

FOOD NEWS



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

November 2008

ALBERTA AGRICULTURE PROGRAMS

Showcase Canada in Seattle

Are you a Canadian manufacturer of gourmet, gift or specialty food or beverage products that are export-ready and seeking new or additional exposure in the US market? We invite you to participate in the distinctive *Showcase Canada* showroom at the Pacific Market Center in Seattle, Washington. Starting January 2009, Alberta food processors will be able to showcase their products to more than 135,000 registered buyers who visit the center to procure new and innovative products. For \$1,000 USD, your company will have the opportunity to showcase your products for an entire year.

For more information contact Claire Citeau at 780-422-7103 or claire.citeau@gov.ab.ca

Food Service Market in the Pacific Northwest

Did you know that the foodservice industry in the Pacific Northwest (PNW) will have over \$14.7 billion in sales in 2008 in over 21,000 eating and drinking establishments? International and Intergovernmental Relations with Alberta Agriculture and Rural Development is putting together a team of professionals to work with Alberta food processors to strategically target foodservice companies in the PNW to increase the chances of getting your products on the tables of restaurants in the PNW.

This approach has been used in Canada with multi-unit foodservice chains and Alberta food processors have reported that this approach decreases the time it takes products to get to market and increases the rate of innovation. To date 5 companies have launched 18 new products into multi-unit foodservice chains in Canada.

If you are interested in entering or pursuing new clients in the PNW foodservice market please contact Michelle Normand by phone 780-422-4241 or michelle.normand@gov.ab.ca

Alberta Agriculture & Rural Development - Food Safety Initiative (FSI) Funding

Processors, please note the following deadlines for the FSI Funding:

- Applications for FSI Funding: November 17, 2008
- FSI workplan conclusion: January 31, 2009
- FSI closing assessments: March 6, 2009

TRAINING AND DEVELOPMENT

Support for Temporary Foreign Workers and ESL Learners

An increasing number of food processors in Alberta are seeking to address the challenges of a very tight labour market by bringing in workers under the Temporary Foreign Worker Program. After a period of time, these workers can apply to stay permanently in Canada under the AB Immigrant Nominee Program, provided they meet criteria that includes a minimum level of English language proficiency. AFPA is mobilizing to help companies meet this target through the following resources tailored to the food processing industry: interview package for overseas recruitment, a plain language guide, an inventory of ESL resources and a picture dictionary.

Target completion date is March, 2009. For more information on this tool visit www.afpa.com/hr or contact Janet at 403-201-3657 ext 22 or training@afpa.com.

ALBERTA AGRICULTURE EVENTS

Equipment & Technology Expo – Food Processing Development Centre

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

- *Food Manufacturers and/or Food Processors won't want to miss this opportunity to attend and view the newest equipment and technology available.*
- No admission fee charged and refreshments will be served.

Contact Gord DeJong to register:

gord.dejong@gov.ab.ca or 780-980-4889

AFPA EVENTS & WORKSHOPS

- **Certified HACCP Auditor (ASQ)**
Calgary – November 19-21, 2008
Potential funding for this course!
Contact Melody at 403-201-3657 ext 21
- **Plant Floor Supervisory Course**
Edmonton-
(February 18 & 25, March 4, 11 & 18)
Calgary-
(February 20 & 27, March 6, 13 & 20)
Contact Janet at 403-201-3657 ext 22
- **Meat Industry Convention**
Calgary – March 6-8, 2009
Contact Melody at 403-201-3657 ext 21

OFFICE SPACE FOR RENT

AFPA – Edmonton

3 offices to be rented separately or as a whole, furnished or not. Located near St. Albert Trail, 137th Ave, Yellowhead Trail and 149 Street.

Contact Melody at 403-201-3657 ext 21

Alberta Pork – SE Calgary

Fully furnished, includes a large U-shaped desk, fax copier and access to a common area for water & coffee.

Contact Roy Kruse at 403-256-2764 ext 221 or e-mail roy.kruse@albertapork.ca

Alberta Agriculture and Rural Development
(Dial 310-0000 for toll-free access)
Crop Business Development Branch – 780-340-5322
Livestock Business Development Branch - 403-556-4321
Local/ Domestic Market Expansion Branch-780-968-3510
Processing Industry Development Branch-780-853-8107