



Peace Value Added Food & Ag Association

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December 7, 2001

Peace River Agriculture Development Fund
PO Box 6641
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Subject: Peace Country Food Fest 2001

On behalf of the Peace Value Added Food and Ag Association and the Food Fest 2001 committee, I would like to thank the Peace River Agriculture Development Fund committee for their commitment and generous financial contribution to *Peace Country Food Fest 2001*.

As a trade show and exhibition, this initiative of the Peace Value Added Food and Ag Association targets all aspects of the Peace Region food industry. Thanks to the many supporters of this event, including the Peace River Agriculture Development Fund, the size, scope and impact of Food Fest 2001 far exceeded our expectations. The event excitement was electrifying with 31 trade show booths filling the hall with tantalizing smells and fabulous products. The over 675 consumers, industry buyers and foodservice representatives attending the show had plenty of delectable Peace product selections to choose from - high tea to herbal wraps; fresh pasta to juice.

The Great Token Race was a popular contest with the attending public. By giving their red token to their favourite booth, each customer registered their vote for the "Best Booth at Food Fest 2001". The booth with the most red tokens in each category took the prize: an ad in Grande Prairie's Daily Herald Tribune newspaper and a free booth in next year's Food Fest. The honours went to Briggswood County Preserves for best producer booth, Gourmade for best restaurant and Save-On Foods for best business booth.

The Culinary Challenge continued to be a favourite of the foodservice industry. As part of Food Fest 2001, it hosted 53 participants in 3 categories: Student (5 teams of 4), Professional (9 teams of 2) and Community (5 teams of 3). Attracting entrants from around the Peace including Grande Prairie, Dawson Creek, Sexsmith, Beaverlodge and Albright, as well as Edmonton and Calgary, the response to this opportunity was overwhelming. The culinary delights were produced right at the trade show for all consumers and exhibitors to enjoy. The Awards

Food Fest 2001

Visit our Website at www.peacecountryproducts.com

Presentation was held at 4 pm at the trade show with an annual trophy plus medal, cash or merchandise prizes going to the winners in three categories. The awards were given out on a point system. Winners display the large trophy in their business for one year and receive a smaller trophy to keep. The black box format continued in the competition this year, allowing Peace Country products to be showcased to the foodservice industry and public.

By bringing Peace country producers and processors together with chefs, culinary students, foodservice operators and consumers, Food Fest 2001 was successful in promoting "Peace Country Products"

Project Successes . . .

- ◆ The \$5,000 from the Peace River Agriculture Development Fund provided us with financial leverage to show our commitment to the project and confirm other sponsors.
- ◆ \$29,000 in community, business and regional sponsorship was received. Sponsorship dollars in combination with the \$5,000 Peace River Agriculture Development Fund contribution allowed us to target a specific program initiative to meet the market development needs of Peace producers and food processors.
- ◆ Project partners worked as a team. We were able to build on each other's strengths and work together to achieve results quickly and effectively. As a result, a huge, integrated, comprehensive and effective program was implemented in a short time period. Without a co-operative environment, we could not have achieved what we did.
- ◆ The project attracted interest from producers and processors as well as from the foodservice industry across the Peace region.
- ◆ "On location" radio broadcasts brought new consumers to the trade show.

Program highlights and benefits were identified as:

- ◆ "keep it up: it's the best food trade show I've attended."
- ◆ "what an opportunity to showcase our products!"
- ◆ "as a processor, I'm really pleased to see this happen in the Peace Country and for the Peace Country."
- ◆ "didn't know these were available in the Peace."
- ◆ "as a market gardener, Food Fest opened the foodservice market for me."
- ◆ "consumer sampling of my meat products. They could taste the difference."
- ◆ "meeting customers and buyers"
- ◆ linking suppliers (equipment, label, etc) with processors
- ◆ public exposure to Peace food products

Food Fest 2001 Outcomes . . .

- ◆ Spirit of the North radio show coverage in advance of the event by event MC Hugh McLennan
- ◆ three Peace TV stations covered Food Fest 2001 (CFRN, NTV, Channel 10)
- ◆ seven Peace country newspapers provided coverage after the event
- ◆ Save-On Foods committed to carrying Down to Earth Greenhouses (Sexsmith) herbal butter mixes

- ◆ the Association signed on six new producer/processor members and one new corporate member
- ◆ Yummy Doughnuts of Dawson Creek contracted by Save-On Foods for a summer season booth and Molson Canadian's summer ball tournament in Grande Prairie involving 75 ball teams

The project team accomplished what we set out to do which was to provide an awareness and market development opportunity to Peace producers and food processors as well as increase the public profile of and membership in the Peace Value Added Food and Ag Association. The Peace River Agriculture Development Fund commitment to this program helped us achieve our goals. Thank you.

