



Agri-Food Innovation Expo 2023: A Resounding Success and a Glimpse into the Future of Agri-Food

Red Deer, Alta (Dec. 4, 2023) - Agri-Food Innovation Expo 2023 proved to be an incredible success, surpassing all expectations, and setting the stage for a transformative future in the agri-food industry.

The conference organizers were delighted with the outcome of the event, welcoming participants from seven provinces across Canada. While the majority of attendees were from the agri-food industry, there was strong support from government, including representatives from seven municipalities, the Alberta and Manitoba provincial governments, as well as the federal government - underscoring the local, provincial, and national significance of Agri-Food Innovation Expo.

"This is an exciting time for the agri-food industry", said Alberta Agriculture and Irrigation Deputy Minister Jason Hale. "We're thrilled to have this new Agri-food Innovation Expo take root in our province. Alberta's government constantly works to amplify the province's first-class reputation for high-quality agri-food products, and to increase industry's capacity to meet the growing demand for food at home and abroad."

Agri-Food Innovation Expo 2023 featured an exceptional lineup of speakers who delved into cutting-edge topics, sparking vibrant discussions, and eliciting enthusiastic engagement. Attendees actively participated in Q&A sessions, contributing to an atmosphere of knowledge-sharing and collaboration.

"I think the agri-food innovation event was awesome. It's so exciting to be here, talking to Alberta producers and processors about innovation happening, what they're working on, the opportunities they have – it was a great couple of days," said Peter Chapman, founder of SKUFood. "The tremendous amount of content shared at this conference will be a motivator for people – they will walk away excited to get back to work and apply the information to their business."

With a vision to help emerging agri-food businesses to gain new tools to grow their business, the conference provided a platform for everyone in the industry to connect with others in a collaborative environment. A standout highlight was the immensely successful one-on-one mentorship sessions. Agri-food businesses capitalized on the opportunity to connect with experts, gaining valuable insights into product line expansion, funding strategies, marketing techniques, and more.

"There's a need to get people together, especially in central Alberta, because Alberta's such a great place to be if you're in the food business", said Brad Smoliak, co-owner of Fuge Sausage. "I hope next year I'll be able to bring my chef colleagues with me."

The organizers extend heartfelt gratitude to sponsors, exhibitors, attendees, and supporters for their pivotal role in making this inaugural conference a resounding success.

Anticipation is already building for Agri-Food Innovation Expo 2024. The energy, knowledge, and connections formed at this year's event have set the stage for an even more impactful and transformative experience in the future. For those who missed it, Agri-Food Innovation Expo 2024 will be hosted by Lethbridge & District Exhibition in the Agri-Food Hub on November 26, 27, and 28, 2024.

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For media inquiries or to book an interview, please contact:

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About Agri-Food Innovation Expo: Agri-Food Innovation Expo will be held November 26, 27, and 28, 2024, at Lethbridge & District Exhibition in Lethbridge, Alberta, and is a collaboration between Lethbridge & District Exhibition and Westerner Park, alternating between venues each year. This conference is a hub for agri-food businesses to discover new tools to help grow and diversify their businesses. It is a gathering place to connect with like-minded experts across different agri-food sectors to generate innovation and help emerging businesses grow within agri-food landscape. Visit agrifoodexpo.ca to learn more.