

## New BCFPA Directors Welcomed

The BCFPA is pleased to announce five new members of its Board.

**Parm Bains** is the President and CEO of the Westberry group of companies in Abbotsford. In 1989, Parm and his wife Satwinder started their own blueberry production and processing business which markets a variety of blueberry value added products. Parm is on the BCFPA Human Resources Committee.



**Mike Boehm** is Manager, Business Development at KPMG Enterprise. Mike has significant experience within the food processing sector. Mike is involved in the not-for-profit sector with various business, community and

sporting groups including past Director of the Burnaby Board of Trade. Mike is on the BCFPA Membership and Marketing Committee.

**Reg Ens** is a Management Consultant with Meyers Norris Penny LLP. Over the past 15 years, Reg has worked with small and medium sized business owners and industry associations throughout BC, assisting them improve financial performance. Reg joins the BCFPA MTAP (Meat Transition Assistance Program) Steering Committee.



**Neville Israel**, Sun Rich Fresh Foods Inc. With experience in finance, accounting and

information systems spanning three continents, Neville's leadership skills are perfectly suited to his role as Sun Rich's Executive Vice President - Chief Financial Officer. Neville serves on the BCFPA Audit Committee.



**Colin McMillan**, Vice President, J.S. McMillan Fisheries Ltd. Colin recently returned to J.S. McMillan Fisheries Limited after a 10 year stint at Albion Fisheries Limited in a variety of roles including President. Colin is currently General Manager at JSM. Colin is on the BCFPA Operations Committee.

For the complete list of BCFPA Board members, please click [here](#).

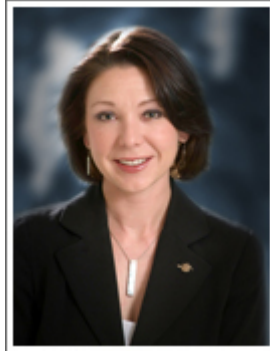
### Inside

- New Provincial Ministers – page 2
- Committee Reports – page 3
- Healthy Food and Beverage Sales in BC Public Buildings – page 4
- Co-packing Opportunities – page 4
- Contributors – page 5
- “Product of Canada” Labelling – page 5
- Trans Fats: The Next Frontier? – page 6
- Meating News – page 7
- BCFPA Membership – page 8

# New Provincial Ministers

On June 23, 2008 Premier Gordon Campbell announced some cabinet changes, many that will affect the BC Food Processors.

With the reshuffle of the Cabinet, the “Meat File” (the Meat Industry Enhancement Strategy and the Meat Transition Assistance Program) is moving to the **Ministry of Healthy Living and Sport**, with Minister Mary Polak (see picture right) and Grant Main, Deputy Minister.



The Hon. Polak was elected to the Legislature in 2005 to represent Langley. On December 19, 2006, the Premier appointed her as Parliamentary Secretary to the Minister of Health for the Conversation on Health.

She currently sits on the Cabinet Committee on New Relationship Coordination and the Government Caucus Committee on Social Development. She has served on the Government Caucus Committee for Natural Resources and the Economy, the Select Standing Committees for Children and Youth, Education and Public Accounts. She has also been a member of the Cabinet Committee on Agenda Development and the Special Committee to Review the Personal Information Protection Act.

Before being elected to the Legislative Assembly, Mary was director of operations for a small polling and research firm and a trustee and former chair of the Surrey School Board.



Stan Hagen (see picture left) was appointed **Minister of Agriculture and Lands** on June 23. His Deputy is Larry Pedersen.

Mr. Hagen had previously served as Minister of Tourism, Sport and the Arts, Minister of Children and Family

Development, Minister of Human Resources and Minister of Sustainable Resource Management.

First elected in 1986, he represented the riding of Comox until 1991. He returned to politics in

2001 and was re-elected in the riding of Comox Valley, where he was re-elected again in 2005.

