MADE IN THE CAMROSE REGION

Program Strategy

2026 – 2029

June 2026

The Food Artisans of Camrose County Program has been operating since 2015 and has created genuine value for its members — building community, providing exposure, and offering encouragement to food producers in the region.

There is now an opportunity for the program to evolve and expand to support all locally produced goods. This strategy has been developed through an extensive engagement process: survey responses from 28 producers and makers across the region, a workshop, phone calls, and a working committee session.

> *The engagement confirmed strong appetite for an expanded program with a new regional brand identity — from producers, makers, the County, and the City of Camrose.*

Program Name

"Made in the Camrose Region" Program

Chosen to be inclusive, place-based, and a customer-focused and recognizable brand.

MISSION

To connect, support, and celebrate regional producers and makers in growing their businesses, building community, and showcasing the Camrose region as a destination for local goods and authentic experiences.

THE FIVE STRATEGIC PILLARS

The three-year strategy is organized around five interdependent pillars.

1. **Grow Membership & Program Brand**
2. **Build Visibility for Producers & Makers**
3. **Events & Experiences**
4. **Business Development & Capacity Building**
5. **Governance & Partnerships**

STRATEGIC PILLAR 1

Grow Membership & Program Brand

There is significant interest in expanding the mandate of the program to include all local makers and producers. This pillar focuses on growing the membership to include these newly eligible small businesses to increase awareness of the program and the value it provides.

MEMBERSHIP ELIGIBILITY

Small businesses that:

- Makes and sells locally made or locally value-added products.
- Operate within Camrose County (or within 10 km) including all villages and town as well as the City of Camrose.

Exclusions: franchises, multi-level marketing, or service-based businesses.

KEY GOALS

- Grow total active membership from current base to 50+ members within 3 years
- Achieve geographic representation across the region
- Program members consider the program valuable to their business success

STRATEGIC PILLAR 2

Build Visibility for Producers & Makers

PILLAR 2 — BUILD VISIBILITY FOR PRODUCERS & MAKERS

Increased visibility and promotion are top priorities for local producers and makers. Awareness and storytelling are important because many consumers want to know and trust the people behind their products before they buy. The content strategy for this program should lead with people and their stories, not just the products.

KEY GOALS

- Achieve measurable awareness growth: increase social media followers and website visits annually
- Expand and amplify current social account with consistent posting schedule and individual member stories

STRATEGIC PILLAR 3

Events & Experiences

Events and experiences are a powerful mechanism for connecting producers to customers and for building the program's identity. The survey and workshop both surface strong demand for farm experiences, "Meet the Maker" events, and farmers' market participation. Local experiences help create jobs, diversify revenue, and attract visitors to the Camrose region.

KEY GOALS

- Provide opportunities for consumers to meet local producers and makers and try their products and experiences
- Promote experiences for consumers to enjoy across the region

STRATEGIC PILLAR 4

Business Development & Capacity Building

Provide support through business development and capacity building such as training in pricing, labelling, scaling, getting into retail, using social media, building a business plan, and mentorship opportunities. Training and capacity building should be hands-on and actionable.

KEY GOALS

Producers and makers feel supported to grow their business capabilities in selling their products as part of a sustainable business model.

STRATEGIC PILLAR 5

Governance & Partnerships

The program will be run through a small, regionally representative Steering Committee that oversees strategy and policy with ad hoc committees mobilizing around specific projects and events.

STEERING COMMITTEE COMPOSITION

- Camrose County
- City of Camrose
- 1 – 2 villages
- University of Alberta Augustana Campus
- Potentially representatives from: a farmers market, Camrose Chamber, and Bashaw Chamber

KEY GOALS

- Effective governance and leadership from across the region
- Effective producer-led volunteer Ad Hoc Committees for events / short-term projects

Two bodies share responsibility: a Steering Committee for ongoing strategy and oversight, and Ad Hoc Committees that form around specific projects and events.

STEERING COMMITTEE

- Sets overall program strategy, priorities, and policies
- Approves the annual program budget and reports to funders
- Reviews program performance against agreed metrics
- Coordinates with regional partners and stakeholders
- Establishes Ad Hoc Committees and defines their mandates
- Meets approximately 4-6 times per year

AD HOC COMMITTEES

What they do

- Form for a specific project or event (e.g., program launch, Meet the Maker)
- Plan and deliver within a defined scope and timeline
- Report outcomes to the Steering Committee
- Dissolve when the project is complete

Who they are

- Volunteer producers and makers from the membership
- Led by a member volunteer; Steering Committee provides a liaison

WHY JOIN THE MADE IN THE CAMROSE REGION PROGRAM?

The program is built to support small business across the Camrose region who make or add value to local products. Membership connects you to marketing support, a regional network, events, and business development resources.

WHAT THE PROGRAM OFFERS YOU

- **Visibility & promotion** — directory listing, social media features, website profile, annual guide, and inclusion in regional marketing campaigns
- **Regional brand recognition** — use the Made in the Camrose Region brand to help customers identify and support local products
- **Connection to customers** — opportunities to participate in Meet the Maker events, farm experiences, agritourism initiatives, and other promotional events
- **Business development** — access to workshops, training, mentorship, retail readiness, wholesale, and other opportunities
- **Networking & collaboration** — connect with local producers, makers, markets, tourism organizations, and regional partners
- **Business promotion at events** — opportunities to be featured at local and regional events, trade shows, and community initiatives
- **A voice in the program** — help shape the program through participation in Ad Hoc Committees and collaborative projects
- **A stronger local economy** — work together to increase awareness of locally made products and encourage consumers to shop local