

BC Food Processors Association

Great Food  Great Living

MEMBER NEWSLETTER

March 5, 2008

BCFPA Board Appoints New CEO

The Board is pleased to announce the appointment of **Nico Human** as the new CEO. Nico has a Ph.D. in agricultural climatology, a post graduate marketing management qualification and national accreditation status in Public Relations. His career started in agricultural research and progressed in South Africa to research manager, business owner/consultant, research marketing manager and ultimately corporate head of marketing and public relations of the Agricultural Research Council of South Africa, an organization with 4,000 employees.

Nico arrived in Canada in 1999 and became a citizen on July 1st 2003. Early in his Canadian career he worked as BC's first agricultural awareness coordinator. The innovative program won two national awards.

He has served clients in Canadian agri-food and processing—from small to big—with business development, marketing and public relations advice, and by implementing solution-finding programs.

“This is both a huge privilege and an exciting opportunity for me,” Human said when Robin Smith announced the appointment. “I will be working to continue on where Tony Toth has left off. He has left us quite a legacy to build on.

“I love working with people, and look forward to meet all the role-players and to help build the team that will be able to successfully face the challenges ahead.”.

Contact him at nico@bcfpa.ca or 604-504-4409.

SAVE THE DATE – Friday, May 9, 2008 – BCFPA AGM & Conference

This year's conference theme is *Managing Growth: What's on Your Plate?* It will be held at the Hilton Vancouver Metrotown Hotel, Burnaby.

Building on the success of last year's inaugural event, we have an exciting program planned. Highlights include workshops, networking opportunities, supplier displays and an Industry Leaders Forum.

Confirmed Workshops

If you have

- **Labour** on your mind: Join Suzanne Thomson from the National Seafood Sector Council for an HR session – Recruiting and Retaining Hourly Workers.
- **Marketing:** Sign up for Marketing to the Sustainability Conscious Consumer with Peter ter Weeme, a senior sustainability strategist at DDB Echology. This session explores this consumer mindset, and uncovers the secrets to the \$250 billion LOHAS (Lifestyles of Health and Sustainability) market in North America.
- **Operations:** The Benefits of Process Modeling and Simulation lead by Richard Brown of Steelnet Solutions.
- **Value Chain:** Three senior executives from the Overwaitea Food Group will lead a session on access to market.

Click on the link on the [BCFPA home page](#) to register.

BC Hydro Power Smart/BCFPA Partnership

Join the members who have already signed up for the [BC Hydro Power Smart Energy Manager Program](#).

Here is a brief outline of the Program:

BC Hydro has generously funded the services of an Energy Manager for BCFPA members to:

- Identify energy efficiency opportunities
- Propose energy efficiency measures
- Assist with the management of the implementation of energy-saving projects
- Develop operational and maintenance procedures
- Help your company access funding for recommended capital projects

If the Energy Manager identifies energy efficiency opportunities, you will have the opportunity for improved operational reliability, reduced costs and a lower environmental footprint. The Energy Manager will help manage the project implementation and access to capital project incentive funding and rebates for the energy saving measures you implement.

For more information or to sign up for this free program for BCFPA members, call Donna at BC Food Processors Association – 1-877-356-1660 or e-mail info@bcfpa.ca

Food Safety and the Disney Company

The keynote speaker for the Food Protection Association AGM was Frank Yiannis, Food Safety Director, Disney Worldwide.

Yiannis insists that promoting a *Food Safety Culture* like the one the Disney cultivates in its restaurants, is the *only* way to ensure correct Food Safety Behavior. “*Food Safety Culture* is a shared pattern of thought”, he says. “*Food Safety Culture* is essentially social marketing. It becomes the norm which persists through time. Food safety is not an accident.”

Outlined below are the five concepts of the Disney Company’s *Food Safety Culture*.

Food Safety Culture: Five Concepts

1. Create Food Safety Performance Expectations – clear expectations for employees.
2. Educate and Train all Employees in Food Safety. Disney has materials available in a number of languages. To educate gives staff knowledge of why procedures are followed. The behavior is reinforced by peer-based behavior assessments.
3. Communicate all year round – have a Food Safety Communications Plan – tell real stories
4. Measurement & Goals – develop performance goals and a measurement system. “You can’t manage what you can’t measure.”
5. Reinforce Good Behavior – have consistent consequences for Food Safety Performance and Behaviors. Positive consequences include awards, (on the spot) safety cards and pins.

The process through which a processor becomes a Disney supplier include: HACCP, test the product, how the company handles a product recall, a site visit, validation.

Join BCFPA’s Food Safety and Regulatory Committee – call or [e-mail](#) Donna at 1-877-356-1660.

BC Ministry of Agriculture and Lands – Release of the Agriculture Plan

Abbotsford, February 15: BC’s agriculture and processing community gathered on Friday for the launch of the Agriculture Plan. In his presentation, Minister Bell cited BCFPA’s late CEO, Tony Toth for his hard work on the plan.

Two years in the making, the plan has five themes:

- Producing Local Food in a Changing World,
- Meeting Environmental Challenges and Climate Challenges,
- Building Innovative and Profitable Family Farm Businesses,
- Building First Nations Agricultural Capacity,

- Bridging the Urban/Agriculture Divide

The complete plan with its 68 action items is available at: [BC Ministry of Agriculture and Lands - Agriculture Plan](#).

INDUSTRY NEWS

Do you have news you would like to share with industry? Call or e-mail Donna and we'll put a notice in the newsletter and on the BCFPA website 1-877-356-1660.
