

FOOD NEWS



News and Information for Alberta's growing Agri-Processing Industry

September 2008

THE CANADIAN FOOD LABELLING INITIATIVE

Canada's food supply is increasingly global in nature and many Canadians are seeking clearer information about the foods they buy. Recognizing this, the Government of Canada has taken action to improve the labelling information on food products and to help Canadians make better purchasing decisions. Following the launch of the [Healthy Canadians](#) website on October 24th, 2007, Prime Minister Stephen Harper announced [Canada's Food and Consumer Safety Action Plan](#) on December 17th, 2007, with the goal of ensuring Canada's product safety standards are second to none. As part of the Food and Consumer Safety Action Plan, the Government committed to reviewing the policy on the use of "Product of Canada" and "Made in Canada" claims on food labels and in advertising. Prime Minister Stephen Harper delivered on this commitment on May 21, 2008, by unveiling the new Canadian Food Labelling Initiative together with Gerry Ritz, Minister of Agriculture and Agri-Food Canada. The new Canadian Food Labelling Initiative improves the definition of "Product of Canada" and "Made in Canada" on food labels and advertising, to ensure that Canadians are better informed about the food products they purchase.

The revised guidelines will come into effect on December 31, 2008. It is recognized that many products produced or manufactured before this date may already be on store shelves. However, it is expected that all products produced after this date would comply with the new guidelines.

UPCOMING PROCESSING INDUSTRY EVENTS

Seminar on U.S. Mandatory Country of Origin Labeling (COOL)

September 25, 2008 – Greenwood Inn, Calgary

COOL is here to stay. USDA has released regulations for Country of origin labeling. Get expert advice on strategies to respond and mitigate the change.

Join this seminar for meat exporters to the U.S. and find out about: COOL Compliance: Definitions and Technical Requirements US Retailer Perspectives; Strategies for Growth: Creating a Canadian Beef Advantage; Working with Regional US Retailers; The Canadian Pork Value Proposition, Programs and Services available to Canadian Exporters and US Customers.

Participants will receive information packages including details on COOL requirements and recent studies on consumers' perceptions of Canadian beef and pork in the U.S.

WHEN - 9:00AM—3:00PM on Thursday September 25, 2008

WHERE - Greenwood Inn, 3515 - 26 Street NE, Calgary. Phone: 403-250-8855

FEE - Free - RSVP required on or before September 18

Contact Claire Citeau at 780-422-7103 or claire.citeau@gov.ab.ca

Equipment & Technology Expo – Food Processing Development Centre

November 20-21, 10:00 – 4:00 Leduc, Alberta

If you have an interest or are involved in Food Manufacturing and/or Food Processing, you won't want to miss this opportunity to attend and view the newest equipment and technology available. No admission fee charged. Refreshments will be served.

Thursday

11:00 am Innovative Packaging – *Nestor Plawiuk of Multivac*

1:00 pm Trends and Opportunities in the North American Food Market – *John McIsaac of Reiser*

3:00 pm Fundamentals of Chilling Thermo Processed Products – *Bill de Vos & Walter Pozzi of MMIS*

Friday

11:00 am All Natural Functional Ingredients – *David Andersen of Newly Weds*

Contact Information and to Register: Gord DeJong gord.dejong@gov.ab.ca

6309-45 Street Leduc, Alberta T9E 7C5 Phone: 780-980-4889

FALL FOOD SAFETY WORKSHOPS

- **Nutritional Labelling**
Calgary – September 25, 2008
- **HACCP I: Documenting Your Prerequisite Program**
Calgary – September 29-30, 2008
- **HACCP II: Development of Your HACCP Plan**
Calgary – October 1-3, 2008
- **HACCP IV: Validation and Verification of Your HACCP Plan**
Edmonton – October 14-15, 2008
- **HACCP V: Effective Auditing of Your HACCP Plan**
Edmonton – October 16-17, 2008
- **Detection & Management of Allergens**
Calgary – October 28-29, 2008

Course and registration details are available on-line at

www.afpa.com/snq/train.shtml

MUST ATTEND WORKSHOPS

Accelerate Your Business: A Management Forum to Create Clarity, Focus and Commitment Across Your Organization

September 30, 2008 7am-5pm

Radisson Hotel, Edmonton AB

October 2, 2008 7am-5pm

Radisson Hotel, Calgary AB

For more information on this exciting opportunity and to register, go to

www.manufacturinginnovation.ca

Low Cost/High Impact Employee Retention Tools for AB Food Processors

October 28, 2008 9am-1pm

Airdrie Agriculture Centre, Airdrie AB

October 29, 2008 9am-1pm

Lethbridge Agriculture Centre, Lethbridge AB

October 30, 2008 9am-1pm

Agri-Food Business Centre, Leduc AB

For more information or to register, contact

Karen Gingras at 780-980-4220 or

karen.gingras@gov.ab.ca

Alberta Agriculture and Rural Development
(Dial 310-0000 for toll-free access)

Processed Foods Branch - 780-427-7325

Livestock Products Branch - 403-340-5322

Business Commercialization Branch 780-980-4722