

## FEED

...OUR BODIES.  
...OUR CURIOSITY.  
...OUR PASSION.  
...OUR ECONOMY.  
...OUR SUCCESS.



# A NEW WAY TO GROW



# FOOD + EVENTS + EDUCATION + DIVERSIFICATION = FEED

We feed to get results. Be it crops, animals or people, the care and attention we administer ultimately influences growth and productivity.

We also feed the future with innovative ideas. As opportunities are presented, we look for effective ways to lend our support because we recognize potential and want to be a part of something great that can make a difference.

Northlands is that something. After more than 137 years serving the community, the organization is now poised to undertake a remarkable transformation that will both secure its future and leave a lasting imprint in Edmonton's social, economic, agricultural and recreational landscape.



## SUSTAINABLE SOLUTIONS

Vision 2020: The Re-Creation of Recreation, strategically repositions Northlands for success.

Moving forward, the organization will harness existing potential, it will cultivate new and exciting opportunities by investing in the following five significant, interrelated development projects:

- Rexall Place Redevelopment - Northlands Coliseum
- Edmonton Expo Centre Hall D Retrofit
- Urban Festival Space
- Retail and Residential Development
- Agriculture Portfolio Enhancement

The Vision 2020 strategy for enhancing our agriculture portfolio focuses on Food, Events, Education and Diversification—or FEED for short.

FEED recognizes that there is an opportunity to revitalize our overall approach to support our agriculture and food industry, which has been one of our core businesses for more than a century.

Using FEED, we will strengthen and enrich our contribution to local agriculture and food industries. We will build on our solid roots as we implement new strategies that energize and inspire our agricultural commitment to the needs and wants of our next generation.

Our campus will become a destination of choice—both figuratively and literally. Our impressive array of agricultural & food events and programming will appeal to local and international audiences; and the leading-edge services will position Alberta's agricultural entrepreneurs at the forefront of emerging opportunities.





NORTHLANDS HAS NEVER BEEN SO SWEET



A woman with dark, curly hair and blue eyes, wearing a green sleeveless top and a necklace with a red cross pendant, stands in a market. She is holding a yellow box filled with fresh produce, including green leafy vegetables, purple grapes, and red apples. In the foreground, there are more fruits like oranges and melons. The background is a blurred market scene with green awnings and other people.

GREAT FOOD FOR EVERYONE

## ROOTED IN THE COMMUNITY

Agriculture and food are historic staples of our community's livelihood and currently offer diverse economic opportunities that enhance our province and city. They have sustained and connected us for generations. Whether at its roots on local farms or the end product on our plate, our food system offers abundant opportunities for more products, services and jobs.

We are proud to celebrate and promote the value of our food and agriculture sector. As Canada's oldest and largest agricultural society, we bring in-depth industry knowledge and more than a century of practical experience to the table. Serving local agricultural producers, residents and visitors is our pleasure and we intend to continue doing so for many years to come.

We will build on the partnerships we have cultivated and the experience we have gathered over time. Not only do we have the expertise, staff, infrastructure and resources necessary for excellence, we have a unique appreciation for agriculture, the food system and its distinct components.

With FEED, we are better able to support our local agricultural and food industry at every step. We can bring people together, spark interest and leave a lasting impression—creating, marketing and providing an accessible example of Alberta's strong agriculture industry.

By facilitating education, demonstration, production, commercialization and sales, We will have an impact along the entire value chain. We will be a part of something that is both substantial and appealing to our patrons and the surrounding community.

## CULTIVATING A CONNECTION

Technological advancements coupled with growing needs have meant that our once simple, direct and community-based food system has evolved significantly.

As a result, many consumers are unaware of the expertise, care and effort required to produce, manufacture and market the food we all enjoy. Concurrently, consumer perceptions, interests and broader consumption patterns have also shifted considerably.

We recognize that there is a clear disconnect between rural producers and urban consumers. Our vision is to connect our population through the agricultural experience.

Working together, we will boost knowledge and understanding of current agriculture, food practices and consumer tastes, while growing appreciation across the entire food continuum. By extending our focus beyond primary production, we will better support existing markets, mine new potential and contribute to overall regional prosperity.

Northlands has an established reputation and historical track record as a producer, partner, facilitator and host of impressive events, programs and services. Our transformed campus will provide the ideal setting for agriculture and food related education and training, public engagement and fun.





