



BC Food Processors

A S S O C I A T I O N

Sales & Marketing Committee

MINUTES

July 27, 2010, 2:30-4:30 pm

[Reliance Insurance Agencies](#)

ATTENDEES

Ruth Spink, Revenue Services Group	Elena Middlemass, Vanderpol Food Group
Kay Barter, Golden Boy Foods	Navneet Mudhar, Great Little Box
Eva Sun, Libra National	Sophia Yip, Libra National
Chris Ball, Reliance Insurance (Board Liaison)	Mark Johnson, Reliance Insurance

1. **Roundtable:**

- a. Website re-design: are you using a graphic designer (for the look) when you should be using a digital designer (for the architecture and user experience)? Attendees exchanged names of good digital designers. Companies are moving away from Flash sites to more interactive websites with social media links.
- b. Navneet asked the group if SFI (Sustainable Forestry Initiative) certification in packaging is on the radar. There is more interest for packaging for organic foods but, yes, retailers are looking for this certification. SFI Certification is certainly on the Loblaws agenda and, of course, Walmart has their sustainability scoreboard and Overwaitea Food Group is looking at products' carbon footprint. Chris highlighted the Sequel Naturals labels for clarity in stating their environmental impact.
- c. Social media – companies should have a strategy of how they will use and respond to social media. Eva recommended hiring a savvy young person rather than a digital designer to help with social media – they are “connected to the next big thing.” Another trend is developing games to market new products. Ruth used the example of VW promoting a game.
- d. YouTube videos: dealing with misinformation about your product: Dairy Farmers of Canada milk video:
http://www.youtube.com/watch?v=JWw_P_CH638
- e. Is there a chance to work as a buying group to reduce cost of printing for example?
- f. Business cards – does your card have a place to writer notes?

2. **What worked, what didn't** for the meeting: Agreed that topics and locations be confirmed as far in advance as possible - see list below. Associates should engage clients to provide venues for meetings – perhaps a brewery or winery? This is a new committee – perhaps we can have someone from an established committee share their

strategy for success. Eva suggested that instead of introductions, we should circulate a brief questionnaire (Eva to provide a template) to the group and ensure that attendees have the results to pre-read before the meeting. I will put times next to agenda items to help with managing the meeting. Attendees would like to see the committee take on some projects for the group.

3. Upcoming topics and speakers

- a. **August 24 11:30-1:30 (note time)** Cost: \$10 to cover the cost of lunch (receipts provided) Topic: **Marketing to the new immigrant Chinese Market**, Rachel Cheung from Captus Marketing will speak about the opportunities of what changing demographics caused by new Chinese immigrants means to Canadian businesses. She will discuss how successful companies must adapt and capitalize on these changes in order to remain competitive and succeed in such a culturally diverse market like Vancouver. Rachel will also present a case study for Superior Tofu to demonstrate how a great advertising idea played an important role in helping our client further reinforce their brand promise to the Chinese community. Includes a tour of their state of the art egg breaking machine. **Location:** Vanderpol Food Group, 3911 Mt. Lehman Road, Abbotsford
 - b. **September 28 2:30-4:30** Topic: **Cause Marketing** – how [Quest Food Exchange](#) and [Lookout Emergency](#) use various electronic methods to connect to supporters and donors. Location: Quest Food Exchange 2020 Dundas Street, Vancouver
 - c. **October 19 2:30-4:30** Topic: **Invoke Media** –Using Social Media Location TBA
 - d. **November 23 2:30-4:30** *Branding Case Study* Company to be confirmed. Location TBA
 - e. **December 13 2:30-4:30** *Managing your social media accounts using HootSuite* Tentative Location: TBA
 - f. **January 25 2:30-4:30** *Trade Shows – maximizing your impact*
4. Discussion of possible topics in order of importance for the group:
1. **Social Media**
 2. **Branding** – case studies – Nature’s Path brand study?
 3. **Listing fees** – negotiation strategies, ROI & execution at retail
 4. **Trade Shows** – Grocery Showcase West, Expo West which shows work, pre/post show promotion, booth takeaways, demos/samples, look & feel of booth
 5. Cause marketing – tying in with charities and/or green initiatives
 6. Strategic alliances
 7. Marketing to consumers – Davis Yung suggested the Marketing Director for Kiwi Fruit.
 8. Engaging the industry press
 9. Packaging
 10. Web sites –Google analytics – understanding and evaluating your website

Thanks to Mark, Chris and Reliance Insurance Agencies for providing the meeting space.

Next Meeting – **August 24 11:30-1:30** (Lunch) TOPIC Marketing to the new immigrant Chinese Market Location: Vanderpol Food Group, 3911 Mt. Lehman Road, Abbotsford