

BC Food Processors Association

Great Food  Great Living

MEMBER NEWSLETTER
January 19, 2007

2007 AGM Announcement

Planning is underway for the BCFPA's first in person Annual General Meeting and conference. In addition to elections, there will be a series of seminars, a trade show and networking opportunities. The event will take place in early spring – stay tuned for details.

Tax Tips: Deducting the Cost of Advertising

Every media type has its own specific hurdle that must be met in order for advertising costs to be deductible. The cost of advertising in a **newspaper** can be deducted from business income only if the advertising media is at least 75% Canadian owned, published in Canada and has at least 80% local content. The cost of advertising in a **magazine**, on the other hand, is deductible if the local content hurdle is reached with no regard to the magazine's nationality or place of publication. No deduction is allowed for the expense of an advertisement broadcast by a foreign **broadcasting** undertaking.

Before placing your advertising take advice from your advisor as to the deductibility of advertising expenses.

Tax Tips is provided courtesy of Revenue Services Group, experts on R&D tax credits. For information, contact David Kaplan at (604) 808-2403.

IAFBC Celebrates 10 Years

On January 23, the Investment Agriculture Foundation of BC (IAFBC) is hosting a dinner in Richmond to celebrate 10 years of operation and recognize significant achievements. IAFBC formed in 1996 with the goal to distribute funds for the Canadian Adaptation and Rural Development (CARD) Fund. In 1997, Gary Kenwood took the position of Chair, followed by Walter Goerzen in 2003 and Bert Miles in 2006. Although the CARD program is now over, IAFBC continues to seek opportunities to support the industry on innovative projects. BCFPA Board, staff and contractors congratulate IAFBC on this achievement. Thanks to IAFBC Directors and Staff who have supported BCFPA and our projects over the years. The development of the Food and Beverage Processing Industry Initiative has been key to promoting innovation in the food processing industry.

For more information on IAFBC, see: <http://www.iafbc.ca/> .

APF Next Generation Consultations

In November 2006, federal, provincial and territorial ministers met to discuss the Next Generation of Agriculture and Agri-food policy in Canada and to launch a series of public consultations. A discussion paper, series of thematic and economic background papers and a paper on the principles of policy development are available on the website for public comment. The consultation schedule is now posted and four sessions are scheduled for BC:

- January 22, Prince George
- January 24, Fort St. John
- January 25, Vancouver
- January 26, Kelowna

To reserve your spot, register online at:

http://www.agr.gc.ca/pol/consult/index_e.php?s1=subscribe

Purdy's Chocolates 100 Anniversary

In 2007, Purdy's Chocolates will celebrate 100 years of business. Richard Carmon Purdy opened the first store in 1907 on Robson Street in Vancouver, and Purdy's has been a BC tradition ever since. The Flavelle family took over the business in 1963 and have remained strong supporters of BC businesses, creating thousands of jobs in BC and employing a staff of 800 people through Purdy's stores. Watch the website for details on Anniversary celebrations: <http://www.purdys.com>.

BCFPA Activity Update

- Tony Toth and Don Davidson met with regional representatives in Smithers to discuss opportunities to build a community-based meat processing facility.
- On January 10, Tony Toth met with the riding President for Minister of Aboriginal Relations and Reconciliation Hon. Mike de Jong regarding support for a BC Food Technology Development Centre.
- On January 11, Tony Toth attended a meeting with the Investment Agriculture Foundation related to development of a Food Technology Development Centre.
- On January 12, Tony Toth met with Deputy Ministry of Agriculture and Lands Larry Pedersen and Assistant Deputy Minister Daphne Stancil to discuss opportunities to assist the industry with transitioning to the BC Meat Inspection Regulation
- On January 15, BCFPA participated in a meeting of Agri-Food Partners in Healthy Eating
- On January 16, Tony Toth attended a meeting of the Investment Agriculture Foundation's Public Communications Working Group
- On January 18, BCFPA Executive met with the Executive of the BC Agriculture Council to discuss opportunities for cooperation
- The BCFPA Board of Directors met today in Vancouver at Purdy's Chocolates. Agenda items included a draft 2007 budget and planning for the 2007 AGM and conference.

UPCOMING

- **January 26, Hiring and Keeping Employees**, Nanaimo
Website: http://www.fcc-fac.ca/en/LearningCentre/workshops_bc_e.asp .
- **January 31, Value Chain Management Workshop**, Grand Okanagan Resort and Conference Centre, Kelowna. To register, contact Lee Cartier at lcarter@okanagan.bc.ca or Keith Duhaime at keith@agrifutures.com .
- **February 1, UBC Life Sciences and Land and Food Systems Career Fair**
Website: <http://www.landfood.ubc.ca/careerfair/> .

For more industry events, see: <http://www.bcfpa.ca/industryEvents.html>

INDUSTRY NEWS

- **Report on Blueprint for Renewal Consultations.** Health Canada has released a summary report on public consultations held in 2006 related to the Health Products and Food Branch (HPFB) Blueprint for Renewal initiative to develop a

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more responsive regulatory system. See: http://www.hc-sc.gc.ca/ahc-asc/branch-dirgen/hpfb-dgpsa/blueprint-plan/sum-report_rapport-sum_3_e.html

- **Extended Comment Period for Position Paper on Five US Health Claims Considered for Use in Canada.** Health Canada will accept comments until February 12, 2007. See: http://www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/position_paper-enonce_position_e.html .
- **Low-glycemic-control Products Gaining Momentum.** Research indicates food products that control glycemic index will be a growing issue for marketers. Read the article at: <http://www.nutraingredients-usa.com/news/ng.asp?id=72879> .
- **Nature's Path Foods Sponsors Whidbey Island Marathon.** For more information, see: <http://www.whidbeyislandmarathon.com/> .
- **USDA Reviews Definition of "Natural" Products.** The US Department of Agriculture's (USDA) Food Safety and Inspection Service (FSIS) held a public meeting in December 2006 to discuss a petition to establish a definition for the voluntary claim "natural" and to gather comments on conditions under which the claim should be allowed to be used on the labels of meat and poultry products. Read the December 4, 2006 news release at: http://www.fsis.usda.gov/News_&_Events/NR_120406_01/index.asp .
- **USDA Proposes to Allow Additional Imports from BSE Minimal-Risk Countries.** Read the news release at: http://www.usda.gov/wps/portal/!ut/p/ s.7_0_A/7_0_10B?contentidonly=true&contentid=2007/01/0001.xml .