

PROCESS THIS.

News from BC Food Processors Association
December 2009



BCFood
Processors
ASSOCIATION
Great Food Great Living

IN THIS ISSUE



Contributors

- Donna Brendon (BCFPA)
- Maria Castro (BCFPA)
- Lorrie Cramb (BCHLS)
- Adam Ford (BCFPA, Publisher)
- Nico Human (BCFPA, Editor)
- Christine Koch (BCAC)
- Sherrin Western (Shervin Communications)

- Season's Greetings from BCFPA
Page 3
- BCFPA Marketplace Website: Test Phase
Page 3
- FoodProWest 2010
Page 4
 - Test phase of BC Food Processors Directory goes live!
Page 5
 - BC's Trans fat Regulation is now in effect
Page 6
 - Health Canada Notice
Page 7
- Metro Vancouver's Food Connections Symposium
Page 7
 - WorkBC Web Centre Opens for Employers and Job Seekers
Page 7
- From Canada Brand
Page 8
 - "Growing the Margins" and "Canadian Farm and Food Biogas" conferences
Page 8
- BCIC Innovation Summit 2010
Page 9
- BCFPA Members in the News
Page 9
- BC Meating News
Page 10
- Trends in the US Functional Foods
Page 12
- Metro Vancouver residents put high value on local farmland, study finds
Page 12
- Top Ten New Food Trends for 2010
Page 13
- 'Development of a Calculator for the Techno-economic Assessment of Anaerobic Digestion Systems' document
Page 13
 - Applications for Land Commission Chair being Sought
Page 13
- BCFPA Committee Activities
Page 15
 - Industry Events
Page 17

Season's Greetings from the BC Food Processors Association

With the sands of the 2009 hourglass rapidly running out, it is a good time to look back and reflect on another year that has passed.

We have seen some highlights.
We have faced some challenges.
Overall, we have lots to be thankful for:

We personally are thankful for the great people we get to work on BC Food Processors Association business: Our members, our partners, our customers, our suppliers ... to name but a few.

On behalf of the BC Food Processors Association, it is our privilege and honour to thank you for the contribution you have made in the past year—not only to the Association, but ultimately to help grow our industry.

In this period of festivities and family time, we want to wish you and yours a joyous Festive Season and a New Year filled with peace and happiness!

Yours sincerely,



Robin Smith,
President

Nico Human,
CEO and Executive Director



BC Food Processors Marketplace Website: Test Phase

We are happy to announce a resource that we have been asked for by processors for a number of years now – a website specific to employment and business opportunities within the food processing industry. The website called Marketplace, has been developed with the intent of helping job seekers and employers easily connect with each other and to exploit business opportunities within the food processing industry.

The site is currently in its test phase, so your feedback to Donna Brendon (donna.brendon@bcfpa.ca) will be appreciated.

You will notice that there are advertising opportunities on this site as well. If you are interested in advertising, please contact BCFA for more information. We also have discounts available for companies that advertise on more than one of our resource sites. Talk to us now about how you can gain exposure and save money!

Bookmark this site for your regular reference www.foodprocessorsmarketplace.ca. Whether you are looking for work in the food processing industry, or you are an employer with positions to fill, or have some equipment or product to sell or trade, Marketplace is your best resource!

Marketplace was developed by Shervin Communications with the BCFA team of Nico Hujman and Donna Brendon. Shervin can be reached by contacting Sherrin Western at sherrin@goshervin.com.

Funding for the Marketplace website project was provided by the Investment Agriculture Foundation of BC, Agriculture and Agri-Food Canada, the BC government and BCFA.





Diarize Friday, **June 4, 2010** for:



Scenes from FoodProWest 2009 are shown

Trendy Tradeshow

Keynotes of Excellence

Industry Panel of Experts

Do not miss this premier event on the BC food processing calendar!

**Enquiries: Adam at
1-604-504-4409 or
adam@bcfpa.ca**



Program Highlights (subject to change)

- 8 am **Breakfast Keynote, Trade Show** opens
- 9:30 **Business meetings, Professional Development Breakout Sessions**
(e.g. Finance, Food Safety, Human Resources management, Industry Opportunities/Innovation, Operations, Worker Safety, Sales, Energy, etc.)
- noon **Celebratory Lunch and BC Food Processors Awards** (Rising Star, Energy, Green/sustainability, Leadership, Hall of Fame)
- 1 pm **Keynote**
- 2 **Industry Forum**
- 3:30 **Conclusion**



Test phase of BC Food Processors Directory goes live!

<http://foodprocessorslist.ca/> is a website you will want to check out and bookmark as we know you will visit it regularly!

The Food Processors List website test phase has just been launched. It is a directory of food and beverage processors within BC. The directory is a resource for buyers contact information and a listing of the company's capabilities, whether they process Halal, Kosher, have organic certification or are co-packers. The goal of this directory is to provide links between businesses.

