



2022

# ORGANIC ALBERTA

*Annual Report*



# OUR MISSION

To represent, support and  
grow Alberta's entire  
organic industry.





# OUR VISION

A strong, sustainable  
and united organic  
community in Alberta.



## *Strategic Directions*

- Maintain Strong Standards and Regulations
- Support growth in the organic value chain
- Soil health and product quality
- Marketing and education
- Enhance organizational capacity





# OUR MEMBERS

## *Organic Producers & Processors*

700+ Certified  
Organic Members

## *Industry*

41 Corporate  
Members

# Board of Directors



FRANK MADDOCK  
President & Director



TRACEY SMITH  
Vice-President



BECKY DOHERTY  
Treasurer & Director



ED SZYMANEK  
Director



ANDREW MANS  
Director



JAMES THIESSEN  
Director



PIERRE FILLION  
Director



GREG WEDMAN  
Director



ANDY WAGMAN  
Director





QUARTERLY  
MAGAZINE



MONTHLY  
E-UPDATES



SOCIAL  
MEDIA



PARTNER  
SPOTLIGHT  
SPECIAL EDITION

*Communications*



# *Annual Conference*

- Summer Conference held in Partnership with Gateway Research Organization
- Total Attendance 100+
- 5 Speakers
- 29 Trade Show & Sponsor
- 9 Learning Stations



- Special Edition Partner Spotlight Magazine
- Showcased 20+ partners essential to supporting organics in Alberta
- Connected growers with products, services, and organizations



*Partner Spotlight*



# *Prairie Involvement*



- 2022 Seed Webinar Series
- SeedHeads Podcast
- CANOVI Prairie Vegetable Seed Variety Trials
- Participatory Plant Breeding Program
- Seed Mentorship Program
- Participatory Plant Breeding Wheat & Oat Demonstration Site





## *Pivot and Grow*

- Website
- Social Media
- Emails
- B2B Directory
- Exporter Directory



— YOUNG AGRARIANS —

- Apprenticeship Program
- Business Bootcamp
- Land Linking Workshops
- Land Access Programs
- Workshops & Mixers



*Young Agrarians*







COVER CROPPING  
& ADVANCED  
NITROGEN  
MANAGEMENT  
STREAMS



3 MENTORS



3 EVENTS



13 PARTICIPANTS

*Farm Resilience Mentorship*





# CANADIAN ORGANIC INGREDIENT STRATEGY

A program of the Prairie Organic Development Fund designed to build resilience and stability in the Prairie organic grain sector and support transitioning farmers. Developing new resources for organic producers:

- 10 webinars for Alberta organic producers
- Pivot and Grow website update to include organic livestock, and fruit and vegetable resources

# ORGANIC SUCCESS PROGRAM

- Research Trials
- Selling Your Organic Crop Series
- Mackenzie County Organic Grant Program
- Organic Summer Field Days
- Spring Workshop



*Mackenzie County*