



Welcome to the January /February 2013 edition of the Food and Beverage E-Newsletter. This publication has been developed to keep industry stakeholders up-to-date on trade shows, trade missions, training sessions, and news that affect the sector. For more information on any of these topics, please email [Deborah Guillemette](mailto:Deborah.Guillemette@nl.ca), Economic Development Officer at the Department of Innovation, Business and Rural Development or call (709) 729-1943.

*Happy New Year!*

## Taste of Canada - Season 2

**Las Vegas, Nevada, U.S.**

*February 11-12, 2013*

Taste of Canada in Las Vegas is a sequel to last years' successful event in Phoenix. This will be a two day program for Canadian food and beverage exporters to showcase their products to key American and Mexican buyers and distributors from the food service and retail sectors. The program will include an educational seminar, a store tour and a table top event.

### Why Las Vegas?

- Las Vegas is known internationally as a major resort city for entertainment and fine dining – representing opportunities for Canadian companies in the food and service sector. The city bills itself as “The Entertainment Capital of the World,” and is famous for its consolidated casino–hotels and associated entertainment.
- A growing retirement and family city, Las Vegas is the 31st-most populous city in the United States. According to the 2010 census, the population of the Las Vegas metropolitan area was 1,951,269.
- Number of visitors in 2011: 38.9 million, a 4.3 per cent increase from 2010.
- In 2010, 2 million Canadians flew direct to Las Vegas, representing over 44 per cent of all international visitors. In reality, this figure is much larger, as it does not reflect visitors traveling via automobile or flights connecting within the United States.

The tabletop will be open to all agri-food categories. Companies interested in this opportunity must be export ready or demonstrate export readiness, as well as demonstrate sufficient capacity to export. Companies' eligibility will be confirmed upon receipt of the registration form to participate. For more information on this initiative please contact [Tonya Norman](mailto:Tonya.Norman@nl.ca) (709) 729-3641

## Canadian Private Label Showcase

### Chicago, IL

*March 11-12, 2013*

The Consulates General of Canada in Chicago, Minneapolis and Detroit, in partnership with Agriculture and Agri-Food Canada and provincial partners are currently recruiting for a Canadian Private Label (PL) Showcase to provide Canadian private label food manufacturers with opportunities in the U.S. grocery sector.

Participants will receive:

- Private business meetings (20-30 minutes) based on pre-screened interest from both Canadian vendors and US private label grocery buyers
- Pre-event intelligence provided on U.S. buyers attending

Canadian manufacturers will be selected based on:

- Export experience
- Production capacity to serve new clients
- Private label experience

Buyers who participated in the 2011 initiative included representatives from companies such as Aldi, Fresh Direct, Lunds & Byerlys, Costco Midwest, Daymon, European Imports, Save-A-Lot, IGA, Pro-Service, Roundy's, Kehe, SUPERVALU, Topco, Walgreens. Given the success of the program last year, the PL buyer program recruitment will expand from coast to coast. . For more information on this initiative please contact [Gillian Chatman](#), (709) 729-3922

## Seminar: Control of *E. coli* O157:H7 and Related Pathogenic Strains in Meat Processing Plants

### St. John's, NL

*March 19, 2013*

The Department of Innovation, Business and Rural Development is pleased to partner with PEI Bio Food Tech and the National Research Council to deliver this seminar. This information will help small and large meat processing plants and abattoirs establish and implement an effective program to reduce and prevent *E. coli* contamination of their products. For a detailed outline of this seminar and to receive a registration form, please contact [Deborah Guillemette](#) (709) 729-1943.

## **SIAL 2013**

### **Toronto, ON**

*April 20-May 2, 2013*

The Department of Innovation, Business and Rural Development, in partnership with our colleagues in the other Atlantic Provinces, are organizing an Atlantic Canadian Pavilion at [SIAL Canada](#), taking place in Toronto, April 30–May 2, 2013. SIAL Canada is an international tradeshow dedicated to food industry professionals and targets the North American market.

For more information or to express interest in this mission, please contact [Deborah Guillemette](#) (709) 729-1943 or [Tonya Norman](#) (709) 729-3641.

***Other events you may be interested in.....***

## **Canadian Restaurant and Foodservice Association (CRFA) Trade Show**

### **Toronto, ON**

*March 3-5, 2013*

The [CRFA Show](#) is the leading foodservice and hospitality event in Canada. A comprehensive forum of industry products, the CRFA Show attracts 12,000 industry professionals and puts them face to face with exhibitors showcasing all their latest products. From new trends in foodservice through to the latest in energy efficient equipment, restaurant owners, operators and buyers will find everything they are looking for at this convenient, one-stop marketplace.

## **GULFOOD**

### **Dubai, United Arab Emirates**

*February 25 - 28, 2013*

The [Canadian Food Exporters Association](#) is pleased to invite you to participate in the Gulfood Show taking place at the Dubai International Convention and Exhibition Centre in Dubai, UAE from February 25-28, 2013. Gulfood is the Middle East's leading dedicated exhibition for the retail and foodservice sectors. The event provides industry suppliers with the region's largest central hub, ultimately delivering an opportunity to meet serious international buyers. Last year, over 68,000 trade professionals (retailers, wholesalers, foodservice, importers and distributors) visited the show to see the offerings of 3800 companies and 110 international pavilions. Ninety-five percent of exhibitors rated the show as good to excellent and 74% of the buyers state they make purchasing decisions at the show so for the exporter seeking new sales in the Middle East, Africa and South Asia this show will provide you with the right trade platform. Learn more about this exciting program please contact [Susan Powell](#), (416) 445-3747

## EDUCATIONAL MISSION TO GULFOOD 2013

### Dubai, United Arab Emirates

Gulfood is the Middle East's largest and most influential trade show for the food and beverage industry. Last year, over 68,600 trade professionals (retailers, wholesalers, foodservice, importers and distributors) from 88+ countries visited the show which recorded record business transactions and visitors over the 4 day event.