Through his political career, Mr. Hagen has also served as Minister of Agriculture, Food and Fisheries; Advanced Education, Job Training, Science and Technology; Regional and Economic Development; Education and Minister of State for the Vancouver

Island/Coast Region. He chaired the Canadian Council of Ministers of Education and was a member of six cabinet committees. Mr. Hagen was instrumental in the creation of Science World and introduced the Scientist in the Classroom program. The Passport to Education program, which still runs today, was also introduced under Mr. Hagen’s tenure.

He is the recipient of a honorary doctor of laws degree from Simon Fraser University.

Mr. Hagen has been a resident of the Comox Valley since 1968. He worked in the construction industry as a comptroller and later started an independent ready-mix company. Prior to his re-election in 2001, he was the general manager of a local paving company.

Stan and Judy Hagen still live in Courtenay and have five children.

**The Advanced Education and Labour Market Development Minister** is the Hon. Murray Coell (see picture). His Deputy Minister is Robin Ciceri.

The Hon. Coell previously served as Minister of Advanced Education and Minister Responsible for Research and Technology and before that as Minister of Human Resources and Minister of Community, Aboriginal and Women's Services. Mr. Coell also served as Official



Opposition critic for environment, for children and families, and for social services. He sat on the Select Standing Committees on Public Accounts, and on Environment and Tourism, as well as the Official Opposition Caucus Committee for Children.

He was first elected in 1996 to represent the riding of Saanich North and the Islands, and was re-elected in 2001 and 2005. He has served on the Government Caucus Committee on Communities and Safety, the Cabinet Committee of Agenda and Priorities, the Treasury Board, and the Public Sector Employers' Council.

Before his election to the Legislative Assembly, Mr. Coell was a social worker, specializing in alcohol and drug rehabilitation as well as in services to those with mental disabilities. He also

owned and operated a small business. He received his bachelor of arts in social welfare from the University of Victoria.

Mr. Coell sat on Saanich Municipal Council for 12 years, six of them as mayor. He also chaired the Capital Regional District, the Saanich Police board and the Capital Regional District hospital board, and was deputy chair of the Municipal Finance Authority.

Murray and Corinne Coell live in Central Saanich.

The BCFPA will be working with this Ministry on the labour file, especially around the BC Provincial Nominee Program.

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## Committee Reports

### Highlights of the activities of BCFPA Committees

The **Operations Committee** met on July 19 at *The Original Cakerie* in Delta.

Dave Simpson is Operations Manager and a Lean Manufacturing mentor. It was a stimulating and inspiring meeting with Dave taking the group through *The Original Cakerie's* steps toward becoming a Lean Organization. He stressed that Lean is a process and a journey for a company, one of continual improvement and long-term commitment. Lean is defined as: Lean manufacturers focus on gradual elimination of waste in every form. They achieve this by:

- (a) Developing systems that make problems visible to all, so that those problems are routinely addressed.
- (b) Establishing a culture that promotes knowledge capture, problem solving and continuous improvement as key performance drivers.

During the plant tour, Dave showed the group the results of the Lean principles applied – one of which is the Visual Factory. All areas of the plant are colour coded including employee aprons and some tools.

Other topics discussed in the meeting:

- Participants shared their success with scheduling software such as *Navision* and *Dynamix*.
- Shipping - there is an opportunity to coordinate shipping with member companies doing regular shipments to Eastern Canada.

By the nature of the work, it is difficult for operations personnel to get away from the production floor. We cannot stress enough how valuable this committee is for companies striving to improve their processes. If you would like more information on the committee, or copies of meeting minutes, please contact Donna at 1-877-356-1660 or [info@bcfpa.ca](mailto:info@bcfpa.ca).

Mike Wallis, Manager of WALI (Western Agriculture Labour Initiative) presented to the **Human Resources Committee**. WALI was set up to bring seasonal workers to B.C. for the agriculture industry. The services WALI provides are: WALI represents employers, negotiates a uniform sector contract, does the record keeping, and administers the group insurance plan, monitors work places as well as accommodation. Fee for services is \$45.00 + GST per employee.

