



Marketing Food Safely

FOR THE FARM DIRECT MARKETER

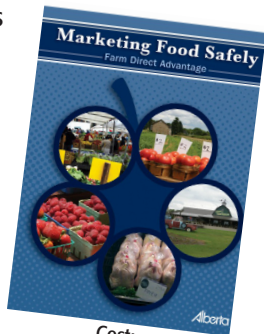
Plan now to avoid tomorrow's crisis.

The *Marketing Food Safely* manual helps you:

- evaluate the safety of your marketing practices
- understand the regulations
- keep good records
- optimize staff training
- build consumer trust
- gain competitive advantage
- increase sales
- create a customized food safety plan

Learn at home!

- work at your own pace
- grow your farm direct business
- have food safety information at your fingertips



Cost:
\$50 (AFMA Members)
\$90 (Non-members)

Marketing Food Safely was developed in partnership with Alberta Agriculture, Food and Rural Development and the Alberta Farmers' Market Association

For information contact:

Alberta Farmers' Market Association (AFMA)

Phone: 780.427.6403

Fax: 780.644.7474

Website: www.albertamarkets.com

E-mail: becky@albertamarkets.com