

## Retail is Detail

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## Doin' It Right ... the food safe way.

### Food safety... Build Safe Habits!

Food safety is important to your business whether you have a u-pick operation, sell bison meat at the farmers' market or demo saskatoon pie at your on-farm market. Improperly handled food may cause illness, disability or death. Protect customers, a business, an industry, a life.

- Handwash frequently
- Clean as you go
- Avoid the Danger Zone (those temperatures between 4C and 60C)
- Follow the Time/Temperature Rule
- Don't cross contaminate
- Wash, sanitize, sterilize
- Store food safely
- Eliminate physical, chemical and biological hazards

### Food safety... Do It Right!

Proper hand washing is the single most effective means of preventing foodborne illness. It's the most critical step in any hygiene program but is often neglected. To properly wash your hands you must:

- Wet hands with warm (if possible) running, potable water
- Use enough soap to generate a good lather
- Vigorously rub hands together for about 20 seconds. That's about the time it takes to sing the Happy Birthday song twice.
- Scrub between fingers, tops and palms of hands, around wrists
- Use nail brush to clean dirty finger nails
- Rinse hands
- Dry hands with a clean, single use towel
- Use towel to turn off water if the tap doesn't turn off automatically
- Discard towel in waste container

Wash your hands before you:

- Handle any food product
- Handle utensils and equipment used to make your food products
- Eat meals or snacks
- Start work, and

After you:

- Use the washroom
- Handle garbage
- Eat meals and snacks
- Touch raw meat, poultry or eggs



- Care for or touch an animal
- Handle any garbage or waste containers
- Take a break
- Smoke
- Cough, sneeze or blow your nose
- Switch between working with raw food and working with ready-to-eat food

### Food Safety... It's Your Responsibility!

Good food is safe food. Remember, food safety is everyone's responsibility. Do your part. Look beyond the hype to understand what food safety is all about. Protect your customers, apply food safety best practices to your market operation, build a food safety plan for your farm direct marketing business and help secure your future. To learn how, purchase *Marketing Food Safely - Farm Direct Advantage* from the Alberta Farmers' Market Association (AFMA). It's \$50 for AFMA members or \$90 for nonmembers. Order yours today. Call (780) 644-5377 or e-mail [director@albertamarkets.com](mailto:director@albertamarkets.com).

"Food safety is critical when you have that one-on-one contact with customers. It's a trust relationship so you have to go above and beyond their expectations," says farm direct marketer Greg Sawchuk of Muriel Creek Cattle Company.

### Web Links

The Alberta Food Processors Association offers a cornucopia of food safety and personnel training programs. Check them out at <http://www.afpa.com/main.shtml>.

### Is your Net-Working?

**Congratulations to Cherie Andrews** Chinook Honey Company, Okotoks, **Troels and Laurie Hansen** LTH Farms, Fairview and the **Keith and Rhonda Reesor family** of Irvine! These three diversified farm operators received Farm Renewal-Makeover Scholarships at the AgChoices conference.

**Producers wanted for Dine Alberta September, 2006.** Do you have a food product that you want on the menus of Alberta's fine restaurants? Then sign up for Dine Alberta 2006. Get your producer package at [www.dinealberta.ca](http://www.dinealberta.ca) or call Mary Rempel at (403) 381-5929. For toll free calling, dial 310-0000 first. Call now, the application deadline is May 10, 2006.

Now available! **Report on the Study of Pork and Chicken Alternative Markets** November 2005. For your free copy of the study email Bert Dening ([bert.dening@gov.ab.ca](mailto:bert.dening@gov.ab.ca)) or Cindy Cuthbert ([cindy.cuthbert@gov.ab.ca](mailto:cindy.cuthbert@gov.ab.ca)).

**2006 Alberta Farmers' Market Guide** is hot off the press. Distribute them to your customers. Call Penny at (780) 427-4514 for your free copies. For toll free calling, dial 310-0000 first.

The greater **Edmonton Countryside Spring Drive** kicks off May 13 and 14, 2006. Celebrate the Mothers' Day weekend with this self guided driving tour to over thirty country sites featuring gardening workshops,

rural culture, farm tours, children's activities and the arts. Available by calling (800) 668-5894 or clicking <http://www.visitthecountry.ca/>.

## Explore Direct presents ...

### **Alberta Farmers' Market Association Regional Meetings**

May 2, 2006 Peace Branch

Grande Prairie Farmers' Market

For information email Tyla Klassen at [gpfarmersmarket@telus.net](mailto:gpfarmersmarket@telus.net)

May 9, 2006 Central Alberta Branch

For location and program details email Grace Frost at [gfrosty@airenet.com](mailto:gfrosty@airenet.com)

### **Learn Agri-Food Network**

The Learn Agri-Food Network supports agripreneurs sharing information with peers to build businesses of ag or rural based experiences, products and services. The next meeting goes Tuesday May 9, 2006 from 7:00 to 9:00 pm in four locations: Falher, High Prairie, Rycroft and Grande Prairie. Attend the location most convenient to you. Call Susan Meyer at (780)538-5630 or email [susan.meyer@gov.ab.ca](mailto:susan.meyer@gov.ab.ca) for meeting details.

### **Grow West 2007 North American Farmers' Direct Marketing Convention**

The Choice is Yours! Bus tour, workshop or conference. The NAFDMA Convention is coming to Calgary, Canada! You can choose to attend a bus tour, workshop, conference **or ALL three!**

- 3 day pre-conference tours. Feb. 12-14, 2007.
- 1 full day of workshops. Feb. 15, 2007.
- 2 full days of concurrent sessions. Feb. 16-17, 2007.
- Trade show. Feb. 15-17, 2007

Pre-conference Tours: The NAFDMA pre-conference tours are a 'school bus on wheels'. You'll visit operations that exemplify best management practices. After the tour stops and while in motion, NAFDMA board members and local guides (Team Alberta reps) guide discussions, critique stops, capture nuggets and facilitate sharing and networking.