

Alberta HUB
Where opportunity comes to Life

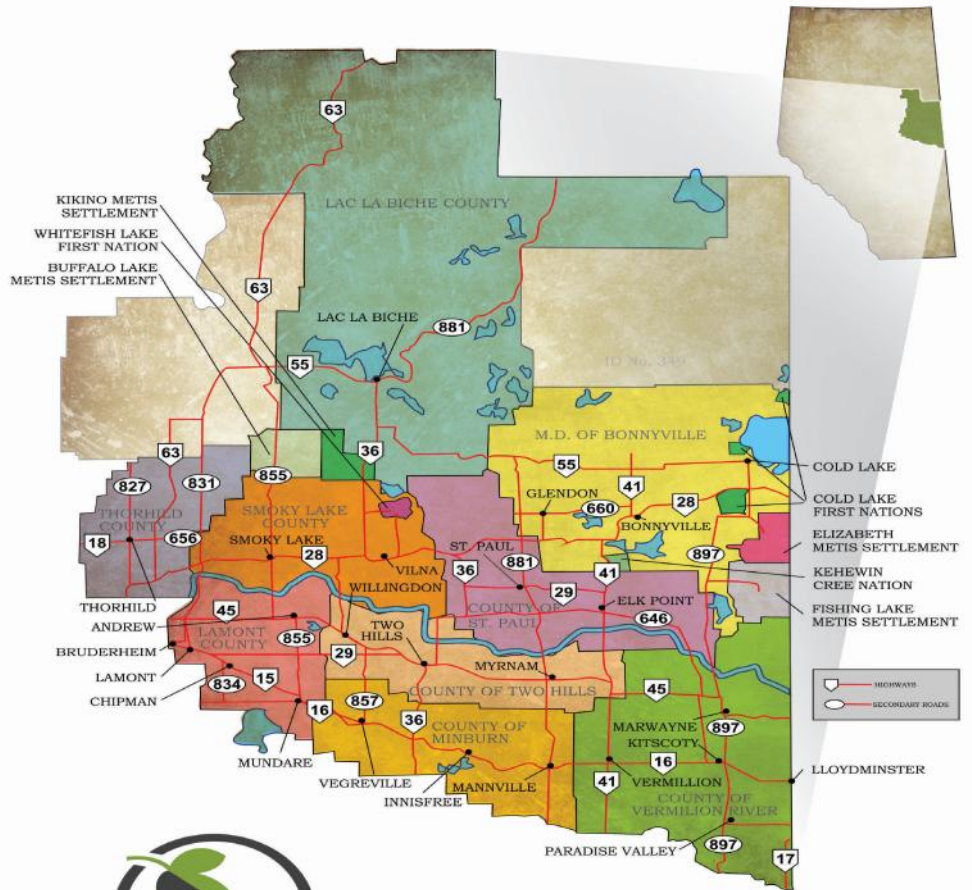


**Northeast Alberta Information HUB
(Alberta HUB)**

*Regional Economic Development Alliance
of Northeast Alberta*

*Working Together, Leveraging Resources
to*

*Increase Wealth in our communities
Thru a Regional Approach*



Alberta HUB
Where opportunity comes to life



Alberta HUB

Where Opportunity Comes to Life



Total of 43 members / 38 are communities

Alberta HUB's Strategic Goals:

- *Investment Attraction / Expansion / Retention*
- *Business Support / Entrepreneurship*
- *Enhance Community Readiness*

For Investment

Working closely with the Government of Alberta

Alberta Agriculture / Economic Development and Trade / Alberta Transportation /

Innotech Alberta



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Agriculture Sector is very important To the Alberta HUB region 9 counties

- *Combined total of over 3 million acres in crop land
(doesn't include the Metis Settlements'/ First Nations)*
- *Gross farm cash receipts close to \$1.5 billion dollars
(2016 fed census)*
- *Market Value of Livestock/Poultry close to \$1.1 billion
(2016 fed census) (2011 showed just over \$400 million)*

Alberta HUB along with collaborative partners are focused on helping "grow" the Ag sector by providing resources/info



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“Market Pull vs Producer Push”

“What does the world want / What can we provide”

Strategically Focused / Research Based

Industrial Hemp Opportunities:

- *Full crop utilization (Seed/Fibre/CBD)*

The Alberta HUB region has:

- *The Northern Advantage for growing Hemp fibre*
- *Excellent location for processing / value added opportunities (Site Selection information)*



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Environmental Impact:

- *Carbon Sequestration: High biomass crop with the ability to sequester higher amounts of carbon*
- *Industrial hemp has a large tap root that is capable of penetrating deep into the soil profile..... the deep roots open up the soil and enhance the tilth of the soil for future crops. (soil health)*

Research:

InnoTech's agronomy trials are experimenting with seeding dates, seeding rates, optimum fertilizer types and rates, herbicide use and harvest dates to help growers improve production. (Provide the results)



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Understanding that education is key and continued research is vital, municipalities in the Alberta HUB region are working cooperatively to create progress for the hemp industry.

Alberta HUB
“Providing information in a user friendly way”

