



Alberta Organic Legislation

- *Organic Legislation was passed on May 30 2018 in the Supporting Alberta's Local Food Sector Act.*
- *Comes into effect April 1 2019.*



The Role of Politics

- *Lobbying since 2009*
- *Yearly asks for meeting with Ag Minister*
- *White paper re limitations of Labelling Act enforcement - Keri Sharpe and Organic Alberta*
- *No response*

- *NDP elected = gained government support*
- *Meetings with*
 - *Ag Minister July 2015, Sept 2015, March 2016, July 2016*
 - *Environment Minister – 2017*
 - *Premier's Stakeholder Relations Manager – 2017*
- *Keri Sharpe's constant pushing from within.*



Local Food Act

- *Acquired Minister support.*
 - *No place to put organic legislation.*
 - *Creation of the Local Food Act*
- *Hired lobbyist January 2018*
 - *Premier's Stakeholder Relations Manager – Feb*
 - *MLA Cortes-Vargas - Feb*
 - *Agriculture Minister – March*
 - *Service Alberta Minister – March*
 - *Councilor Paquette – March*
 - *Present at introduction of Bill 7 Supporting Alberta's Local Food Sector Act*



Key Messaging

- *Enable business to grow.*
- *Consumer get what they pay for*
- *Accountable and 3rd party verification*
- *Level the playing field*
- *Consumer confidence is good for business*
- *Most already follow the regulations*
- *Small-scale organic farmers will benefit*