Donna Tookey
Coordinator
Peace Value Added Food & Ag Association

PRAD sponsors Food Fest

Submitted

The Peace Region Agriculture Development Fund attend. The show starts on Saturday at 10 a.m. and goes should go to taste, smell and explore the range of new (PRAD) has sponsored Food Fest 2001 with a \$5,000 to 9 p.m. and again on Sunday from 10 a.m. to 5 p.m. Peace made products. Don't forget this is also a gift grant. The two-day event offers food, fun, education and The value added association and Larry Nette- show. entertainment by promoting Peace products.

Executive Chef at the Grande Prairie Inn, have The host of the Spirit of the West, radio show, Hugh The Peace Value Added Food and Ag Association organized a black box Iron Chef, style event to test the McLeeman will be MC and guest speaker. He brings a hold this event to promote member businesses. Other skills of professionals and students in the food service blend of country music and cowboy humour to Food businesses are encouraged to participate in the two-day industry. As well, teams from around the Peace region Fest 2001. Listeners can tune into Hugh McLeeman trade fair and culinary challenge. Restaurants will can register to compete in the cook-off. This year the radio 890-CJDC radio 10 a.m. weekdays. He will make display their talents, giftware companies will offer their cook-off events will be at the Crystal Centre for a special presentation at a wine and cheese social range of products and Peace region artists will feature everyone to watch. High school students compete Friday Saturday evening at the Crystal Centre. Tickets are on their work for the show.

October 19 at the Composite High School in Grande sale for \$5 each. Wine and cheese makers in the Peace - please call
The event is at the Crystal Centre in Grande Prairie, Prairie. If you eat - this is a show for you; if you are selling a Donna at 250-782-5745 or call Anita at 780-568-2915.
October 20 & 21. It crases the BC Alberta border and

*Peace River Prognosis
Northern Horizon
Oct 5/01*

FOOD FEST 2001

The Largest Food Show in the Peace!

presented by The Peace Value Added Food & Ag Association

October 20th & 21st
Crystal Centre
\$5/person • \$15/family

Let's see the BEST
of Peace Country
products, growers,
processors & restaurants.
Come to offer at
Food Fest 2001!

Food Fest is the Peace Country's largest food show of the year! It includes a major trade show where almost everything made in the Peace can be sampled! There will be a wide variety of food, as well as crafts and artworks all made in the Peace Country.

The Culinary Challenge

This year's challenge will be held at the Tradeshow in the Crystal Centre. New event - "Community Challenge" - where teams representing their communities will cook off for a Trophy to display in their place of business for the year.

Proud sponsors
of Food Fest...



Peace River
Agriculture
Development
Fund



^{Ruecroft Signal} Food Fest this weekend

Signal Staff

The Peace Region Agricultural Development Fund is sponsoring Food Fest 2001 coming up October 20 and 21 at the Crystal Centre in Grande Prairie.

Various exhibitors will be sharing the tastes of the Peace and informing the public of new value added food opportunities in the region.

For more information call Anita at 780-568-2915.

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For more information
phone Joyce
765-3328

^{Black Box} PRAD sponsors Food Fest 2001

Submitted article

The Peace Region Agriculture Development Fund (PRAD) has sponsored Food Fest 2001 with a \$5,000 grant. The two-day event offers food, fun, education and entertainment by promoting Peace products.

The Peace Value Added Food and Ag Association hold this event to promote member businesses. Other businesses are encouraged to participate in the two-day trade fair and culinary challenge. Restaurants will display their talents, giftware companies will offer their range of products and Peace region artists will feature their work for the show.

The event is at the Crystal Centre in Grande Prairie,

October 20 & 21. It erases the BC Alberta border and features the Peace region talents and wares for all who attend. The show starts on Saturday at 10 a.m. and goes to 9 p.m. and again on Sunday from 10 a.m. to 5 p.m.

The value added association and Larry Nette, Executive Chef at the Grande Prairie Inn, have organized a black box 'Iron Chef' style event to test the skills of professionals and students in the food service industry. As well, teams from around the Peace region can register to compete in the cook-off. This year the cook-off events will be at the Crystal Centre for everyone to watch. High school students compete Friday, October 19 at the Composite High School in

Grande Prairie.