Mike is very knowledgeable about using foreign labour and attendees were able to have many of their questions answered.

Steve McIntyre, Human Resources Manager, BC Operations for *J.D. Sweid Ltd.* spoke about *J.D. Sweid's Gain Sharing Program*. This program has replaced the traditional incentive program with gain sharing. This allows the company to share 50% of 'real' capital gains achieved by virtue of various

productivity improvements as well as quality and safety improvements.

The **Health & Safety Committee** meets on the same day as the Human Resources Committee. This month, Jan Beesley, Manager of the Nurse Advisor Program (WorkSafeBC) gave the group an overview of the Nurse Advisor Program. Jan clarified when employers can expect to have a Nurse Advisor on a case. Nurse Advisors are involved in cases from 0-12 weeks only if the employer has indicated that the company has a Return to Work program. They are not involved in RSI claims. The H&S Committee has created some common forms such as the Return to Work Form for doctors to fill out.

The **Membership & Marketing Committee** has been very active. Following the success of the 2008 BCFPA AGM & Professional Development Day, the team has started planning the 2009 event. All

indications are that it will be in the brand new Delta Burnaby (at the casino next to the #1), with tentative suggested theme, "The impact of the shifting economy on B.C. Food Processors".

The M & M committee is also in the process of finalising plans to start hosting a series of professional development seminars and other events. Topics considered include: HACCP certification; Pitfalls and opportunities with new product launches, Branding and Funding opportunities for B.C. food processors. A trip is also being planned with Agriculture and Agri-Food Canada to visit the North West Food Processors Food Expo in Portland, Oregon during January of 2009.

Interested in having your company represented on a BCFPA Committee? Contact Donna at 1-877-356-1660 or [info@bcfpa.ca](mailto:info@bcfpa.ca).

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## Healthy Food & Beverage Sales in BC Public Buildings

### The BCFPA participated in an information session on Healthy Food and Beverage Sales in BC Public Buildings

The purpose of the guidelines is "to encourage the sale of healthy food and beverages through on-site vending machines, concessions, cafeterias and snack bars". The guidelines cover all government buildings – schools, sports arenas and Crown Corporations including BC Ferries.

The implication for food processors is significant. There are rewards for processors who offer products that fit the guidelines. Currently, there is no money available to help processors re-formulate to meet the guidelines.

Processors can submit their items through [www.brandnamefoodlist.ca](http://www.brandnamefoodlist.ca) for inclusion in the Brand Name Food List. The list is run by Dietitians of

Canada. This list was developed to help food service providers choose healthier foods. Processors are encouraged to become a member on the site to receive e-mail updates. Over 2500 brand names are listed. You can search the site by Brand; Key Word; Manufacturer; or Food Grouping. Items are ranked from "Choose Most" to "Choose Sometimes".

#### How Can I List My Products?

According to the Karen Birkenhead, a dietitian at Dial a Dietitian, to jump the queue, fax the complete list of ingredients and a copy of the Nutrition Facts label to Dial A Dietitian at fax 604-215-5105. If you have questions about the process call Dial A Dietitian at 1-800-667-3438

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## Co Packing Opportunities

Are you able to offer co-packing in your plant?

Every week, the BCFPA receives requests from companies looking for co-packers. If you have excess capacity at your plant, please let us know and we'll put you in touch with interested companies.

# Contributors

Thank you to the contributors (alphabetically according to last name) to this edition of the BCFPA Newsletter:

- Chris Ball
- Donna Brendon
- Kathleen Gibson
- Nico Human
- Robin Smith

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## “Product of Canada” Labelling

Last month we reported on the “Product of Canada” and “Made in Canada” labelling announcement by the Federal Government, and the subsequent consultations (also with the BCFPA).

The following, an excerpt from a *Dairy Farmers of Canada Action Fax*, provides a useful update.

