



What's on your Plate?

March 2015 Edition



Educate, Innovate, Create!
Palais des congrès de Montréal
April 15-17, 2015

Have you booked your tickets for the CPMA Convention and Trade Show?
Bernadette Hamel, 2014-2015 Chair of the Board, along with the 2015 Convention & Trade Show Organizing Committee formally invite you to join them in beautiful **Montréal, Québec, April 15-17** for Canada's leading fresh fruit & vegetable industry event.
With a full agenda planned over the three day event, this trade show attracts over 3000 participants from all sectors of the produce industry and showcases produce from around the world.
For more details on Registration and the events agenda [Click Here.](#)



It is with great excitement that we announce a \$5000 donation from ATB Financial. The ATB donation will be 100% dedicated to funding our youth education initiatives which focus on promoting healthy eating habits to Calgary area students of all ages. The funds will be used to support our initiatives in the community, and schools as well as the printing and distribution of posters and bookmarks.

This is an exciting opportunity for our Association and we look forward to sharing the success stories with our members in the near future.

What's on your Plate?



We would like to Thank everyone who came out in support of the Calgary PMA Casino Night. It was an enjoyable evening that was filled with fun, laughter, and some lighthearted gambling.

Congratulations to those lucky guests who were the winners of the night, winning prizes such as; Cirque du Soleil Tickets, Passes to the Shaw Charity Classic, a Margarita Mixer, Apple TV, a Wine basket, and many other great items.

A special thanks to our Sponsors of the evening:

- Our Ace of Hearts: Krown, & Thomas Fresh,
 - King of Hearts: Fresh Direct Produce,
 - Queen of Hearts: BC Fresh, & Peak of the Market,
 - and Jack of Hearts: Oppenheimer
- All of your support is tremendously appreciated.





What's on your Plate?



Calgary PMA's 42nd Annual Golf Tournament

Friday June 26th, at 2pm

The Calgary PMA's 42nd Annual Golf Tournament will be held at **D'Arcy Ranch**, in Okotoks, just minutes South of Calgary. This beautiful 18 hole course is well balanced with tree lined ravines, slopes, and water.

Registration packages will be sent out soon.

Stay up to date and connected with the Calgary PMA, follow us on our social media sites;



Please welcome our new member; **Linear Logistics**

For more information on our new members please click [here](#) or visit our member's directory for contact information.



What's on your Plate?

Industry News to share

Red Hat Cooperative developed and kicked off the Misfit



Produce pilot project last year in an effort to bring to light the issue of food waste. The collection of Produce that normally would not make it to the store shelf due to their imperfect size or color. The pilot project was kicked off in Eleven stores across Southern Alberta, the trial emphasized **Red Hat**

Cooperative's locally grown, fresh, produce that just happens to be shaped differently. With the great success Red Hat will be bringing the Program back into stores with the new growing Season in April.

We love the idea too, congratulations Red Hat Cooperative!



Fresh Direct Produce Ltd. Is honored to announce that they

have been nominated to be one of **Canada's Best Managed Companies** for four consecutive years reaching the **Gold standard**. This is a prestigious national award that the team is honored to have achieved.

President and Co-Founder Davis Yung;

“Our Team is honored to reach the Gold Standard in the Best Managed Awards Program. We have learned so much from this program over the years and it has certainly helped us generate consistent growth and improved results. Recently we expanded our product offerings to include a full line of organic produce and we built out a new packing facility. Once again, we appreciate the support from our business partners, customers, vendors, along with our staff and their families.”

Congratulations to you in your achievements!

Is Your Company HIRING?

The Calgary PMA would like to offer our members another ad space for your job postings. With over 3000 visitors each month to our website and a growing social media presence we can be a great source for your postings. Submit your employment postings in to [Shelley](#) and we will tweet out new listings, share on our LinkedIn network and have your employment ad up on our site, providing you with this great new feature.

We are always happy to share industry news with you, so if you have any success stories or new ventures that you would like to share with the industry please submit it to [Shelley](#), and I will be happy to insert it into the next Newsletter.

What's on your Plate?

Sharing on Social Media: Spring is in the Air



Both **BC Fresh** and **BC Tree Fruits** have shared some fantastic photos on social media, with spring blossoms in Osoyoos and Sprouts growing in the green houses.

Nothing like the start of a New growing season to shake off the last bit of winter. Keep sharing on Social Media and we will be sure to re-post to all of our followers as well.

In the Community



It is with great privilege that I get to go out and represent the Calgary PMA, and all of our wonderful members at Community events in and around Calgary. With a busy couple of months the Calgary PMA has been represented at a few different events including; the Caring for Kids Radiothon. Members of the committee were on the phones collecting donations for the Alberta Children's Hospital Foundation. It was a fun morning with Leslie Horton from Global Calgary live on

location, having fun with our team tweeting about the Calgary PMA. The native Calgarian Country singer Paul Brandt was also present, greeting all the volunteers and talking with us. Paul, asked about our Association and he was impressed with our work in the community. We are always happy to help our friends at the Alberta Children's Hospital Foundation, and look forward to putting in another team next year at the Radiothon.





What's on your Plate?



We were also apart of the Calgary Culinary Academy of Chefs and Cooks; High School Hot Foods Competition. Taking Place in both the Public and the Catholic school divisions, this opportunity allows us to engage with High School Students with an interest in the Food Service industry while supporting the Calgary Culinary Academy and partnership we hope that continues to grow. Freggie has been busy promoting Nutrition at St. Boniface School in Calgary, with a recent donation of bookmarks and **USA Pears** promotional plates the kids were thrilled to receive these items and couldn't wait to share them with

their families.

Upcoming Events that we will be attending are the **Lawson Lundell Celebrity Hors d'Oeuvres Event**, Saturday, April 11, 2015, a fun event with 10 of Calgary's finest restaurants and 30 famous Calgarians. Restaurants are paired with celebrities in an all-out race to sell extraordinary culinary delights, we can't wait; good food, and fun people.

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.

