

NEWS RELEASE

For immediate release



Yves Potvin to Speak at FoodProWest 2010

Abbotsford, BC, May 7, 2010. With only four weeks to go until FoodPro West—slated for June 4 in Burnaby—the BCFPA is pleased to announce that **Yves Potvin** (President of **Garden Protein International** and a pioneer in the food industry for over 20 years) has been confirmed as a keynote speaker. He joins **Arran Stephens** of **Nature's Path Foods** on the growing slate of inspiring speakers for this jam-packed day.

Throughout his career, Yves has received numerous accolades for business excellence. As founder of *Yves Veggie Cuisine*, Yves was recognized as one of Canada's top 40 entrepreneurs under the age of 40 by *The Financial Post Magazine*, and was also named Pacific Canada's Entrepreneur of the Year in Agriculture and Food. *Yves Veggie Cuisine* won the international food industry's top prize, the *SIAL d'Or* from Paris, the *BC Trade Export Award* and an unprecedented five *Canadian Grand Prix New Product Awards*. With Garden Protein International, Yves' passion continues to be fuelled by his commitment to creating great tasting convenient food that is good for people, and for the planet.

FoodProWest—with theme this year of "Energy/Sustainability"—is your chance to learn from industry leaders, attend professional development sessions, network with peers and visit the exhibits. Professional development sessions will include Product Packaging, Occupational Safety and Finances (lending, leasing and foreign exchange). The event will also feature the BC Food Processing Industry Awards, as well as an expert panel of industry specialists.

Space is running out fast! Visit <http://www.bcfpa.ca/event/387> for more information and [book](#) your seat or table, or exhibit space online now.

Flow of events:

- Trendy Tradeshow (all day)
 - Breakfast Keynote 8 am
 - Three concurrent Professional development seminars
 - Industry awards
 - Celebratory lunch
 - Keynote Speakers of Excellence
 - Industry Panel of Experts and Trendsetters
- Conclusion at 3 pm.

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The **BCFPA** is a not-for-profit organization dedicated to represent all segments of the food, beverage and nutraceutical processing industry, and to coordinate common industry activities and resources under one umbrella. The Association represents micro, small, medium, and large processing companies.

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