### ***House of Commons Agriculture Committee tables Report on “Product of Canada”***

Over the last few months, the House of Commons Agriculture Committee met with consumer groups and a wide range of key industry players, including DFC, as a way of seeking feedback and responding to public concerns regarding food labelling.

On Thursday, June 12, the Committee released its report titled *“Product of Canada” Claims: Truth and Transparency are Necessary*. What follows are the Committee’s six recommendations.

#### **Recommendation 1**

The Standing Committee recommends that the guidelines used by the Canadian Food Inspection Agency be amended immediately so that the “Product of Canada/*Produit du Canada*” claim is reserved for foods and food products that are processed in Canada, contain a sufficiently high percentage of ingredients grown in Canada or come from animals raised in Canada. The Committee therefore recommends a percentage of 85% Canadian content. The establishment of such a Canadian claim would be the ultimate assurance of Canadian content and it would clearly underscore the high level of quality and safety that is

consistently delivered to the consumer by Canadian farmers and agri-food processors.

#### **Recommendation 2**

The Standing Committee recommends that “Prepared in Canada/*Préparé au Canada*” and “Processed in Canada/*Transformé au Canada*” claims be reserved for foods for which the last substantial transformation occurred in Canada and at least 51% of the total direct costs of production or manufacturing is Canadian. Furthermore, the Committee recommends that “Made in Canada/*Fabriqué au Canada*” claims not be allowed for food products.

#### **Recommendation 3**

The Standing Committee recommends that claims such as “Prepared for”, “Packed for” and “Made for” be revised and better defined to provide consumers with relevant information to avoid misleading them as to the true provenance of the food.

#### **Recommendation 4**

The Standing Committee recommends that the government review directives and regulations on

quality grades and organic products in order to remove the term "Canada" from those types of claims in order not to mislead consumers as to the food product's origin.

#### **Recommendation 5**

For the integrity of the Canadian labelling system, enforcement and compliance are as important as clear guidelines and regulations. Therefore, the Standing Committee recommends that the Canadian Food Inspection Agency tighten controls — such as increased surveillance and improved

response to complaints — on mislabelled food products, with federal funds allocated as required.

#### **Recommendation 6**

The Standing Committee recommends that the government launch a national information and awareness campaign on "Product of Canada" claims once the new labelling directives have been adopted, and provide financial support for agricultural product promotion initiatives developed by farmers, such as the buy local or buy national campaigns, which can be used as powerful and practical marketing tools.

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## **Trans Fats: The Next Frontier?**

The Provincial Government wants to “eliminate<sup>1</sup>” trans fats in the Province, following the examples of New York and Calgary. This needs to happen in time for the 2010 Olympics.

Although prepared foods, under Provincial jurisdiction, will be the first target, the regulations of the Health Act will also have an impact on B.C.'s processed foods and therefore our processors.

An invitation was accepted by the BCFPA to serve on the Provincial Trans Fat Advisory Group, initiated by the Heart & Stroke Foundation and the BC Ministry of Health. The first meeting was attended with representatives from the Province, industry and NGOs.

The current focus is on trans fats. Sodium may be the next target in the quest of British Columbians to become healthier by eating healthier.

The Advisory Group will provide advice on recommendations in the Trans Fat Action Plan, ensure that best practice is being applied, identify potential issues and challenges, provide an industry perspective and assist in delivering information about the Trans Fat regulations to the foodservice stakeholders.

“This has again shown the huge need for a Provincial Food & Bio-Products Technology & Commercialization Centre. Processors will need to reformulate their recipes, find replacements and so on,” said Nico Human, BCFPA CEO after the first meeting. “We need to be involved in this initiative so that we can best represent the interest of our members.”

More information is available from Nico at 604-504-4409 or [nico@bcfpa.ca](mailto:nico@bcfpa.ca).