An initial calling blitz to all processors in the province confirmed contact details and gave folks the opportunity to get listed with this free resource. The goal of the BC Food and Beverage Industry directory is to help build and grow the BC agri-food value chain. If you missed getting listed, or have some changes to your listing, please contact Donna Brendon donna.brendon@bcfpa.ca

The project came together with the help of two groups:

- Meyers Norris Penny, who did all the calling and follow up work with growing the list (www.mnp.ca)
- Shervin Communications – who designed and developed the directory website (www.goshervin.com)

If you would like to increase your company's exposure, take advantage of advertising on the site, please contact the BCFA office (Adam at 1-604-504-4409 or adam@bcfpa.ca) and he can help you with rates.

Thank you to everyone who contributed; your continued support is fundamental to the Directory's success. A special thanks to Small Scale Food Processors Association (SSFPA), Western Canada Functional Food and Natural Health Product Network (WCFN) and BC Ministry of Agriculture and Lands for their collaboration and support on this initiative.

As we are still testing this new resource, your feedback will also be appreciated!

Funding for this project was provided by the Investment Agriculture Foundation of BC, Agriculture and Agri-Food Canada, the BC government and BCFA.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Investment
Agriculture
Foundation
of British Columbia



BRITISH
COLUMBIA



What we do, you could get elsewhere.



How we do it, makes all the difference.

our mantra:
relationships by design

It's about the experience, the process, the relationship.

- Packaging
- Branding
- Product label design
- Trade show displays
- Website development
- Product brochures



www.goshervin.com

Call us today, **604.422.0174**
Shervin Communications Inc., BCFPA Member

BC's Trans Fat Regulation Now in Effect

Healthy food choices are easier for British Columbians now that food service establishments can no longer use and serve foods laden with trans fat. Effective September 30, 2009, BC became the first province in Canada to restrict trans fat in foods prepared, served or offered for sale in restaurants, cafeterias, schools, healthcare institutions, in store delis and most bakeries. Industrially produced trans fat found in partially hydrogenated oil, increases a person's risk of coronary heart disease by raising levels of bad cholesterol and lowering levels of good cholesterol, leading to clogged arteries.

BC's trans fat regulation follows recommendations from the National Trans Fat Task Force, co-chaired by Health Canada and the Heart and Stroke Foundation of Canada. There are three requirements that apply to all food service establishments:

1. Documentation for food is kept on site and provided to the Environmental Health Officer (EHO) upon request (ingredient list, Nutrition facts table or product specification sheet) for all food in your establishment

2. All soft spreadable margarine and oil meets the restriction of 2% trans fat or less of total content
3. All other food meets the restriction of 5% trans fat or less of total fat content

Foods in which trans fat comes entirely from naturally occurring sources (ruminant meat and dairy products) are exempt from the restrictions as they do not pose the same harmful effects as industrially produced trans fat. Pre-packaged foods with a Canadian Nutrition Facts table on the package sold or offered directly to the consumer without alteration are exempt from the trans fat restrictions, as consumers are able to make an informed choice .

Environmental Health Officers from the Health Authorities will monitor and enforce the regulation as part of their routine food safety inspections. For more information on the regulation, product alternatives/reformulation, documentation and labeling, visit www.restricttransfat.ca or call 8-1-1 to speak to a Health Link BC dietitian.

Health Canada Notice

The Bureau of Chemical Safety would like to advise you of the following update(s) to the Food Allergies & Intolerances section of Health Canada website:

Health Canada's Consultation workbook on Precautionary Labelling of Priority Allergens in Prepackaged Foods is now available online and can be completed and submitted until February 10, 2010. Please select the following link to start the "Consultation Workbook":

www.hc-sc.gc.ca/fn-an/consultation/allergen2009/draft-ebauche-eng.php

Health Canada Consulting on Policy Options for Precautionary Labelling of Priority Allergens on Pre-Packaged Foods:

www.hc-sc.gc.ca/ahc-asc/media/advisories-avis/2009/2009_176-eng.php

Consultation on Precautionary Labelling of Food Allergens:

www.hc-sc.gc.ca/fn-an/consultation/allergen2009/index-eng.php

Metro Vancouver's Food Connections

Reprinted from the BCAC's Council Capsule with permission

Metro Vancouver organized a one day symposium to gather input towards developing a regional food system strategy (RFSS). Metro Vancouver recognizes that food is essential to our lives and too often food supply is taken for granted. Concerns about food safety, rising food prices, disappearing farm land, and world hunger have spurred a new era in supporting the production and consumption of nutritious local foods. Food security is becoming more of an issue.

Metro Vancouver has involved all sectors of the foods system in developing the RFSS – farmers, processors, regional health authorities, food banks, and educational institutions. A series of goals, strategies and actions around RFSS were developed with the input of a working group and a reference panel. BCAC executive and staff were participants in both groups.

The six goals of the RFSS are:

1. The region's food production capacity expands;
2. The demand for local food grows;
3. All sectors of the foods system are financially viable;
4. Food culture contributes to healthy communities;
5. All residents have access to a safe, culturally acceptable, nutritious diet; and
6. Environmentally sound practices are embraced by all.

Symposium participants were asked to discuss and review the goals, strategies and actions. Participants voted on which strategies and actions should be priorities. Metro Vancouver will compile the input from the symposium into a draft report that participants will be invited to comment on. The report will eventually be presented to the Metro Vancouver Board.

