



# FOOD NEWS

MAY 2016

## Workshops and Events

### Public Relations, Sales and Marketing Event

May 19, 2016 - 3 p.m. - 5 p.m. - **SAIT, Calgary**  
Cost: Members - \$25 with GST (includes snacks)  
Non-members - \$30 with GST (includes snacks)

The Alberta Food Processors Association and BioAlberta are co-hosting this event to address the topics of Public Relations, Sales and Marketing. A business thrives better with all three elements working closely together. No matter what you are selling, your customers need to understand what your product is, what it does, and what makes it better than the competition. So, how do you make the most of your marketing and PR dollar? With expert advice from Dan Brennan of National PR and Saher Ghattas of Flawless Inbound, you will understand the marketing and PR processes. To register, please contact [Melody](#) or call 403-201-3657.

### Food Innovation: Collaborating for Success Workshop

May 25, 2016 – **Executive Royal Inn, Leduc, AB**

This free workshop hosted by Alberta Innovates Bio Solutions in collaboration with Alberta Agriculture and Forestry and Alberta Food Processors Association is designed to help advance growth in Alberta's food manufacturing industry. In registering for this workshop, you will have a wonderful networking opportunity, obtain current information on programs that can support innovation in your company, and connect with companies that can apply your research into innovative new food products. Please [RSVP](#) by May 18, 2016.

### CanolaPALOOZA

June 28, 2016 - **Lacombe, AB**

Sponsored by Alberta Canola, the Canola Council of Canada, and Agriculture and Agri-Food Canada, CanolaPALOOZA is a wonderful opportunity to learn all about canola. It's a day that brings together the best research and agronomy extension people, for a day of interactive in-field learning where you experience learning stations at your own pace. Click [here](#) for more info.

## Tradeshow Opportunities

### Taste of Canada Showcase 2016

June 13-14, 2016 - **Minneapolis, USA**

This is an agri-food buyer-seller forum where Canadian suppliers can showcase their food while meeting one-on-one with pre-screened US importers, buyers and distributors from the retail and food service industries. It is also an opportunity to attend pre-scheduled business to business meetings with buyers and collect market intelligence through market presentations and store tours. For more information, please contact [Shelly Nguyen](#) or call 780-422-7103.

### Alberta Mission to Food Taipei Exhibition

June 19-26, 2016 - **Taipei, Taiwan**

Alberta companies are invited to participate in an agri-food trade mission to Taiwan. "Participants can exhibit at the Alberta booth in the Canadian Pavilion at the Food Taipei Show," says Rachel Luo, senior trade development officer, Alberta Agriculture and Forestry, Edmonton. "In addition to exhibiting at the Food Taipei show, the mission will also include opportunities for participants to deepen their knowledge of the Taiwan market through store tours and company visits, market briefing sessions, a reception with local importers and distributors, as well as opportunities to engage one-on-one with buyers through a targeted matchmaking program." For more information please contact [Rachel Luo](#) or call 780-422-7102.

### Korea's Imported Goods Fair

June 23-25, 2016 - **Seoul, South Korea**

The Alberta Korea Office will be representing Alberta's agriculture and agri-food sector at Korea's Imported Goods Fair from June 23-25, 2016 in Seoul, South Korea. Alberta companies can send samples and/or product brochures to be profiled in the Alberta booth at the show. This is a cost-effective way to obtain feedback and potential sales leads for your product in Korea without requiring you to travel to the market. For further information, please contact [Katie Meredith](#) or call 780-427-6057.

## Food Safety Systems Processor Grant

This program is designed to help food processors invest in new or improved food safety systems and production practices. Non-capital expenses (50%) related to the development and implementation of approved food safety programs include staff training, consultant costs, HACCP coordinator wages, and food safety audits.

Capital expenses (20%) related to improving a specific food safety issue are available to a maximum of \$15,000. They may include facility upgrades, utensils and bins approved for food use, sanitation equipment, and traceability systems. Food safety testing equipment (80%) is eligible to a maximum of \$5,000. For more information on this grant, please contact [Bonnie Chiu](#) at 780-427-0840.

## Health Canada

The latest updates to the *Food and Drug Regulations* can be found here:

Regulations Amending the Food and Drug Regulations (Food - Various Subjects)

<http://www.gazette.gc.ca/rp-pr/p2/2016/2016-05-04/html/sor-dors74-eng.php>

List of Contaminants and other Adulterating Substances in Foods

<http://www.hc-sc.gc.ca/fn-an/securit/chem-chim/adulterating-substances-adulterantes-eng.php>

## Canada-USA Food Safety System Recognition

At the end of April, representatives of the CFIA, HC and FDA signed an [arrangement](#) to recognize that the food safety control systems in Canada and USA provide a similar level of protection.

The recognition arrangement offers benefits to Canada and the U.S. by enabling the importing country to take into consideration the oversight of the exporting country when prioritizing its inspection activities. Furthermore, importers will have greater confidence that a product meets the country's requirements. Imports into Canada must continue to meet Canadian requirements, and imports into the U.S. must continue to meet all applicable U.S. requirements.

This arrangement will result in a better alignment of the food safety regulatory systems, reduce unnecessary duplication, enhance information sharing and when possible leverage resources so that all agencies can better meet their public health objectives.

## Alberta Food Processors Association

- BRC Internal Auditor, *May 17-18* - **Edmonton**
- FSSC 22000 Understanding the Requirements, *June 23-24* - **Calgary** (ONLY OFFERING THIS YEAR)
- Implementing SQF System, *June 20-21* - **Calgary**
- Internal Auditor SQF, *June 22* - **Calgary**
- Developing your HACCP Plan, *July 21-22* - **Calgary**
- HACCP I and HACCP II, *week of August 8, 2016* - **Lethbridge**

For registration or list of other upcoming courses, go [here](#) or email [info@afpa.com](mailto:info@afpa.com).

The Alberta Food Processors Association can help you get your COR (Certificate of Recognition). Contact: [ed@afpa.com](mailto:ed@afpa.com).

Connect with Agriculture and Forestry on Social Media:



**Alberta Agriculture and Forestry 310-0000 (AB Toll-Free)**

Crop Extension Section 780-643-6249

Processing Industry & Workforce Development Section 403-340-7625

Local/Domestic Market Expansion Section 780-968-3553

Livestock and Farm Business Section 780-968-6556