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<sup>1</sup> at levels lower than 2% of total fat content





# BC Food Processors Association

The BC Food Processors Association and You:

**Membership that enhances profitability!**

The BC Food Processors Association (BCFPA) is a not-for-profit organization dedicated to representing all segments of the province's food, beverage and nutraceutical industry. We seek to coordinate common industry activities and resources under one umbrella. Our membership currently consists of over 115 micro, small, medium and large processing companies around the province. Membership is also open to associate members, serving our processing industry.

The BCFPA desires to instill trust and confidence in consumers wherever your products are sold. We promote the supply of safe, innovative, high quality food and beverage products, and are committed to constantly evolving to meet changing market demands. We are already involved in a host of activities designed to enhance your industry's competitive capabilities, please visit [www.bcfpa](http://www.bcfpa) for the latest information.

## Join us!

- √ Our purpose is to achieve economic prosperity and sustainable, safe production in a balanced B.C. food industry.
- √ For our members, we provide support, training, fellowship and a strong voice.
- √ For the public, we provide good food, innovative nutrition solutions, public policy advice, sustainable economic benefits for communities, and public education.

*The BCFPA has been a tremendous advocate for BC Processors and continues to seek opportunities to further the presence of this vital industry. Issues from growing the food to serving it to customers and all other essential elements that make processing possible are being addressed in an effective and responsible manner.*

*We have benefited directly from the programs and support the BCFPA has provided us over the past year and we are excited to be part of it.*



**Dave Eto,  
CEO  
Creekside  
Custom  
Foods**



# BC Food Processors Association

## What BCFPA membership benefits can you look forward to?

- √ **Reduced energy costs** – sign up for the innovative BC Hydro Power Smart Energy Manager Program, exclusive to BCFPA members. (Free consultation with an energy manager; who can help your company access funding from BC Hydro for upgrading.)
- √ **Operations Committee** – share ideas for improving productivity, quality systems, inventory control
- √ **Human Resources Committee** – share best practices, explore labour issues
- √ **Food Safety Committee** – work with other processors on common food safety issues
- √ **Meat Sector** – receive help to meet government processor regulations and more.
- √ **Safety Orientation** – order the award winning DVD, *Employee Safety Orientation for the Food Industry*
- √ **Increase your voice** on the issues and initiatives that affect your business.
- √ **Remain informed and updated** on industry issues, activities and developments that affect your business, through BCFPA committee activities and professional development events.
- √ **Stay connected** with your customers, suppliers, distributors and other business partners.
- √ **Create new opportunities** with your customers, distributors and other business partners across the Value Chain.
- √ **Receive member discounts** on lab testing and analysis of your products
- √ **Obtain discounts** on third party HACCP audits, verification and food-wise training
- √ **Gain membership** in the Food Processors Alliance of Canada (FPAC)
- √ **Access information**, news, and articles relating to your industry on our regularly updated website.

***Membership in the BCFPA provides unique opportunities for a processor to access resources that are available through the government of BC, and interaction with other processors with common goals - great opportunities for benchmarking to resolve common issues.***



**Yemi  
Ogunrinola,  
Vantage  
Foods**

## What will the BCFPA do for you?

- √ **Serve** as a communications link between you, related associations and government agencies on issues that impact your industry.
- √ **Provide** leadership, advice, guidance, training and other initiatives in workplace health and safety

## Membership in BCFPA

Membership is available to companies that have an office or production facility within the province of British Columbia. Our annual dues are based the number of employees in your company.

Not a direct processor? **Associate memberships** are available to companies and organizations that supply inputs and services to the food processing industry.

Please fill out the attached application form and return with payment to:

**BC Food Processors Association,**  
#204 - 2929 Commercial Drive,  
Vancouver, BC  
V5N 4C8.  
Fax: 604-874-1006.

(You will be advised after the next Board meeting by Donna Brendon, BCFPA membership manager, of the status of your application.)