WorkBC Web Centre Opens for Employers and Job Seekers

Reprinted from the BCAC's Council Capsule with permission

A new, on-line service that will benefit British Columbians seeking career and skills development information, employers looking to improve labour productivity, and skills training service providers interested in emerging best practices has just gone live. The WorkBC.ca site provides an expanded source of information to meet the needs of each of the core users of labour market information. The five sections – career pathways, job seekers, employers, service providers and labour market statistics – guide users to relevant tools, facts and statistics, presenting case studies and success stories to outline how particular information or services can help.

The site will assist the core user groups in the following ways:

- Students can review career options, see what training, education and qualifications are required, and also look at future demand within their chosen path.
- Employers will find information on hiring and retaining workers, including resources on training, skills development, sources of labour and tips on performance management.
- Job seekers can review employment finding strategies, see what credentials are required for various occupations, and find links to skills upgrading programs and services.
- Career planning professionals can access up-to-date labour market information tracking current and forecast demand for specific job skills, tap into sector-specific resources, such as engineering, re-source and agricultural occupation profiles and tools, and access evaluation tools used to help identify specific training needs for their clients.

From Canada Brand

The Canada Brand Team is pleased to present the December 2009 issue of the Branding Matters! newsletter. Since the Holiday Season is fast approaching, we also take this opportunity to wish you, and your families, a safe and prosperous New Year. As always, your comments, questions and story ideas are welcome. Please contact us at: brandcanada@agr.gc.ca

New market analysis and information

The new Growing Forward policy calls for AAFC to play more of an enabling role for industry and to focus on providing value-added services. To this end, the department's Global Analysis and Institutions Division is developing new market intelligence research reports, which are posted on the Market research in key export markets section of our website.

Find out which of the European Union 27 countries have growing demands for pulses and why Brazil is generally becoming a more attractive market for food producers and retailers. New Global Analysis reports are posted regularly on our Canada brand website: <http://www.marquecanadabrand.agr.gc.ca/research-etudes/research-etudes-eng.htm>

If you'd like to receive the reports directly as they become available, please contact infoservice@agr.gc.ca and ask to be put on its distribution list. The division is also looking for feedback and suggestions on its services.

- Recently released reports:
- Regional Pathfinder: European Union Pulses
- The Brazilian Consumer: Behaviour, Attitudes and Perceptions toward Food Products
- Inside Japan Seafood Trade
- Inside China Pork Trade

Other new reports on our research page include intelligence on what's important to food buyers in Russia, the Kingdom of Saudi Arabia and the United Arab Emirates. And, you can now find factsheets on Canada's food and agriculture industry in Japanese and Chinese here:

www.marquecanadabrand.agr.gc.ca/tools-utils/fc-eng.htm

Recent Canada Brand co-brands

We are pleased to announce three new Canada Brand co-branding agreements have been signed in Taiwan.

Hensall District Cooperative Inc. from Ontario, Canada's largest exporter of soybeans, entered agreements with Kuang Chuan Dairy Limited, a leading Taiwanese drink manufacture, as well as one with Hau Shang Brother Farm Foods Company Limited, a crude soy milk supplier for Kuang Chuan Dairy. A third agreement was signed between Kowanetz Farms Limited, an Ontario ginseng exporter, and Hua To Fu Yuan Tan Pharmaceutical Technology Limited, an importer and distributor of Chinese herbal medicine products.

A co-branding agreement allows foreign companies to use a Canada brand logo to promote Canadian content in their finished products. Co-branding agreements are beneficial to the Canadian food and agriculture sector. They promote customer loyalty and increase recognition of Canadian products at the consumer level. AAFC has designed a co-branding logo, which is modified to reflect the Canadian ingredient being used.

Basic Requirements:

A Canadian ingredient must be originally grown, raised or harvested in Canada.

The co-branding logo can only appear on products where the ingredient being promoted is 100 percent Canadian and is one of the first two ingredients listed in the product's label.

The foreign company must demonstrate it has the systems in place to ensure the Canadian ingredient does not cross-contaminate with the same ingredient from another source.

Regional Canada Brand Representatives

Do you have any questions about the Canada Brand? Please contact the Canada Brand representative in your region. We're here to serve.

Emily MacKenzie, Market and Trade Officer
604.666.1065 / emilymackenzie@agr.gc.ca

4th Annual Growing the Margins and 2nd Annual Canadian Farm and Food Biogas conferences

Please be advised that the Preliminary Programs for the 4th Annual Growing the Margins and 2nd Annual Canadian Farm and Food Biogas conferences are now posted on their respective web sites (www.gtmconference.ca and www.biogasconference.ca). Also on the web site are descriptions and preliminary agendas for the four value-added associated events: 2nd Annual Biomass Heat Networking Forum; Biogas 101 Workshop; Solar 101 Workshop; and Biogas Co-substrates for the Farm and Food Sectors Workshop.

Early bird registration rates are in effect until January 30th.

