

On March 22nd, Saskatchewan Made, the Agriculture Producers Association of Saskatchewan (APAS), and Saskatchewan Trade and Export Partnership (STEP) came together to host the **Buying Local, Feeding Global** reception in Regina.

Attended by a variety of primary producers, food processors, government leaders and industry representatives, the event highlighted the ways in which Saskatchewan foods are incorporated into dishes around the world as well as right here in the province. The reception received a tremendously positive response and as such, these three organizations are pleased to once again be working together to present the:

INTERNATIONAL BUSINESS CENTRE RECEPTION

Tuesday, June 15th -- Evraz Place, Regina

The event is being held as part of Preview Day at the Western Canada Farm Progress Show, which attracts over 700 exhibitors and 40,000 attendees annually. In 2009, the show welcomed 405 international visitors, representing 43 countries. The International Business Centre is set up to assist these foreign guests and to encourage business relationships with exhibitors that participate in export.

The International Business Centre reception will treat 1,000 guests, including farm equipment dealers, international visitors, and 500 of Canada's largest farmers, to a delicious assortment of Saskatchewan made cuisine. The goal of the event is not only to serve great food but also to demonstrate to guests the important link between the products they're eating and those who produce and process them.

At this time, we are looking for Saskatchewan companies that are interested in contributing food items, from raw ingredients to value-added goods, upon which the evening's menu will be based. Ideally we would like to purchase product at an at-cost or wholesale pricing basis.

In order to really drive home the "farm gate to dinner plate" link and make the event an enlightening as well as tasty one, we would like to invite representatives from participating companies to attend the reception and share information about their products with guests. In cases where companies are able to further trace back their product's ingredients to a local supplier, for example to a Saskatchewan orchard who supplies the fruit you use in your jam, we would like to extend an invitation to representatives from those companies as well.

We are also looking for Saskatchewan products to include in gift bags that will be given to each guest. Since many guests will be traveling by air, we're requesting small sampler-size items or foods that can be consumed easily (e.g. chocolates, snacks). Again, we ask for products to be supplied at-cost or with wholesale pricing.

If your company is interesting in taking part in this unique marketing opportunity, please contact one of the following **no later than Friday, May 14th** with information about the product(s) you would like to be considered for the menu and/or gift bags:

Kim Hill Director – Saskatchewan Made Tel: (306) 683-2411 Email: hill@saskmade.ca	Kerry Krzyzaniak Assistant - Saskatchewan Made Tel: (306) 683-2410 Email: kerry@saskmade.ca	Aj Thakker Communications Coordinator - APAS Tel: (306) 789-7774 ext. 152 Email: athakker@apas.ca
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Please note that if selected, meal items must be at Evraz Place no later than **Friday, June 11th** and gift bag items must be sent to the Saskatchewan Made Marketplace (1621 8th Street East in Saskatoon) no later than **Tuesday, June 1st**. Suppliers would be responsible for any shipping arrangements or costs.