



Great Food Great Living

BC Food Processors Association

MEMBER NEWSLETTER
March 1, 2006

Welcome to the new newsletter for BC Food Processors Association members. It is under development, so please send any feedback to the BCFPA office.

Industrial Efficiency Initiative: Save Energy, Maximize Profits

The BC Food Processors Association, with the Northwest Food Processors Association (NWFPFA) and BC Hydro, present this international satellite teleconference on management strategies and innovative technologies and techniques to reduce energy costs, increase productivity, and maximize profits. **Register today!**

Date: March 9, 2006

Location: Morris J. Wosk Centre for Dialogue, 580 West Hastings, Vancouver, BC

Cost: \$100 CDN per participant, including GST, continental breakfast and lunch

Web page: http://www.bcfpa.ca/Industrial_Efficiency_Initiative.html

Keys to Effective Brand Building

Hands-on workshops to help food and nutraceutical companies understand branding. Phase I will provide an overview of brand theory. Phase II will focus on implementation of a brand strategy. The workshops will include case studies and opportunities for interactive learning. Bring your branding ideas! Dates & Locations:

- Vancouver, Phase I, April 3, Delta Vancouver Airport Hotel
- Vancouver, Phase II, May 24, Delta Vancouver Airport Hotel
- Kelowna Phase I, April 5, Ramada Inn Kelowna
- Kelowna Phase II, Okanagan Grand Kelowna

Watch for registration details in coming weeks.

For a full list of events, see the website: <http://www.bcfpa.ca/events.html>

New Funding Opportunities: Direct Access Fund and Innovation Fund

Two new programs from the Canadian Dairy Commission to facilitate access to expert technical support.

Contact: Shana Bailey, Marketing Officer: 1-866-366-0676 or sbailey@agr.gc.ca.

IFT Annual Meeting & Food Expo 2005 – Final Project Report

In July 2005, the BC Food Processors Association and the BC Functional Food and Nutraceutical Network organized this trade mission, with assistance from the Food & Beverage Processing Industry Initiative.

Website: http://www.bcf2.com/IFT_final_report.pdf.

NEWS

- For a second time, BCFPA member Nature's Path Foods Inc. has won the BC Export Award. Read more at: <http://www.bcfpa.ca/Announcements.html>.
- Health Canada is seeking feedback from all Canadians on the revised Food Guide. Website: http://www.hc-sc.gc.ca/ahc-asc/public-consult/col/food-guide-alimentaire/consult_e.html.