



Great Food Great Living

BC Food Processors Association

MEMBER NEWSLETTER **May 26, 2006**

Welcome to the new newsletter for BC Food Processors Association members. Please send your feedback and story ideas to the BCFPA office.

New Members

- Adams Labels
- Flora Protein
- Rogers' Chocolates Ltd.
- Westberry Farms Ltd.

As part of the membership drive underway, the Communications & Marketing Committee is challenging each member to enroll 3 new members in the Association. For a list of current members, see this page: <http://www.bcfpa.ca/aboutus.html>.

Guelph Food Technology Centre Training in British Columbia

The BCFPA is offering Guelph Food Technology Centre (GFTC) HACCP courses in Vancouver and Kelowna starting in May. All paid BCFPA members receive reduced rates. **Register today!** See: http://www.bcfpa.ca/GFTC_training.html.

Western Grocer Advertising Opportunity

The BCFPA reserved space for a feature article in the July/August issue of Western Grocer magazine to promote the Association and its members. BCFPA members will receive a 30% discount on advertising in this issue. To book your advertising space, contact Melanie Bayluk: melanie@mercury.mb.ca or 204-954-2085 ext.215.

Grocery Showcase West 2007

The BCFPA has reserved 2 booths for 2007 to showcase the BCFPA and products from food processing companies under the umbrella of the Association. To book your space, contact the BCFPA office today at 250-356-1660 or Julie.labelle@bcfpa.ca.

Interesting Facts About Food

The BCFPA has developed this new page on the website in the effort to build a collection of information on a range of food products. New food facts will be updated periodically. If you have interesting information on a food product manufactured by your company, send it to the BCFPA office at info@bcfpa.ca. Read the first food fact about potential health benefits of chocolate: <http://www.bcfpa.ca/facts.html>.

Events Update

- **Keys to Effective Brand Building** –this two-phase workshop held in Vancouver and Kelowna through April and May wraps up today in Kelowna. Participants learned about brand theory, strategy and implementation, and had the opportunity to workshop their own materials. The event was very well attended, with useful and practical information on effective branding.

- **Recruiting and Retaining an Engaged Workforce** - in this introductory session, participants learned about what makes an engaged workforce and they contributed to live industry research. The session was well received, with requests for more seminars in future. Thanks to all participants, speakers and coordinators for making this first breakfast seminar a success. A final report from the workshop will be available in coming weeks – watch the website!
- **Industrial Efficiency Initiative Update** - DVD copies of this international satellite teleconference held March 9 in Vancouver are now available. Copies will be mailed to all workshop participants.

UPCOMING

- **June 1, Are You Interested in Exporting?** Small Business BC, Vancouver.
Website: <http://www.smallbusinessbc.ca/seminars-detail.php?id=581>.
- **June 6-7, Annual Canadian Summit on Food Safety**, Toronto.
Website: http://www.strategyinstitute.com/060606_food_safety_2006/dsp_food_safety_2006.php.

For more industry events, visit the website: <http://www.bcfpa.ca/events.html>

NEWS

- Canadian Grand Prix New Product Award finalists include these BCFPA members: Brookside Foods Ltd., Canada Bread, Nature's Path Foods Inc., Saputo Foods and Sun-Rype Products Ltd. Read more at: http://www.ccgd.ca/en/1_2_3.html.
- 3 new Directors have joined the Investment Agriculture Foundation of BC. Read the news release at: <http://www.iafbc.ca/latest.news.htm>.
- BC Launches \$2.64 million Food Safety Initiative. Read the news release at: http://www.agr.gc.ca/cb/print_e.php?s1=n&s2=2006&page=n60512b
- The May 2006 issue of BC's Agri-Food Update from the BC Ministry of Agriculture and Lands is available at: http://www.bcfpa.ca/do_communications.html.