

BRAED

**BATTLE RIVER ALLIANCE
FOR ECONOMIC DEVELOPMENT**

Message from the Chair

I am very pleased to take up the reins as Chair of BRAED. And thanks to our new and returning Executive members for their commitment to this region's future.


This winter and spring BRAED will continue to work toward economic diversification in this region. I hope you find time to join our BRAED Region Agriculture Industry Roundtable on February 3, 2022. We have an outstanding line up of speakers who will talk about real-time opportunities and challenges for our producers and processors.

Look for a new and totally rebranded BRAED website this summer. This new online presence will reflect BRAED's focus on attracting investment into the region and is the next step in our strategic approach. While we provide focus, tools, and supports, BRAED leans on the collegiality and collaboration of its member municipalities to advance its priorities. In July 2021, economic development staff and administrators from the region attended an investment attraction workshop to help build our capacity to work with investors. And, coming soon is a workshop in partnership with [Invest Alberta](#) targeted to elected officials. This is particularly valuable for our members with smaller administrations.

As we move into BRAED's 20th year of operation, I am optimistic about our direction and appreciate the hard work done by so many over the years.

Stan Schulmeister,
Chair





BRAED Agriculture Industry Round Table
9-12 Thursday February 3, 2022 via Zoom

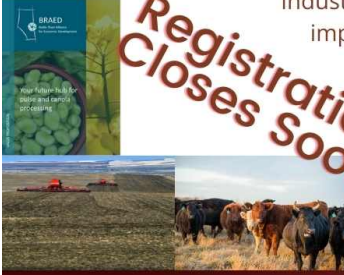
Industry Experts and updates on trends impacting our region's ag industry

Plant Protein - Supply chain impacts
Cattle industry - Ag tourism - Canola processing

Ticket are free
Registration Closes
NOON, Wednesday, February 2, 2022

<https://us02web.zoom.us/j/86003303808>

Registration Closes Soon



Website Renewal Project & RFP Announcement

BRAED was awarded a \$20,000 grant from CANExport to renew the BRAED website and brand position. This is a one-time \$40,000 project that will be put out for RFP. Anticipated completion is summer 2022.

Please check the existing [BRAED website](#) in early February if you would like to pass a copy of the RFP to interested suppliers in web development and strategic content research and development.

Participate in Made in Alberta Branding

GOA has Open Engagement Process

Alberta is working on a label and brand for consumers to easily identify products made in our province.

To collect feedback, the Ministry of Agriculture, Forestry and Rural Economic Development has two surveys going until February 19. One for Albertans and one for stakeholders.

[Take the survey here.](#)

Economic Statistics

Highlights from the [Alberta Economic Dashboard](#)

2022 has a lot of green cards on [Alberta's Economic Dashboard](#). This is the location of non-partisan economic data for the province. A "green card" is a positive increase on an economic indicator and a "red card" is a negative.

Virtually all of the carded data is green. Generally, it is 2021 data compared against 2020, one of Alberta's (and the world's) toughest economic years in a generation. This doesn't make the the data less valuable. It enables the reader to see how fast we're rebounding as a province and Alberta's areas of strength as a whole.

Industries

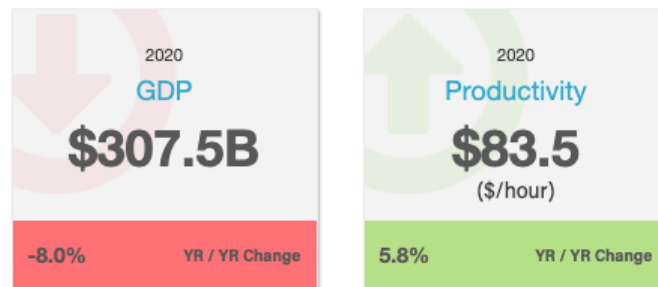


**Click on the above image to go to Manufacturing Sales by Industry*

In many instances it's very valuable to click on the card and look at an indicator, broken down by sector or other segments. This is also where you'll find analysis directly from the experts, which explains what may look like contradictions. One of the most illuminating analysis quotes on the site is about productivity data:

"According to Statistics Canada's latest productivity database, Alberta has the third-highest labour productivity level of the provinces. In 2020, labour productivity in Alberta's business sector was \$83.50 per hour, up 5.8% from 2019, and 35.3% higher than the Canadian average of \$61.70 per hour. Because of the pandemic, the number of hours worked posted a much larger decline than GDP of businesses, and, as a result, productivity in every province recorded exceptional growth."

