



BUSINESS DEVELOPMENT WORKSHOPS

- **Outside-In: Invaluable Perspectives that Lead your Company to Success**

Opportunity to learn how to strengthen your business by having a different perspective on key relationships including those with customers, lenders and investors, gain invaluable insight into how others see your business, beat your competitors by being proactive instead of reactive and have key customers and suppliers working with you to help you reach your goals.

- Nisku, AB- March 18, 12:00-4:30 pm
- Only \$40 for the first registration and \$20 for additional registrants from the same business.
- Full PDF at <http://www.afpa.com/notesatt/00489-1.pdf>

For more information contact Jim at 780-679-5176 or jim.cooper@gov.ab.ca

- **Housing Option Seminar**

Alberta Agriculture has sponsored a research project to determine a range of housing options that employers can use to attract and retain employees. While some employers have found that the turnover churn has slowed, others are still looking at having to bring in foreign workers. These options can reduce costs by reducing the need to recruit overseas because when you implement housing benefits you create a benefit that's pretty hard to leave behind.

Leduc Business Centre- March 27, 10 a.m. Video conferencing is available. For more information contact Karen at 780-980-4220 or karen.gingras@gov.ab.ca

- **Grant to Attend Lean Conference**

If you are interested in learning more about lean thinking - reducing waste, increasing productivity, saving money, time and creating a better customer experience - **attend the lean conference Measure Up For Success 2009. It will be held in Calgary, June 1-4**, and is organized by Canadian Manufacturers & Exporters (CME) in conjunction with the Association for Manufacturing Excellence. There is a very short-term grant being offered by the Productivity Improvement Project of Alberta Agriculture and Rural Development on a first-come, first-served basis to approved agriculture producers and agri-processing businesses. **The current deadline is March 20.**

We have a 25% reduced rate for Alberta manufacturing companies plus our grant will cover 50% of that reduced basic registration fee per person for up to two people from your business to attend the conference. For more information contact Cherril at 780-422-2004 or cherril.guennewig@gov.ab.ca

BUSINESS OPPORTUNITIES

- **Showcase Canada for Food Exporters**

Are you a Canadian manufacturer of gourmet, gift or specialty food or beverage products? Are you seeking new or additional exposure in the US market? If so, you're invited to participate in the distinctive Showcase Canada showroom at the [Pacific Market Center](#). Each year, 200,000 US and other foreign buyers annually visit to procure new and innovative products from the Center. Showcase Canada will officially launch in April 2009.

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

- **Augustana University Cafeteria**

Augustana University, located in Camrose, is interested in serving local, sustainably produced foods in their student cafeteria. The University is interested in talking to producers and processors within a 200 km radius of Camrose who can provide Alberta made ingredients or foods for the upcoming years. The cafeteria serves 300-400 meals three times a day. Processors who believe their products might fit and are interested in becoming a preferred source for Augustana's cafeteria should contact:

Tricia Simon at 403-742-7901 or tricia.simon@gov.ab.ca
Lilas Bielopotocky at 780-670-1128 or lilas@augustana.ca

- **Alternative Agricultural Markets**

What is the growth potential for purchasing food grown or made in Alberta? What are the benefits and barriers that Albertans indicate are encouraging or discouraging them to "buy local"? This information will contribute to a foundation and food for thought for the developing programs within the Local Market Expansion Project.

The Alternative Agricultural Markets report shows us the demographics, the present market value and the change over the past four years for the farm retail, farmers' markets, and farm activities sector. Refer to the following link for the study.

[http://agapps16.agric.gov.ab.ca/\\$Department/newslett.nsf/Al/con14703?OpenDocument](http://agapps16.agric.gov.ab.ca/$Department/newslett.nsf/Al/con14703?OpenDocument)

BUSINESS OPPORTUNITIES (CONTINUED)

- **Opportunity for Alberta food products to be featured at the 2010 Olympics!**

ARD's Foodservice Initiative has partnered with Alberta's Olympic and Paralympic Secretariat to explore opportunities for Alberta food processors during the **2010 Olympics**. A **trade show** has been organized by the Market and Industry Services Branch (MISB) of Agriculture and Agri-Food Canada and the British Columbia Ministry of Agriculture & Lands.