BCIC Innovation Summit 2010

The BC Innovation Council Life Science's Innovation Summit 2010 is the first of its kind in BC with a focus on the commercialization of new technologies in the agriculture, food and ag-bioproducts sectors through business partnerships. The event will be held January 7 and 8, 2010 at the Hyatt Regency Vancouver. The event features three expert panels where you can learn the techniques and strategies from industry experts and entrepreneurial case studies that directly impact a start-up's success:

- Business Fundamentals - Planning for a successful business
- Get Fundable - Access to capital and strategies for raising investment.
- Success Stories - Case studies from established entrepreneurs in these sectors

BCIC would very much like to have broad agricultural participation in the event and will discount \$25 off the registration for BCAC member associations and their members. Registration is online or you can contact BCIC directly at Lifesciences@bcic.ca for the discount codes if you wish. For more information, please

see the BCIC website at: <http://www.bctic.ca/>.

Special offer for **Process This!** Readers

The BC Innovation Council is offering free admission to the BCIC Innovation Summit 2010. The BC Innovation Council has organized this unique networking event for agriculture and food leaders, researchers, start-up companies, innovators and entrepreneurs. Click [here](#) for the special offer of free admission.

The [Innovation Summit 2010](#) features:

- Awards Evening with prizes totaling \$600,000 to the winners of the Commercialization of Agricultural Technology (CAT) competition.
- Expert Panel Discussions – topics include: *Business Essentials, Get Fundable, Success Stories*
- Pitch Sessions – companies will have an opportunity to develop business partnerships
- Exhibit Booths – discover organizations that provide services to help your business.



BCFPA Members in the News

BC Dairy Foundation Wins National New Media Award

BC Dairy Foundation's nutrition education game, [Titanium Chef](#), won the Canadian New Media Award for "Best Kids Interactive". The Canadian New Media Awards held in Toronto on December 1st, celebrate the very best of the web, mobile media, interactive TV, online gaming and digital marketing initiatives. *Titanium Chef* is an interactive, web-based role playing game designed to teach students in grade six to eight about Canada's Food Guide and how to make healthy meal choices. *Titanium Chef* can be played by anyone for free at www.titaniumchef.ca. "The success of *Titanium Chef* is beyond our wildest dreams; we believe this game has the potential to revolutionize nutrition education strategies," said Kenton Delisle, BCDF dietitian. "Titanium Chef has been so popular that we have had to upgrade our server twice."

*Kenton Delisle, Dietitian, BC Dairy Foundation, and
Wil Arndt, Designer, mod7 Communications Inc.*

BCFPA Giving Back Program

BCFPA works with charitable organizations that specialize in feeding the homeless, such as, [Lookout Emergency Aid Society](#). Lookout Emergency Aid Society appreciates the chicken carcasses donated by [Hills Foods](#). As Tina Hills says, "We cut so much chicken in a year; we call these charities when we have an accumulation." If your company would like to learn more about donations, call [Karen Young](#) at Lookout Emergency Aid Society, 604-255-0340.





BC MEATING NEWS

Welcome to the BCFPA's **BC Meating News**, providing information towards increasing livestock harvest and sales of high-quality, safe, BC-produced-and-processed meat products. This is a monthly publication of the Meat Industry Enhancement Strategy (MIES).

Ranching Task Force Final Report

On Dec 9, 2009, the Ranching Task Force released its final report and recommendations to the Provincial government. The RTF was formed at the request of Premier Gordon Campbell to identify the regulatory barriers hindering the B.C. cattle sector and make recommendations for addressing these barriers to assist the industry to thrive, given the current economic climate.

Many of the RTF's recommendations focus on changes to regulations and policies related to topics such as water access, wildlife management, slaughter waste disposal and infrastructure. The RTF also expresses support for recently announced fencing programs and the Harmonized Sales Tax (HST).

The complete report is available online at www.ranchingtaskforce.gov.bc.ca.

SRM Management Program Decision on Four Applications

Following consultation and a thorough review of economic, social and environmental aspects, the Province has

made a decision on four applications for funding under the Canada-British Columbia Specified Risk Material (SRM) Management Program. The program is designed to assist the province's beef processing sector in complying with the Canadian Food Inspection Agency's enhanced feed ban regulation. Three funding applications were for composting of non-SRM. The fourth funding application was for Interior Agri-Solutions Inc., a collection service for SRM and non-SRM in both the south central and southern Interior regions. Only Interior Agri-Solutions' application was approved. The assessment of the three composting proposals concluded that while the environmental risks could be adequately addressed, the economic benefit for the local slaughter industry did not justify public investment of funds, particularly since none of the composting applications provided a solution for SRM slaughter waste.

Notification of Agricultural Waste Control Regulation Review Process

The Province is requesting the input of stakeholders and the public into the Agricultural Waste Control Regulation (AWCR) Review Process. The Regulation came into force in 1992 and while some amendments were made over the years, it has not been comprehensively reviewed since. The review was initiated for a number of reasons, including

- to harmonize the standards in this regulation with other regulations,

- to consider new technologies regarding the handling and disposal of agricultural wastes, and
- for compliance and enforcement issues.

The Review is currently in the scoping phase. At this time, the Ministry of Agriculture and Lands is seeking input to assist in determining priority areas of the regulation that should be reviewed. They are also developing a key stakeholders list and if you would like to be kept informed of consultation opportunities, and/or be updated on the regulation review, please provide your contact information and your comments on the attached form, and return the information to Margaret Crowley at:

Email: Margaret.Crowley@gov.bc.ca

Mail: PO Box 9341 Stn Prov Govt
Victoria BC V8W 9M1

Fax: (250) 387-8897

For further information and access to more on-line resources, visit our Web site at www.bcfpa.ca/mies.html

Acknowledgement



Funding for key programs is provided by the Province of British Columbia.



