of volunteers leading us to believe, day two would be another great day. Selling out of the majority of our donated product and with the help of another great crowd, we were hoping for some good attendance numbers, and were shocked to hear that we hit an all-time high of **13,390** attendees through the gates that weekend. What a fantastic way to wrap up our sale, and a great goal for next year.



It was wonderful to see all the members who came out and participated in the sale this year. This is the one weekend unlike any other industry that the Produce industry comes together for the greater good making this such a unique quality that you, our members bring to this event.

We thank you once again for taking the time during your busy day to request donations for our sale and then coming out with your families and volunteering throughout the weekend. It is because of everyone

efforts we donated;



\$25,000.00 to the Alberta Children's Hospital



& \$10,000.00 to the Community Kitchen Program of Calgary



"It isn't what we say or think that defines us, but what we do." Jane Austen



Frost Gala

The First ever Frost Gala was an experience we hope that you enjoyed. We hope to make this an annual event adding a different theme and experience for you each year. It was a fun evening filled with laughs, and interesting poses at the photo booth. With great appreciation for our sponsors;



BC Fresh, CanXpress, Needham trucking, Oppy, and People Express Transport Ltd.

Your support of our events is immensely appreciated. Here is a montage that captured some fun from our event.

Upcoming Events

Here are the upcoming events for 2015, we can't wait to see you, so mark your Calendars and save the dates.

- Half your Plate Launch in January
- Calgary PMA Casino Night Friday March 6th, 2015
- CPMA National Convention Montréal, Québec, April 15-17
- Calgary PMA Golf Tournament Friday June 26th
- Fall Harvest Sale September 12 & 13



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Calgary PMA and Calgary area Schools



We have been working with a variety of schools on increasing the awareness of eating fruits and vegetables both in and out of the Freggie Program. With 12 schools currently working with the Calgary PMA, both school districts aware of the Freggie Program, and having promoted the Program at an Alberta Ever Active Teachers Conference we had great interest and exposure in 2014. Our goal this year is to engage more elementary schools to sign up with the Freggie Program as well as work with more Junior and Senior High Schools in promoting Produce within their schools. With an interest in having a healthy school environment we hope to achieve our goals and develop some ideas and programs with schools of all levels.

If you or anyone you know is interested in any of our programs; The Freggie Program or the Fundraising program please don't hesitate in contacting Shelley for further information.

The Calgary PMA committee is still looking to our members to assist us in our Fundraising program. We are looking to our members for product ideas and transportation, if your company would like to be a part of our program contact Shelley for further details on how you can be of assistance.