CONNECTING COMMUNITIES





WE'LL GROW ANYWHERE WE CAN



## FINDING COMMON GROUND

Since 1879, our signature events and programming have provided an opportunity for people to come together, to learn and to enjoy. Faces have changed over time, our business has grown and the campus has expanded, but we've never forgotten our need to support Alberta's farmers and food producers.

We're enhancing our existing events and exploring new food & agriculture terrain with the ambition of representing agriculture with focus, vigor and measurable outcomes.

Our guests can attest that much more happens at Farmfair International, Amazing Agriculture and Open Farm Days than the programming itself. These gatherings connect urban and rural communities—allowing urbanites to learn the hows and wheres of food production and meet the people who are committed to feeding our province, nation and world.

Using FEED we will enhance these opportunities. We will make the most of our expertise, state-of-the-art facilities and innovative programming—delivering exceptional experiences that appeal to diverse audiences and showcase the unique resources and talent in our own backyard.

Whether it is a trade show, festival or epicurean extravaganza, we will help foster an appreciation for the industry and give people insight into the complete journey from the gate to the plate.

# GROWING OPPORTUNITIES

A photograph of two young cattle, one brown and one brown with white spots, being handled by people in a dirt arena. A semi-transparent dark green banner with the text 'GROWING OPPORTUNITIES' is overlaid across the top. The brown cow is in the foreground, facing right, with a person's hand visible on its head. The spotted cow is behind it, also facing right. In the background, a person in a cowboy hat and a dark jacket with a yellow patch is visible, along with another person in a dark jacket and jeans. The ground is dirt.



## GROWING OUR REPUTATION

With more than 43,000 farms and 50 million acres dedicated to crop and livestock production, Alberta's agriculture industry is continuing to garner attention.

Both at home and abroad consumers have acquired a taste for superior quality. And our industry leaders have responded with safe, efficient and sustainable practices and products.

Alberta's beef, grains and oilseeds have long been regarded as premier offerings in the international marketplace. We must continue to promote the many exciting new agricultural products, technologies, and new services that are being developed here.

For generations, we have helped local industry champions carefully cultivate relationships; showcase impressive discoveries; and share in-depth agricultural knowledge and expertise through world-class agriculture events like Farmfair International. These events will remain a cornerstone of our programming and will help us unlock the potential of our industry and accelerate growth.

As well as delivering extraordinary agricultural events, we will continue to develop engaging programming that spurs fresh ideas and fruitful business partnerships.

Industry leaders, producers, entrepreneurs and exporters will be able to nurture connections with domestic and international partners as they hone their skills, identify innovative ways to be more efficient and explore emerging new markets.

By extending local hospitality, we will create an environment that feeds progress and strengthens Alberta's competitive edge.

## ENRICHING EXPERIENCES

Impressive cuisine, heritage and culture are distinguishing features that set places apart.

No matter where you are in the world, the food and drink on offer will contain hints of local agricultural assets, unique flavour and a taste of the past.

We appreciate our region's rich history. Before there was Edmonton, or even Alberta, there was an ambitious agricultural society with a deep understanding of the land and its potential.

Together, we helped plant the seeds of our food and agriculture industry more than a century ago, and we have been an important partner helping to share the goods and services our industry produces with others.

Using FEED, we will enrich the edible experience. We will entice people from all over with appetizing fare and an unforgettable atmosphere.

As visitors take the opportunity to sample their new surrounds, we will serve a generous helping of who we are and what we do best.

Be it a food-driven festival, delicious programming or tasty side dishes at great events, we will excel.

We will tell our unique agricultural story to the four million plus visitors who travel to our campus each year and in doing so; we will create memories and leave a lasting impression.



A woman with dark hair and sunglasses, wearing a light blue shirt and jeans, is holding a young girl with blonde hair. The girl is wearing a pink long-sleeved shirt, blue jeans, and black shoes. They are standing in a cornfield with tall, golden corn stalks in the background. The woman is holding the girl's hand, and they are both looking at a corn cob. The scene is bright and sunny, suggesting a pleasant day outdoors.

CREATING MEMORIES



A man with a beard and mustache, wearing a plaid shirt and a tan apron, is smiling and holding up a tall glass of beer with a thick head of foam. He is in a brewery, with large copper brewing tanks and pipes visible in the background. The lighting is warm and focused on the man and his glass.