MEYERS NORRIS PENNY LLP



Homegrown business solutions.

Whether you are a primary producer, processor or investor in the agri-food industry, MNP understands the challenges you face. From the farm gate to the dinner fork, MNP has invested more time and resources into understanding the agriculture industry than any other chartered accountancy firm in Canada. With more than 15,000 Ag clients and a team of over 600 Ag specialists, MNP has the homegrown experience to find the right solutions for you and your business.

It's knowing your vision, your business and you.

To find out what MNP can do for you, contact Andrew Raphael at 604.637.1567.

Chartered Accountants & Business Advisors

604.637.1567

mnp.ca

Finding the
right answer
starts here.



Trends in the US Functional Foods, Beverages and Ingredients Market

The United States has the largest functional food and beverage market in the world and it is expected to have an annual growth rate of 6.1% from 2007-2012. Growth in the functional foods category is being driven by an ageing US population, high health care costs and consumer awareness of the link between diet and health. Some US consumers are turning to functional foods because they are strapped for time and have challenges meeting all of their nutritional needs through traditional foods. Concern about health is driving a number of sub-trends in the US market and fuelling interest in certain ingredients, such as low-calorie sweeteners, fibre, probiotics, omega fatty acids, anti-oxidants and sodium substitutes. Food and beverage manufacturers are recognizing the opportunities in the market for these products and are reformulating products to introduce healthier versions and developing new, healthy products.

There are new sweeteners available in the US that are made from stevia, an ingredient which was recently given "Generally Recognized as Safe" status in the US. These sweeteners are both low-calorie and derived from "natural" plant sources and products made with them will appeal to consumers who want to manage weight or diabetes and/or who are concerned about consuming artificial sweeteners.

There are also new fibre ingredients available that can be added to a range of products, which will not negatively impact taste. US consumers do not get enough fibre and are looking for easier ways to increase their fibre intake. Many new products have been launched with added fibre and it is also a main component of new satiety foods that are positioned to help with weight management.

The US probiotics market was late to develop compared to other countries, but now represents a significant growth opportunity for food manufacturers. Major brands have paved the way to create consumer awareness of probiotics. Prebiotics are less well known than probiotics, but their growth is expected to outpace probiotics over the next few years. Probiotics, although traditionally associated with dairy products, are now appearing in other formats such as juices, bars and confectionary.

US consumers are very aware of unhealthy fats, such as trans-fats and saturated fats and are now becoming rapidly aware of

healthy fats, such as polyunsaturated and monounsaturated fats (e.g.: omega-3 and omega-6 fatty acids). US manufacturers are responding to this interest, as over 40% of product launches in the US last year were of "high-omega" foods. There are unique omega ingredients available on the market, such as flax ingredients, which are suitable for different applications, such as spreads, dairy, baby food, juices and bread, and that address previous formulation challenges associated with oxidation causing a "fishy" taste and smell.

Many new products feature anti-oxidant ingredients, such as vitamins or "superfruits". Pomegranate, berries and açai are popular "superfruits" and there are others that are starting to appear in products. There is significant consumer awareness of anti-oxidants and their benefit, which is propelling further growth in this category. Anti-oxidants are also appearing in a number of "beauty" foods and drinks, which present a market niche opportunity, particularly for beverage manufacturers.

Americans take in 23-43% more salt than the recommended daily intake. Most consumers are unaware of how much salt they actually consume compared to the recommended daily intake. However, they are very aware of the negative health implications of consuming too much salt and sodium content is often checked on nutrition panels of products. Manufacturers are responding by introducing reduced sodium extensions of existing products and incorporating new ingredients that maintain a salty taste.

Canadian food processors should consider developing healthier versions of current product offerings and developing new products in order to meet the growing consumer demand for healthier foods in the US market. Manufacturers should keep in mind their target demographic, as different segments of US market have different health concerns and expect different functionality from their products. Manufacturers should take into account other potential demands of their target market, such as convenient format, "natural" food, etc. Manufacturers need to determine whether the functional ingredients they are planning to use are approved for use in the US market and whether label claims can be made, which can help reduce consumer confusion at the time of purchase.

To read the full report click [here](#).

Metro Vancouver residents put high value on local farmland, study finds

VANCOUVER, B.C., November 27, 2009 – A new study released today finds that members of the public across Metro Vancouver place a high dollar value on the multiple benefits local farmland offers.

An Estimate of the Public Amenity Benefits and Ecological Goods Provided by Farmland in Metro Vancouver found that residents across the region identified local food, greenspace and wildlife habitat as the top three benefits of farmland. The study was conducted for the Fraser Basin Council by agrologist Mark Robbins in collaboration with the Public Policy Program of Simon Fraser University.

For the full media release, visit www.iafbc.ca/what_s_new_or_media/what_s_new.htm. For the full report on the study, visit www.fraserbasin.bc.ca/regions/report_farmland_2009.html.