If you eat - this is a show for you; if you are selling a product - go to display, promote and sell. Consumers should go to taste, smell and explore the range of new Peace made products. Don't forget this is also a gift show.

The host of the 'Spirit of the West' radio show - Hugh McLennan will be MC and guest speaker. He brings a blend of country music and cowboy humour to Food Fest 2001. He will make a special presentation at a wine and cheese social Saturday evening at the Crystal Centre.

Wine and cheese makers in the Peace - please call Donna at 250-782-5745 or call Anita at 780-568-2915.

Community Reflections

The Mystery of St. Emile's Mission and Cemetery

By Trudy Lord - Hoops Group

If you go down to the woods today, you're sure to find a surprise. Monday,

September 24th saw seven people drive approx. 8 kilometres east on highway 49 to Stan and Glenda Keith's land on the banks of the Pouce River. This was no ordinary trip to the country, for situated in the centre of this field is a group of trees with a secret. Thirty to

fifty graves sit lonely, undisturbed or tended. A few headstones peak out among overgrown caragana bushes and tall grass.

A mission once occupied this location but now all that remains is a cement staircase leading into the foundation still intact except for the poplar trees which have manipulated their way here and there through the concrete. Further into the trees evidence shows another building once stood.

Cutting our way through more underbrush we came upon the resting place of Melania Dewetter 1857 - 1916. At one time a beautiful picket fence surrounded her. The fence is still standing although in dire need of restoration of which we are hoping to undertake.

What we know to be fact - St. Emile's was built by Fathers Hautain and Croise in 1915. The Church was blessed on May 28, 1916 by Bishop Emile Grouard. Burials were

conducted from 1916 - 1932. Some of the interred are Decosse, Gay, Hbert, Levasseur, McDonald, Mahoun, Marion, McDowell, Michaud, Miskanak, Proulx, Richard, Walter and Mr. Fred Seymour who died in 1921 from appendix rupture while being taken to Grande Prairie by wagon.

This mystery is too great for us to solve alone. Scratch your head and think deeply in case a piece of the puzzle, any

piece, is stored in the back of your mind. Did you once drive by it? Did anyone ever say the name or have a picture? HELP!

Previous articles about the Pioneer Cemetery has resulted in many phone calls and the placing of headstones on 5 graves by existing family members. Information was also obtained on Mr. Quick (1924) whose headstone was found in the Public Works yard in Pouce and Mr. Baxter whose

Food Fest 2001

The Peace Region Agricultural Development Fund (PRAD) is sponsoring Food Fest 2001 to bring you two days of fun, food, education and entertainment.

The Peace Value Added Food and Ag Association has once again put together an event to promote its members businesses. In addition to members, other businesses are encouraged to participate. Restaurants will show off what they can do and giftware companies will display what they have. Peace Region artists will be on hand to display the talent in the Peace. The event will be held October 20 & 21 at the Crystal Centre in Grande Prairie, Alberta. This is an event in which the border between B.C. and Alberta is eliminated. Food Fest is for everyone in the Peace Region. The show starts at 10 am and closes at 9 pm on Saturday and 10 am to 5 pm on Sunday.

The show will consist of a 2 day trade fair as well as Culinary Challenges or cook offs. The Value Added Association and Larry Nette (Executive Chef at the Grande Prairie Inn), have organized a black box "Iron Chef" style event to test the skills of professionals and students of the food service industry, as well, teams from communities throughout the Peace Region can register to compete in the cook off. This year the cook off events will be held in the Crystal Centre for everyone to watch. High School students will compete on Friday, October 19 in the Composite High School in GP. Can you get a team ready to compete for one of the big trophies to take back to your town?

If you eat, this show is for you. If you are selling a product, come display, promote and sell. If you are a consumer, come taste, smell, and explore new products made locally in the Peace. Need a gift in the future? How about something made right here at home in the Peace.

To entertain you, we are bringing the host of the radio show, Spirit of the West, Hugh McLennan. Hugh will be our MC and guest speaker. We hope you will join us for some of his cowboy philosophy and humour. Hugh is a man whose life is centered around the same values and way of life as many in the Peace Region.

Hugh can be heard on 890 am radio - CIBC from Dawson Creek at 10am. Hugh will be giving a special presentation at a Wine and Cheese Social on Saturday evening at the Crystal Centre. Tickets are on sale for \$5.00 each. Does anyone here in the Peace make Wine and Cheese? Call us! For more information call the Peace Value Added Food and Ag Associations office 250-782-5745 and ask for Donna or call Anita at 780-568-2915.