



Welcome to the July/August 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.

America's Food and Beverage Show

Miami, Florida, USA

October 28-29, 2013

The Atlantic Food and Beverage Processors Association is hosting an Atlantic Canada pavilion with space for up to 15 companies at the [America's Food & Beverage Show](#), with funding support from ACOA, the Atlantic provinces and the association.

The cost of a corner booth is \$2700 or an aisle booth is \$1350. Display counters will also be available for \$750. The funding will also cover the services of a matchmaker, booth signage, booth construction and logistics and translators. The Canadian Consulate in Miami and the provinces will be supporting the event by providing on-site support. The consulate is planning a workshop event. The World Trade Centre will provide an opportunity to showcase our products on a demo stage.

The show is at the heart of a very exciting trillion dollar plus food market in the south-eastern US, the Caribbean and Central and South America and includes the cruise ship industry that sources much of its food requirements in Miami. The market is accessible to food producers in Atlantic Canada by land, air and sea routes down the coast. It is a significant market with huge potential for growth.

The show will have about 500 booths and will draw about 5,000 buyers, many of whom come up to Miami from the Caribbean and Latin America. The remainder will be from the southeastern US. The US Department of Agriculture brings in buyers from Latin America and the Canadian companies benefit from this effort. The association will also be bringing in buyers from Panama, Costa Rica and the Dominican Republic and possibly from other countries and will be coordinating one-on-one meetings at the show through the services of a matchmaker. Previous experience is that the companies in the Atlantic Canada pavilion will meet face-to-face with two to three-hundred plus contacts will be made at receptions and other events. At least \$1 million in new business will be generated for the Atlantic Canadian companies that attend.

For detailed information or to register please feel free to contact [Don Newman](#) (506) 389-7892.

Business Development Mission to Latin America

Panama and Costa Rica

Fall 2013 (TBC)

The Department of Innovation, Business and Rural Development is inviting expressions of interest to participate in a multi-sector business development mission to Panama and Costa Rica in Fall 2013 (TBC). The mission will be conducted over a two-week period, offering the opportunity for interested companies to travel to each region.

The mission program features matchmaking services with an in-market consultant prior to the mission and on-the-ground support during the mission, as well as networking opportunities with key industry contacts in the market. For more information contact [Susan Vaughan](#), (709) 729-4435.

Webinar: Supplying Industrial Projects - Embracing the Safety Culture within the Supply Chain

November 6th

Are you interested in participating in the supply chain of large industrial projects? Would you like to learn more about the safety culture of these projects and how to become COR™ certified to work onsite?

Back by popular demand, this webinar will provide insight into the Contractor Safety Management Program of Nalcor Energy as well as the Certificate of Recognition™ (COR™) program, which is a nationally recognized contractor safety management program and the health & safety certification standard for the construction industry.

You will also learn how the supplier development program of the Department of Innovation, Business and Rural Development can help you explore opportunities to participate in the supply chain of public sector entities and large private sector firms.

This webinar will be of interest to construction and construction-related companies operating in Newfoundland and Labrador as well as those responsible for purchasing construction services. Other interested parties are also welcome to attend.

This webinar is presented by the Department of Innovation, Business and Rural Development, Nalcor Energy and the Newfoundland and Labrador Construction Safety Association (NLCSA).

After [registering](#), you will receive a confirmation email containing information about joining the webinar.

Alberta Foodservice Show

Calgary, Alberta

May 10 – 11, 2014

The Department of Innovation, Business and Rural Development is in the planning stages for a Newfoundland and Labrador Pavilion at the [Alberta Foodservice Expo](#) in Calgary, May 10 – 11, 2014.

- Tap into the fastest growing foodservice market in Canada.
- Join other food distributors, equipment manufacturers, foodservice suppliers and dealers, in over 200 booths in this valuable once a year chance to connect with thousands of the region's top professionals including restaurateurs, chefs, qualified buyers and industry executives.
- Take advantage of this key sales and networking opportunity as you launch new products and services, interact with decision makers, develop new accounts and connect with existing ones, generate qualified sales leads, enhance your corporate profile and build your business.

The department is currently determining the interest of food and beverage companies in exhibiting at the show or walk to learn more about the industry and trends. Travel assistance may be available and space is limited.

For more information or to express interest in applying, please contact [Deborah Guillemette](#) at (709) 729-1943 or visit [Alberta Foodservice Expo](#).

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

ANUGA 2013

Cologne, Germany

October 5-9, 2013

This is your invitation to participate in the official Canada pavilion at ANUGA 2013 to be held October 5-9, 2013 in Cologne, Germany at the Koelnmesse exhibition center. Opportunities are available for both exhibitors and walkers at the show.

[ANUGA](#) is the largest food and beverage trade show in the world; it's also the sector's most important trade show for new markets and target groups. It's the perfect venue for all the latest trends and themes and is an ideal venue for meeting existing international buyers or for developing new business. Over 6,500 exhibitors with 155,000 trade visitors from 100 countries sets the stage to make first-rate contacts and business deals.

Agriculture and Agri-Food Canada (AAFC) will manage the Canadian presence at ANUGA 2013. AAFC has reserved space in Hall 11.2.

Benefits to Walk - New to Market Walker Program

Thinking about becoming an exhibitor in the future, want a first-hand understanding of the market's dynamics or interested in sizing up your international competition? If yes, the New to Market Walker Program offers a number of advantages to you as a Canadian company.

The deadline to register with AAFC is August 16, 2013. For more information on registration please contact: [Alice Brisson](#)
Tel: (613) 773-1548.