Top Ten New Food Trends for 2010

Some key trends and developments are emerging that are likely to have a profound effect on the market over the next year or so and Innova Market Insights has identified its top ten new product trends for the coming year:

The downturn in the economy seems to be making people nostalgic for simpler times, and simpler foods. The interest in "back to basics" has driven interest in natural and clean-label foods. More natural ingredients, including natural sweeteners extracted are on the rise. The natural trend has been particularly evident in beverages, with activity dominated by bottled water and fruit drinks.

Increasingly well-informed consumers are looking for locally-sourced, more sustainable and fairly-traded products. While the organic trend has flattened in the downturn, fair-trade new product activity is continuing to rise. The notion of carbon foot printing also looks set for a move into the mainstream.

Consumers are becoming increasingly skeptical of foods that fail to provide an immediate benefit. Foods with more traditionally perceived benefits, such as fruit and vegetables and milk, will be pushed further as inherent health benefits are communicated.

The European Food Safety Authority makes tough rulings on ingredients in functional foods. This makes it difficult to predict exactly which ingredients will triumph, but tough times are definitely ahead for radical and obscure ingredients making outlandish claims.

Swine flu fears have fuelled a demand for immunity boosting products, and we can expect ingredients such as probiotics and various antioxidants to be marketed on this platform in 2010.

"Energy" is the hot concept in functional foods, as stimulating

ingredients are used in new applications. The "energy" concept is also increasingly hot in confectionery product activity, particularly for chewing gum.

The gradual move toward more "gluten-free" and other "free-from" foods over the past few years accelerated in 2009 to involve some of the major players and to focus more on taste and quality. High-quality brands are emerging positioned as "easy to digest," "easy on the stomach" or "mild."

Grocery retailing is one of the few sectors smiling in the downturn and enjoying a boom in both budget and high-end products, while the mid-sector is squeezed. One of the 2009 catchphrases was "Staying in is the new going out". Despite some indications of "green shoots of recovery" on the horizon, consumers do not have the confidence to foresee complete economic recovery as yet. Foodservice will continue to struggle for some time as consumers continue to rediscover their cooking/entertaining skills.

Rising levels of interest in very hot products are being reported, with major brands such as Pringles launching Extreme Flavors. New food varieties and styles will move to the fore.

It is no longer enough to simply create a product with a regional positioning; the product should be based on ingredients from that region and ideally even be produced there. With the growing number of immigrants and a rising interest in authenticity, regionally-produced foods will undoubtedly be on the rise.

Source: www.foodprocessing.com

Release of 'Development of a Calculator for the Techno-economic Assessment of Anaerobic Digestion Systems' document

The following document is phase one of an on-line Anaerobic Digestion (AD) calculator project at UBC. Included in this document is a literature review, the properties of organic wastes, kinetic models for AD and available reactor configurations, and existing AD-related calculators. This was produced by Sue Baldwin, Anthony Lau and Max Wang (Chemical and Biological Engineering, UBC).

The document can be accessed at:

www.bcfarmbiogas.ca/files/pdf/AD%20Calculator%20Report.pdf

Applications for Land Commission Chair being Sought

Reprinted from the BCAC's Council Capsule with permission

With the forthcoming retirement of Erik Karlsen, the position of Chair of the Agricultural Land Commission (ALC) will become vacant as of April 1st 2010. The Board Resourcing and Development Office (BRDO) is accepting expressions of Interest until January 8th, 2010 from qualified individuals who are interested in this important part time position. Given the very significant role that the ALC plays in carrying out its responsibilities in the administration of the Agricultural Land Commission Act, it is vital that applicants with a good understanding of the agriculture industry come forward.

Information about the position description, requirements and the application process is accessible through the Commission's website at www.alc.gov.bc.ca under "latest news". If you are aware of individuals who may be interested and qualified for this position, please direct them to this application process.



KIDS LOVE POPCORN

Now It's Even
Better For Them!

All-In-One Popcorn made with,

SUNFLOWER OIL

All in one popcorn is made with Sunflower Oil and contains everything you need to make fresh, delicious, healthier popcorn.

Nutrition Facts		
Popcorn (Sunflower Oil), 8oz		
Serving Size: 1oz [28g]		
Amount Per Serving		
Calories	140	
Calories from Fat	50	
% Daily Value*		
Total Fat - 6g	9%	
Saturated Fat - 0.5g	3%	
Trans Fats - 0g	0%	
Cholesterol - 0mg	0%	
Sodium - 280mg	12%	
Total Carbohydrates - 18g	6%	
Dietary Fiber - 3g	12%	
Sugars - 0g		
Protein - 3g		
Vitamin A	0%	
Vitamin C	0%	
Calcium	0%	
Iron	4%	
*Percent Daily Values are based on 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.		
Calories		
	2,000	2,500
Total Fat	Less Than 65g	80g
Sat. Fat	Less Than 20g	25g
Cholesterol	Less Than 300mg	300mg
Sodium	Less Than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g



What Sunflower Oil Means To You:

- 80% less saturated fat than coconut popping oil
- Non hydrogenated
- Unlike hydrogenated canola oil, sunflower oil doesn't have any trans-fat
- Zero cholesterol
- Sunflower oil gives you

PEANUT FREE

GREAT TASTE! A healthier choice!