This is an excellent opportunity for Alberta food processors to showcase their products to caterers. A variety of caterers will be there – from those who have major contracts to the smaller companies doing social or corporate events.

- *Westin Bayshore, Vancouver – March 30, 2009*
 - **a.m.** - **Trade show** for processors to showcase their food products
 - **p.m.** - Sessions on **food safety and logistics**
- **Cost: \$125 per company** wishing to showcase their products – this includes lunch
 - an 8' table is provided
- **2 representatives** per company are allowed

For more information, contact Norm Janssen at 780-422-5577 or e-mail at norm.janssen@gov.ab.ca

- **Japanese Food Market**

Japanese Food Companies are looking for low risk, high quality products to replace those from China and southern Asia. They are looking for products that are risk free from contamination of such products like melamine and non-registered chemicals. Also, they must not contain higher than registered marginal residue limits (MRL) for chemicals.

For more information about entering the Japanese market, please contact Lana Gudmundson at 780-422-7195 or lana.gudmundson@gov.ab.ca

UPCOMING CONFERENCE

- **Resourcing for the Future**

Resourcing for the Future, the 2009 Human Resources Congress, is the first time agriculture and food business leaders and stakeholders have come together to talk about some of the most important issues in our industry: successfully attracting, retaining, and developing labour.

Congress attendees will address current issues and trends through educational speakers, peer strategy sessions, and ample opportunity for collaborative discussion.

Whether you're a producer or a food processor, if you have two employees or two-thousand – this Congress is for you!

- Deerfoot Inn & Casino- April 17 & 18

To register online:

<https://secure.pzinternet.com/pharosinternet/hrc/index.html>

SUMMER EMPLOYMENT PROGRAM

- **Agricultural Processing Industry Employment Program**

Once again this summer, there is an opportunity for Alberta Processors to hire students for summer employment. The Agricultural Processing Industry Employment Program provides career related experience and skill training for students employed in Alberta's processing industry from May 1st to August 31st, 2009.

Processors who hire a student for the summer can be reimbursed for one-third of the employee's salary up to \$500 per month. Employers must be the owner of a value-added processing business located in Alberta. They must be eligible for membership in the Alberta Food Processors Association and be eligible to be part of Alberta's Agricultural Processing Industry Directory.

Employment should provide valuable learning experiences for the student and give companies the opportunity to hire qualified summer help.

Students must be attending a post secondary institution, enrolled full-time in a degree, diploma or certificate program and must be returning to school full-time in the fall or winter. Students enrolled in graduate studies are also eligible under the program. Employers must recruit students and submit their application by April 17, 2009.

Application packages or further information can be obtained by calling the Ag-Info Centre at 310-FARM or e-mailing betty.birch@gov.ab.ca

NEW GUIDELINES

- **New Guidance Document - Classification of Products at the Food-Natural Health Product Interface: Products in Food Format**

The Classification of Products at the Food-Natural Health Product Interface: Product in Food Formats is intended to facilitate decision-making for the classification of products by basing decisions on the following four criteria:

1. Product Composition;
2. Product Representations;
3. Product Format; and
4. Public Perception and History of use.

Individual applicants for product licenses who are affected by classification decisions where products are foods and not NHPs will be sent letters as decisions are made on their Product License Application.

In those cases where products are classified as foods and are subject to the requirements of the food regulatory framework, any required compliance and enforcement action would be under the jurisdiction of the Canadian Food Inspection Agency (CFIA).