2013 World Seafood Congress

St. John's, NL

September 28 – October 4, 2013

The goal of the Seafood Congress organizers is to build on existing and create new partnerships between IAFI members and all seafood professionals and specialists to benefit global seafood trade. It also aims to profile innovation in seafood and provide opportunities for maximum participation by all economies involved in seafood trade – including developed and developing economies. This is accomplished through various means throughout the international event– expert panels, debates, workshops and formal presentations. For more information please visit: <http://www.wsc2013.com/>

[Heather Manuel](#), M.Sc., MBA

World Seafood Congress 2013, Program Chair
Director, Centre for Aquaculture and Seafood Development
The Fisheries and Marine Institute of Memorial University
(709) 778 0345 or Fax (709) 778-0670

[Dawn King](#), Logistics Coordinator

The Fisheries and Marine Institute of Memorial University
(709) 778 0543or Fax (709) 778-0385

Available Reports

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

- [Organic Packaged Food in Spain](#)
- [Organic Packaged Food in Switzerland](#)
- [Mexican Dishes](#)
- [Wine Sector Profile - Hong Kong and Macao](#)
- [Agriculture and Agri-Food Sector Profile - Shanghai, China](#)
- [Coffee](#)
- [Fruit and Vegetable Juices in Japan](#)

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

- Country Profile – Consumers in Japan
- Analysis of New Maple Products in Europe
- Japan Foodservice
- Maple Market Analysis in Japan
- Inside North America: Fish and Seafood Trade
- Indonesia: The Foodservice Industry
- Inside Italy: Fish and Seafood Trade
- Germany Seafood Trade
- Inside the EU: Fish and Seafood Trade
- Private Label Trends: Packaged Food in Canada
- Inside Sweden: The fish and Seafood Trade
- Agrifood Sector Profile: Costa Rica

Food News

Colemans supports Healthy School Breakfast Programs

Colemans the Corner Brook-based chain of 12 grocery stores has been promoting a healthy lifestyle to school children for more than 10 years and continue to educate all ages with the help of our team of Registered Dietitians and Produce Experts.

Our “Kids Eat Healthy Program” and our “Kids Get Active Program” both run for 6 months each year. With the support of national and local food sponsors, Colemans are dispersing gift cards totaling \$25,000.00. Colemans received 100 applications from schools across the province requesting funding for breakfast programs and with our budget we were able to donate to 80 schools.

Schools will use Coleman gift cards to purchase healthy breakfast foods that are served by a volunteer delivered nutrition program that helps nourish thousands of children throughout the province. To date Colemans has donated more than \$100,000.00 to school breakfast programs and \$70,000.00 to school sports equipment as a result of these programs.

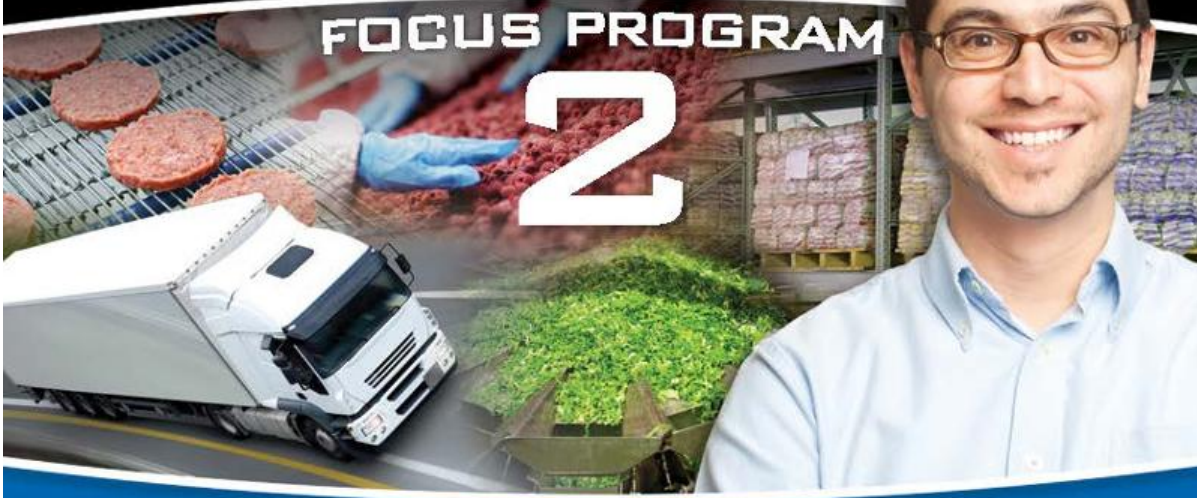
Coleman’s would like to thank their customers for supporting both programs by purchasing products from our sponsors. Later this year Coleman’s will be dispersing funds to school to go towards the purchase of playground equipment to encourage kids to become more active.

NEW
STARTING
JUNE 1st
2013

CHRH FOOD PROCESSORS' HR COUNCIL
CONSEIL DES RH DU SECTEUR DE LA
TRANSFORMATION DES ALIMENTS

CAREER FOCUS PROGRAM

2



**FOOD & BEVERAGE MANUFACTURERS, DISTRIBUTORS & WHOLESALERS
WILL BE ELIGIBLE FOR UP TO \$20,000 IN WAGE SUBSIDIES!**

Basic criteria:

- A post-secondary graduate under the age of 30
- 3 – 12 month placements, minimum 30hrs per week
- \$1 for \$1 matching salary up to a maximum of \$20,000
- Legally entitled to work in Canada
- Canadian citizens, permanent residents, or persons who have been granted refugee status in Canada
- Not in receipt of employment insurance (EI) benefits while participating in the program
- Participant must be a new employee to your company

**Fill out the company eligibility form at
www.fphrc.ca/en/CFP2.aspx for pre-approval.**

WWW.FPHRC.CA

Canada

Funded by the Government of Canada's
Youth Employment Strategy Program

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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