Contact your nearest Harlan's branch today for all the details.

HEAD OFFICE | WINNIPEG | REGINA | SASKATOON | CALGARY | EDMONTON | VANCOUVER | NANAIMO | SEATTLE/KENT WA
PH 204.975.0509 | PH 204.697.1779 | PH 306.757.2490 | PH 306.249.2676 | PH 403.253.9214 | PH 780.454.3333 | PH 604.525.6466 | PH 250.751.8989 | PH 253.872.4941

www.harlanfairbanks.com

HARLAN FAIRBANKS A Division of Premium Brands Operating Limited Partnership



BCFPA Committee Activities

Human Resources Committee:

Co-chairs: Dal Dulkoan, Sun Rich Fresh Foods; Roslynn Smith, Grimm's Fine Foods Ltd.

The committee met on November 25 at JD Sweid, Langley. By 2017, 60% of BC's population will be foreign born. Provincial Language Service – PLS offers interpreting, translation, consulting and training services in more than 100 languages. The service offers competitive rates. PLS Manager, Angela Sasso reviewed what the language service offers

- Interpreting, (oral rendering of one language into another) by telephone is available immediately or can be booked in person.
- Translation (written rendering of one language into another) can be done by document, or in the case of multimedia, in parallel across a platform.
- Consulting – managing cultural differences
- Training – developing workforce skills – although interpreters may not be trained in a specific industry, PLS interpreters are trained to do 'whisper' interpretation.

The HR Committee works closely with the BC Food Processors Health & Safety Council. Many members have participated in the pilot year for the Synergy Project. George Scott and Heinrich Beukes from BCFPHSC presented an update on the project. Click here for a link to the Synergy presentation.

The next meeting is January 27 and the speaker is Barb Penner

from Community Living BC – Employment Initiatives Project.

The HR Committee meetings are an opportunity to share ideas and challenges with other food processing HR professionals. For more information on the HR committee, call Donna at 604-871-0190 or email donna.brendon@bcfpa.ca.

Operations Committee:

Co-chairs: Alistair Johnston, Vanderpol Food Group, Kristen Spanza, Sun Rich Fresh Foods

Sun Rich Fresh Foods hosted the November meeting. Consultant Andrew McFadyen, Lean Sensei presented, Mistake Proofing Lean Solutions. Andrew suggested a homework assignment for the group: "go back to your plant, choose a spot not too close, not too far away from the process you want to examine, stand still for 10 minutes: observe material, information, and people then identify risks. This method of observation will reveal unexpected insights." Click here for notes from Andrew's presentation.

Many of the processors are either looking at Lean program or are already using Lean principles in their operations. Much of the roundtable discussion focused on advantages and challenges of using Lean processes.

Jeff Mabbutt and Scott Sinclair from Chamco Industries Ltd. gave a short presentation on compressed air – air quality. Chamco Industries intends to present a seminar designed for food processors on air quality issues with compressed air in January.

The Operations Committee meets every month, over lunch.

Participants find it valuable to tour the plants and keep up-to-date with topics of interest. The meetings are a rare opportunity to share ideas and challenges with other operations professionals. The next meeting is January 22 at Fresh Direct Produce Ltd. The topic is WorkSafe BC return to work initiative.

For more information on the work of the committee as well as meeting minutes click on: <http://www.bcfpa.ca/operations.html> or call Donna at 604-871-0190 (Vancouver office) or email donna.brendon@bcfpa.ca.



At the Operations Committee Table



BCFPA Committee Activities

Food Safety Committee

**Co-chairs Michelle Argue, J S McMillan
Fisheries, Ramona Tolan, Sepp's Gourmet
Foods**

The November meeting featured a presentation by Rebecca Robertson on the 5 HACCP Gaps and her recommendations on how the food industry can benefit by applying business principles to HACCP implementation. According to Rebecca, "Businesses should view Food Safety as an opportunity not a cost centre." Click here for a link to Rebecca's important presentation. Jeffrey Solate, Executive Director of Canadian Food Safety Institute, joined the meeting by phone. The CFSI certifies Food Safety Auditors. The Institute's Certification Competency program is based on several national, international harmonized ISO standards including ISO 17420, ISO 22000 and ISO 1101. Jeffrey explained the programs available from the Institute and answered questions from the group.

In order to attend a meeting, we ask that participants sign a confidentiality agreement which is kept on file. The next meeting is January 21, topic: Air Quality in Compressed Air systems, location: TBA.

For more information click on http://www.bcfpa.ca/do_foodsafety.html or email Donna at donna.brendon@bcfpa.ca.

Membership & Marketing Committee

**Co-chairs: Chris Ball, Reliance Insurance
Agencies, Scott Stone, Tapp Technologies**

The Membership & Marketing Committee is developing a Sales Managers Committee. The Steering Committee met and developed a list of meeting topics which include: using social media, strategic alliances with wine makers and breweries, branding – case studies, marketing at trade shows. This group is planning FoodPro West 2010, scheduled for Friday, June 4 at the Delta Burnaby Hotel.

The Membership & Marketing Committee also oversees the:

- BC Hydro Power Smart Energy Manager program and Energy Committee,
- Food Processors Marketplace www.foodprocessorsmarketplace.ca – a food processing industry job board and exchange,
- Food Processors Directory – www.foodprocessorslist.ca.