Economic Output & Productivity



**Click on the image to see 2020 Productivity by Industry in Alberta.*

Our Members on Twitter

Celebrating an Active Start in 2022

Click on individual images to visit the tweet and follow event links.



Town of Wainwright
@TownWainwright



Register today for the Bachelor of Nursing Degree Program Information Session happening on February 1st at 6pm. The next intake starts in September. Register at nursing.ucalgary.ca/events#!view/e...

UNIVERSITY OF CALGARY
FACULTY OF NURSING

**Bachelor of Nursing
Rural Community Route**

**Virtual Information
Session**



City of Camrose
@CityofCamrose



We're looking for input from citizens to help determine the City's priorities for the next four years! Please complete this survey at bit.ly/3rVQbGI by Feb 11.

You can also enter to win a \$150 Gift Certificate!

City of Camrose
**YEAR OF
COMMUNITY
CONVERSATIONS**

The City wants to hear from citizens!
In 2022, we'll be hosting monthly
Community Conversations to hear
from you on important topics
for City planning and services.

Citizens are invited to provide their input this month for "Council Priorities & City Service Levels" through a Survey!

Complete the survey online at www.ourcamrose.ca
or pick up a paper copy at any City facility front desk until February 11th



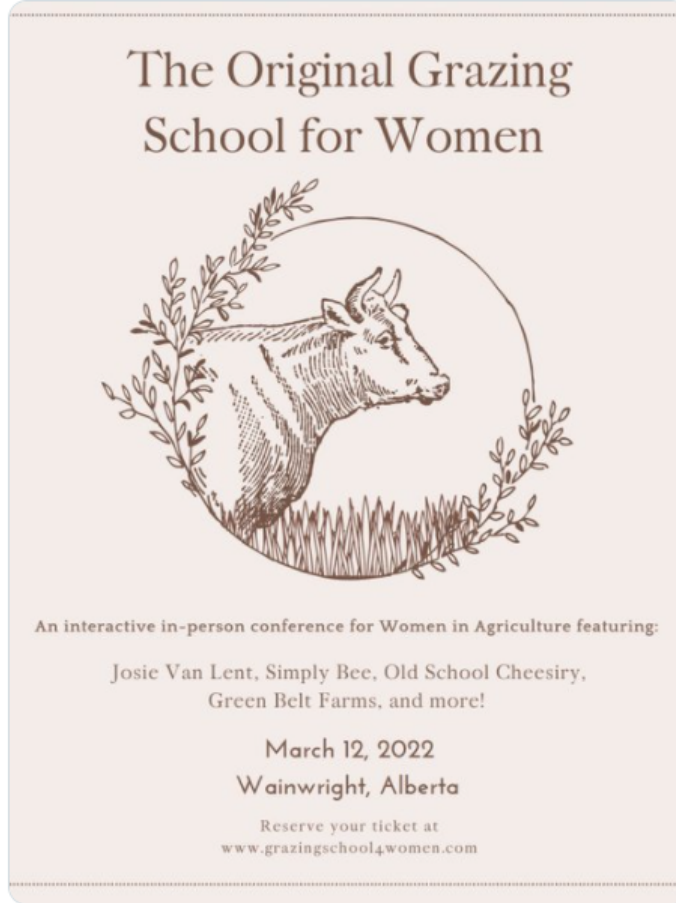
Flagstaff County
@FlagstaffCounty

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In the newest episode of our podcast, Flagstaff County Assistant Ag Fieldman Nick Dunn talks to [@LandView_Markus](#) about drone technology in agriculture. Listen to it now at: ...
gstaffcountythepodcast.buzzsprout.com.



The Original Grazing School for Women is hosting a 1-day indoor winter workshop - Mar 12/22 in Wainwright. To register [gsfwwinter2022.eventbrite.ca](https://www.eventbrite.ca) . Beaver County residents attending, registration cost will be covered. See below to view the GSFW page: [grazingschool4women.com](http://www.grazingschool4women.com)



Edit profile

BRAED Alberta
@BRAEDAlberta

Battle River Alliance for Economic Development. Plant Protein & Value-Added Ag is our top opportunity. Contact us for the latest research to support investment.

📄 Non-Governmental & Nonprofit Organization 📍 East Central Alberta
[braedalberta.ca/wp-content/upl...](https://www.braedalberta.ca/wp-content/upl...) 📅 Joined January 2012

508 Following 666 Followers



Contact Us

www.braedalberta.ca

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