

Supporting made-in-Alberta products

March 23, 2023

Alberta's government is supporting the province's local agriculture and food sector by helping producers and processors market their products.

The Made in Alberta voluntary labeling program will help consumers easily identify Alberta-made products. Alberta producers and processors will be able to use the new label on their locally-made products. The label will help shoppers quickly identify food products made in our province when choosing an item at their local farmers' market or grocery store.

"This new voluntary label celebrates the safe, high-quality agricultural and food products that Alberta is known for here and around the globe. It will help consumers more easily identify Alberta products so they know their hard-earned dollars will stay in our province and support other Alberta families."

Nate Horner, Minister of Agriculture and Irrigation

The Alberta Food Processors Association (AFPA) was selected as the program administrator through a competitive process. Producers and processors interested in using the label on their products can get more information and apply through the Made in Alberta website.

"AFPA is honoured by the government's commitment to local food and beverage production. This program helps consumers and producers work together to easily identify the amazing products that are made right here in Alberta. By choosing a local product, you are not only helping the business but the community as a whole. Our members are proud of what they grow, produce and process and are excited to increase their local coverage in our province."

Eric Haak, chair, Alberta Food Processors Association

"I am incredibly excited to be a part of the Made in Alberta launch. I am so proud of my province, and I wouldn't be where I am today without the help of my valued friends, family and business

Related information

[Made in Alberta](#)

[Video](#)

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connections all within my Alberta community. I look forward to presenting my product with the Made in Alberta label and showcasing the hard work I have put into my business as an Albertan, as well as letting others know that when they support my business – they are supporting their province as well.”

Mary Burch, owner, Red House Salsa

Watch for the Made in Alberta label on more Alberta products soon.

Quick facts

- AFPA was awarded a \$5-million agreement to deliver the labelling program until May 31, 2027.