The Educational Program for Gulfood 2013 will include:

- On-site support by Food Beverage Canada staff
- Visitor show badge
- Canada pavilion badge
- Access to the Canada lounge
- WIFI access
- Opportunity to meet with participating Trade Commissioners
- Retail store tours
- Official networking reception with foreign business professionals

For more information on this program please contact [Food Beverage Canada](#): [Lisa Iwanyk](#) or [Nicole Burke](#)  
1 (800) 493-9767

## AAHAR 2013

### New Delhi, India

*March 11-15, 2013*

The Consulate General of Canada in Chandigarh in collaboration with Agriculture and Agri-Food Canada invites you to participate in the 28th edition of [AAHAR International Food and Hospitality Trade Show 2013](#) to showcase your products as well as meet with major players in the food and beverage industry in India. AAHAR is India's premier Agri-Food trade show; the event will allow Canadian companies to network with industry leaders' and promote their products to business visitors from key sectors, active in India's dynamic and rapidly growing Agri-Food market.

## Training 2013

The [Food Processing HR Council](#) and [SAI Global](#) are offering the following courses for the Food and Beverage Sector in St. John's during 2013:

Sanitation Training	1 day	February 11
Enhanced Leadership Skills	2 days	February 28
QMP for Production Workers	1 day	March 14
Workplace Essentials Job Task Planning	1 day	April 30

Upon successful completion, each participant will receive a nationally recognized certificate. These industry specific courses will satisfy your plant floor training requirements, in order to meet the various certification schemes. [All registrations](#) must be received two weeks prior to the course date. For more information please contact [Cynthia Duncan](#) (902) 749-7161.

## Marketing Opportunity

### Exporting to Europe? Get your CE mark

CE marking is mandatory in all 27 European Union countries, in Lichtenstein and on some products sold in Switzerland and Turkey. Having the mark gives you access to a market of more than 500 million consumers. CE stands for Conformité Européenne, French for European conformity. The mark indicates that products meet all applicable European health, safety, performance and environmental requirements.

CE marking can be confusing, costly, complex, and can take up a lot of a company's precious time. The Canadian Trade Commissioner Service (TCS) brings you a guide to make it easier entitled "[Six Steps to CE Marking](#)". This TCS guide brings together key insights from experts, Canadian trade commissioners and key EU resources.

## Available Reports

The following are the latest global market reports prepared by the International Markets Bureau of Agriculture and Agri-Food Canada (AAFC):

- [Canadian Processed Fruits and Vegetables](#)
- [Canadian Vegetables](#)

Other Food and Beverage reports available upon [request](#) are:

- Doughnuts
- Fruit
- Chips
- Regional Profile: West – Mountain Region
- Regional Profile: West - South – Central
- Regional Profile: South – Atlantic
- Regional Profile: East – North – Central
- Regional Profile: East – Mid-Atlantic
- Regional Profile: West - North - Central
- Sweet Spreads UK
- The Spanish Consumer
- New England
- Oriental Dishes
- Snack Bars in the UK
- Modern Grocery Retail Trends in Central and Eastern Europe
- Condiments
- Breads, Cakes and Pastries UK
- Meal Replacement and Weight Management: France
- Socially Conscious Consumer Trends: Sustainability

- Consumer Trends: Bread, Cakes and Pastries in Ukraine
- Consumer Trends: Chilled Foods in Poland
- Sandwiches
- Chocolate Confectionary in Ukraine
- Salads
- Consumer Trends: Sweet and Savoury Snacks in France
- Ready-Meal Trends in Germany`

## Food News

### Top Ten Food Trends 2013\*

*Trend #1:* Sustainability: We Stop Wasting Food

*Trend #2:* Health & Wellness: Snacking & Mini-Meals Take the Spotlight and We Discover the Correct Portion Size

*Trend #3:* Health & Wellness: The Boomer Reality of Diabetes, High Blood Pressure & Heart Disease

*Trend #4:* The Economy: The New Proteins

*Trend #5:* Lifestyle: Breakfast Becomes the Most Important Meal of the Day

*Trend #6:* Frozen Foods Evolve Into Foods That Are Frozen

*Trend #7:* Lifestyle: Men in the Supermarket and in the Kitchen

*Trend #8:* Mobile the Next Generation: Tests for Allergens, Ripening Produce, Organics, and Start Cooking Your Meals

*Trend #9:* Lifestyle: Millenials Go Retail – As Employees

*Trend #10:* Transparency: Who is making our food?

\* Source: Consumer Insights E-Newsletter

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This e-Newsletter is a bi-monthly publication from the [Department of Innovation, Business and Rural Development](#), which keeps you up-to-date on activities in the food and beverage sector.

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