- Exclusive BCFPA affinity programs such as Employee Benefits program through Group Health Global and Business Risk Insurance with Reliance Insurance Agencies.

For more information on this committee: http://www.bcfpa.ca/do_communications.html

Advocacy Committee

Chair Gay Hahn, Avalon Dairy

The Advocacy Committee advocates on behalf of BCPA members for equal and responsive regulations. The Committee also provides input to influence government programs and policies.

Some of the member issues on which the group is currently working, are:

- Food Safety;
- Contaminants in Rice;
- Member Discounts at BCIT;
- Property tax reduction extended to the Food Processing sector Food Safety;
- Unnecessary sablefish testing;
- Excessive rates for BC companies at Leduc, AB testing facility; and,
- Surcharge for damages by grocery chains on dairy products.

"The value of membership for Purdy's Chocolates is in the BCFPA Committees. Our staff connect with other processors through the Operations, Food Safety and Human Resources Committees. The meetings provide an opportunity to listen to presentations, discuss operational challenges, and to learn from peers. Issues discussed in committees are brought to the attention of the Board for action by the Advocacy Committee. BCFPA is our voice with government and stakeholders."

Peter Higgins, Purdy's Chocolates, Ltd.



INDUSTRY EVENTS

Highlights of Events

BCIC Innovation Summit 2010

Driving the commercialization of new technologies in the Agriculture, food and ag-bio products sectors:

Join us for the kick-off event, the Commercialization of Agricultural Technology (CAT) Competition Awards evening, where four emerging BC companies will be recognized and awarded prizes totaling \$600,000.

To register, please go to: www.bcic.ca/industry/life-sciences/agri-food/summit-2010

For further information, please contact lifesciences@bcic.ca or go to the website: www.bcic.ca

Date: January 7 to 8, 2010

Location: Hyatt Regency Vancouver, 655 Burrard Street, Vancouver, BC

Registration Fee: Early bird price: \$75 (ends December 18, 2009), Regular: \$100

New Exporters Program to the Pacific Northwest

Interested in Exporting Food and Beverage Products to the USA?

Join this Mission for New Exporters! Agriculture and Agri-Food Canada, the Canadian Consulate General in Seattle and the Alberta Agriculture and Rural Development are organizing a two-day educational trip to Seattle on January 13 to 14, 2010 (Wednesday and Thursday). This trip provides an excellent opportunity for food and beverage product manufacturers, with little or no previous exporting experience, to be introduced to exporting and to explore this promising market first-hand. Please note it is not a selling mission.

For further information, please contact Emily Mackenzie at 604-666-1065 or emilymackenzie@agr.gc.ca.

Eighth Annual Agri-Food Gala

Announcing the Eighth Annual Agri-Food Gala! New Date! Wednesday, January 27th, 2010 starting at 5 p.m. At the Ramada Plaza and Conference Centre, Abbotsford Kick off the Pacific Agriculture Show in style and join us for an evening celebrating BC's food and wine industry and recognizing leadership in the agriculture industry in BC.

Valuable networking opportunities with over 450 agricultural industry representatives, farm organization leaders and agribusiness representatives. Honour the outstanding members of our industry at the Awards Program presented by BCAC, BC Outstanding Young Farmer Program, and Investment Agriculture Foundation of BC.

For tickets or sponsorship opportunities call the BCAC office at 604-854-4454 or info@bcac.bc.ca or www.bcac.bc.ca.

Date: January 27, 2010

Location: Ramada Plaza and Conference Centre, Abbotsford, BC

North American Summit on Food Safety

There is an upcoming event that will be a valuable asset for you to tackle your most pressing tasks and stay up-to-date with the latest innovations in food safety. The 6th annual NORTH AMERICAN SUMMIT ON FOOD SAFETY is being held March 9th & 10th in Toronto.

For full details, visit:

http://www.strategyinstitute.com/030910_fs6/dsp.php

Explore NEW IDEAS and SUCCESSFUL INITIATIVES:

Regulatory and Audit Updates
Pathogen Management
Listeria Investigation
International Perspective
Labeling Regulations

ACT NOW! Space is limited and sure to sell out. Reserve your spot by December 18th and SAVE \$100 off the regular registration price. Mention VIP CODE: FSS100D

Take away strategies to tackle your challenges with real life case studies from: Kraft, Cargill, High Liner Foods, Yum! Restaurants, Campbell, MAFRI, Canadian Horticultural Council, McCormick and many more...

CALL: 1-866-298-9343 x200

EMAIL: customercare@strategyinstitute.com OR

CLICK: http://www.strategyinstitute.com/030910_fs6/dsp.php

Date: March 9 to 10, 2010

Location: Holiday Inn Yorkdale, Toronto, ON

IN THE NEXT ISSUE

- BCFPA's Strategic Direction for 2010

- Meating News

- Committee Activities

Reports from our Human Resources Committee, Operations Committee, Food Safety Committee, and Membership & Marketing Committee.

- Events

Highlights of recent and upcoming BCFPA and other industry events.

- Much More Exciting Stuff from the World of Food Processing!