INNOVATING & EXPERIMENTING

## CULTIVATING IDEAS

Creativity, insight and resources—these are just a few of the ingredients necessary for success.

The transformation of our campus opens up even more opportunities to find innovative ways of engaging Albertans in a discussion and activities related to food and agriculture.

We want to FEED innovation and we have the means to do it.

Using existing facilities and equipment, we will establish a kitchen incubator on campus. This 'food focused' entrepreneurial incubator will help transform new food concepts into commercial ventures and allow small local agri-food companies to scale up.

With contemporary equipment, versatile space and unmatched consumer access, we will be the epicentre of new markets, products, techniques and flavours.

Since there is a growing thirst for craft beer, we will also establish an onsite Brewery Incubator that will support new craft beer companies and help increase market access for other Alberta beverage enthusiasts including artisan distillers, meaderies, and hard fruit cider companies.



## ALBERTA FLAVOUR

We are committed to reconnecting Albertans to agriculture through food, and increasing the market demand for Alberta foods. We recognize the environmental, social and economic benefits associated with supporting our community and purchasing local goods.

Under Alberta Flavour, we have increasingly shifted corporate food purchases to more local farmers and processors. We are increasing our rate of local food use, while diversifying our supply chain and increasing the number of local vendors. To increase the impact we have also convened a broad base of regional foodservice partners that collaborate and work together to identify and address common barriers to buying local foods.

An online Alberta Flavour presence will provide a continuous exchange of information and grow our food culture. It will inspire conversations and provide valuable insight to our producers and processors. It will be a one-stop shop; containing details about upcoming events, services and programming, as well as interesting feature stories and new recipes that celebrate our unique Alberta tastes.



**Alberta Flavour**  
Local. From the ground up.



Eda Sarmiento

SERVED WITH STYLE





# REVITALIZING NEIGHBOURHOODS





## SAVOURING EACH MOMENT

As the common link between the agricultural sector and the broader community, food is the perfect engagement tool.

We will offer both formal and informal opportunities where food can bring people together.

Our Bodega will embody the new casual chic feel and urban vibe within the Northlands campus.

This small neighbourhood store will be stocked with convenience goods and locally made specialty products. It will also feature a café offering coffee, light meals and liquor.

Visitors and area residents will head to the Bodega in search of a few items but will be tempted to stay much longer. The combination of delicious coffee, handmade desserts, craft beer, savoury snacks and engaging conversation will be impossible to resist.

A new Market District will help connect people with farm fresh offerings and raise the profile of Alberta producers and small-scale processors.

With an abundant variety of delicious food fare and space available for producers, processors and distributors to test products, we will be the starting point for new food trends and culinary adventures.

It will be a hive of activity and a destination that indulges in every sense. People will FEED on the unique sights, sounds, aromas and tastes; and soon enough, everyone will require a daily dose of Market District.

## LEARNING WITHOUT WALLS

Through education, we create opportunity. We are committed to building knowledge, capacity and skills.

Throughout our campus, there will be ample opportunities to grow and develop.

Whether it is a chance encounter with an interactive work of art, an informative static display, a stunning vertical garden or a tailored program of study, there will be something for everyone.



AN APPETITE FOR LEARNING



A close-up photograph showing a pair of hands with light skin and orange-painted fingernails gently holding a small, vibrant green seedling. The seedling has several serrated leaves and a central stem. The hands are positioned over a dark, rich, and textured soil. The lighting is soft, highlighting the texture of the soil and the freshness of the plant.

RESPONSIBLE CONSUMPTION

## ENVISIONING A SMALLER FOOTPRINT

FEED will focus on campus wide improvements. We will look to areas where we can model best practices and reduce our environmental footprint. We will look to be a community leader in food waste management.

We will explore new approaches to reducing onsite waste and creative ideas to turn scraps into something valuable like nutrient rich compost.

We will help create a brighter and more sustainable future.



# UNITING THE COMMUNITIES



## A DIFFERENT KIND OF LANDSCAPE

We are poised to begin a remarkable transformation.

As we look ahead, we will honour the agricultural roots that have grounded us and will support our growth as we branch out in new and exciting directions.

Using FEED we will help bring Vision 2020: The Re-creation of Recreation to life; and in doing so, we will strengthen the agriculture and food industry in Alberta for decades to come.





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