



Premier of Alberta

Dear Mr. Johnston,

*It was a pleasure to join you at the 'Buy Alberta' launch on December 5th at Kinnikinnick Foods. The Alberta government is pleased to support the food and beverage industry in raising awareness of locally grown food.*

*My government recognizes the crucial role of agriculture in the fabric of Alberta's culture and economy, and the importance of encouraging consumers to seek out and buy Alberta-produced food products.*

*In today's fiercely competitive global marketplace, our choices as consumers are almost limitless. The 'Buy Alberta' logo benefits food processors, strengthens connections between local farmers and institutions, and makes it easy for consumers identify the best choices for their families.*

*Again, it was a pleasure to join you at the launch. I wish you tremendous success in bringing more local food to the public.*

Yours truly,

A handwritten signature in blue ink, appearing to read "Alison Redford".

Alison M. Redford, QC