



Great Food Great Living

BC Food Processors Association

MEMBER NEWSLETTER March 17, 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.

New Members

- J.D. Sweid Ltd., meat processor
- Revenue Services Group, consulting and financial services

Highlights from March 2 Board meeting:

- Communications Action Plan update: new brochure nearly complete; breakfast meeting planned for mid-May; Volunteer for website development needed.
- Guest Ted Johnston from the Alberta Food Processors Association spoke on strategies to develop the BCFPA and opportunities to partner with the AFPA.
- Food Safety & Regulatory Issues Committee planning meeting with representative from Provincial Food Safety Initiative representative.
- Agri-Food Partners in Healthy Eating at BC Foodservice Expo, March 6-7
- Next Board meeting: April 7, DDB Canada, Vancouver

Keys to Effective Brand Building

Two-phase, hands-on workshops to provide an overview of brand theory and strategy, and opportunities to develop an implementation plan. **There is limited space, so register today!** See the website: <http://www.bcfpa.ca/>.

Member Programs on the Way

The BCFPA is developing member discount programs for telecommunications, auto rentals, hotels and petroleum. An affiliate program with the **BC Centre for Quality** is also in process. If you have suggestions for additional programs and services, please contact the BCFPA office.

UPCOMING

- **Mar. 22-25, Canadian Produce Marketing Association Annual Trade Show**
Website: http://www.cpma.ca/en_tra_home.asp
- **Mar. 23, Export Plan Workshop, Chilliwack**
Contact: Elise Legendre at 604-666-1065 or legendree@agr.gc.ca

NEWS

- Presentations from the BC Food Protection Association's Speaker's Evening on Allergens are available: <http://www.bcfpa.net/SubPages/Events/NextEvent.htm>.
- **Job Posting:** National Seafood Sector Council Regional Coordinator – Ontario. Position details available at: <http://www.nssc.ca>.
- **Small Business Roundtable Online Survey** to identify key issues, concerns and opportunities affecting small business in British Columbia. The survey takes 10-12 minutes and is available at: <http://survey.malatest.com/smallbusiness>.