Refer to the link below for more information or contact

Shirzad Chunara at 780-422-2550 or

shirzad.chunara@gov.ab.ca

<http://www.hc-sc.gc.ca/dhp->

[mps/prodnatur/bulletins/food_nhp_aliments_psn-2009-eng.php](http://www.hc-sc.gc.ca/dhp-mps/prodnatur/bulletins/food_nhp_aliments_psn-2009-eng.php)

UPCOMING ALBERTA FOOD PROCESSORS ASSOCIATION WORKSHOPS

• English in the Workplace

- AFPA will develop and deliver an **English in the Workplace Train the Trainer and Mentoring Program**, to provide expert training & coaching to up to ten ESL instructors based in food processing plants. This program would be developed & delivered by individuals with expertise in the Canadian Language Benchmarks. English in the Workplace needs analysis, instruction & evaluation. Following a brief needs assessment, in February, a comprehensive 2-day training program will be developed & delivered to all EWP trainers, followed by 6-8 weeks of coaching/mentoring by the course instructor(s). This coaching/mentoring will take the form of an average of 1-2 hours per week per company support by telephone & email, with at least 1 onsite visit & training observation.

Contact Janet at 403-201-1044 Ext 22 or janet@afpa.com

• Food Safety & Quality

- HACCP III Train the Trainer – *Calgary – April 28-29, 2009*
- HACCP I – *Calgary – May 4-5, 2009*
- HACCP II – *Calgary – May 6-8, 2009*

Contact Tasha at 403-201-3657 ext 25 or tasha@afpa.com

• Workplace Health & Safety

- Incident & Accident Investigation –
Calgary – March 27, Edmonton – May 11
- Hazard Assessment –
Calgary – May 13, Edmonton May 27
- Internal Auditor Training –
Calgary – June 3-4, Edmonton June 8-9

Contact Dave at 403-201-1044 or dave@afpa.com

RESOURCE MATERIALS

The Alberta Food Processors Association is proud to be launching the *Global Talent Untapped series*, providing relevant tools and resources for employers who recruit, hire, train and sustain a global workforce.

English in the Workplace Lesson Plans

This resource presents 40 English in the Workplace Lesson Plans specifically designed for teaching English as a Second Language in food processing facilities. Topics are organized under seven main sections including: Orientation to the Job; Working with Equipment and Tools; Working with Food and Workplace Safety. Lesson topics include HACCP; GMPs, Reporting Problems; Making Small Talk and Safe Work Practices.

Temporary Foreign Worker Interview Package

The *Temporary Foreign Worker Interview Package* is for recruiters from food processing facilities who interview candidates seeking to come to Canada as production workers under the Temporary Foreign Worker program. The oral interview, reading and writing tasks are designed to help recruiters estimate if the candidate has a Canadian Language Benchmark level of approximately 3 in speaking, listening and reading and approximately CLB 2 in writing.

Photo Dictionary for Food Processing Facilities

The *Photo Dictionary* features more than 150 high resolution colour photographs taken in food processing plants under categories that include: Tools & Equipment; PPE; Places at Work; Food Preparation; Containers, and Packaging. Readers can browse by category or look up individual items using the alphabetical index. A pronunciation guide and phonetic transcription of each term provides additional assistance to employees and trainers.

Clear Language Guide

The *Clear Language Guide* is a practical, easy-to-use guide tailored for employers and employees in food processing facilities. Using examples drawn from real workplaces, the guide outlines, describes and illustrates the steps that will make any and all workplace communication clearly stated and easily understood. Examples in the guide are drawn from memos, letters, manuals, standard operating procedures and GMPs.

ESL Resource Inventory

The *ESL Resource Inventory* presents over 130 resources well-suited for teaching English in the Workplace in food processing contexts. Current, affordable and accessible resources are featured, including print, online, video and DVD materials.

To Order Contact (403) 201-3657 ext. 22 or info@afpa.com

Your connection to resources for business growth.
www.agric.gov.ab.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 Business Development Branch - 403-340-7625