**For more information** contact Donna Brendon at: [info@bcfpa.ca](mailto:info@bcfpa.ca) or 1-877-356-1660.

It will be a privilege to welcome you to our growing membership! Do not hesitate to make contact, should you need more information.

Yours truly,



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Nico Human  
CEO, BC Food Processors Association



The following information will be included in our membership directory.  
 Attach additional pages if necessary.

<b>SECTION II – COMPANY DESCRIPTION/TYPE</b>		
Please describe the type(s) of business your company does: _____ _____		
Company Type (select all that apply):		
<input type="checkbox"/> Processor	<input type="checkbox"/> Association/Council	<input type="checkbox"/> Consultant/Agency
<input type="checkbox"/> Distributor/Wholesaler	<input type="checkbox"/> Educator	<input type="checkbox"/> Food Service
<input type="checkbox"/> Funding	<input type="checkbox"/> Government	<input type="checkbox"/> Research & Development
<input type="checkbox"/> Retailer	<input type="checkbox"/> Supplier	

<b>SECTION III – COMPANY PRODUCTS/SERVICES</b>		
Product Categories (select all that apply):		
<input type="checkbox"/> Animal & Pet Feed	<input type="checkbox"/> Bakery Products	<input type="checkbox"/> Beverage – Alcoholic
<input type="checkbox"/> Beverage – Non Alcoholic	<input type="checkbox"/> Cereal/Grain/Nuts/Seeds	<input type="checkbox"/> Combined/Prepared
<input type="checkbox"/> Condiments	<input type="checkbox"/> Confectionery & Snack	<input type="checkbox"/> Dairy/Dairy Substitutes
<input type="checkbox"/> Egg/Egg Product	<input type="checkbox"/> Fish & Seafood	<input type="checkbox"/> Fruit & Vegetables
<input type="checkbox"/> Meat	<input type="checkbox"/> Nutraceuticals	<input type="checkbox"/> Oils and Fats
<input type="checkbox"/> Poultry	<input type="checkbox"/> Vegetarian Products	
Service Categories (select all that apply):		
<input type="checkbox"/> Custom Cutting & Processing	<input type="checkbox"/> Equipment Supplier	
<input type="checkbox"/> Ingredient Supplier	<input type="checkbox"/> Marketing Services	
<input type="checkbox"/> Packaging/Labeling Services	<input type="checkbox"/> Product Development/QC Services	
Registration/Certification (select all that apply):		
<input type="checkbox"/> BCMAFF	<input type="checkbox"/> CFIA	<input type="checkbox"/> COABC
<input type="checkbox"/> EU Certification	<input type="checkbox"/> Federally Inspected	<input type="checkbox"/> HACCP
<input type="checkbox"/> Halal	<input type="checkbox"/> ISO	<input type="checkbox"/> Kosher
<input type="checkbox"/> Provincially Inspected	<input type="checkbox"/> US Food & Drug Admin.	<input type="checkbox"/> WINEX/VTC InfoExport Website

<b>SECTION IV – COMPANY INFORMATION</b>				
Brand names: _____				
BC ingredients used to produce your product(s): _____				
Target Market (select all that apply):				
<input type="checkbox"/> Distributors/Wholesalers	<input type="checkbox"/> End Consumer			
<input type="checkbox"/> Hotel/Restaurant/Institutions/Food Services	<input type="checkbox"/> Retailers			
Export Status (please select one):				
<input type="checkbox"/> Do Not Export	<input type="checkbox"/> Export Ready	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input type="checkbox"/> Expert
Countries currently exporting to: _____				
Countries interested in exporting to: _____				

<b>SECTION V – COMMITTEES OF INTEREST</b>	
Please indicate if you are interested in becoming involved in the following committees:	
<input type="checkbox"/> Operations Committee	<input type="checkbox"/> Meat Industry
<input type="checkbox"/> Marketing & Membership	<input type="checkbox"/> Food Technology Development Centre
<input type="checkbox"/> Food Safety & Regulatory	<input type="checkbox"/> Safety & Human Resources