



Welcome to the March/April 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.

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's 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](mailto:Deborah.Guillemette@nl.ca).

Innovation and Productivity Seminar

St. John's, NL

March 21, 2013

PEI's Bio Food Tech is offering an innovation seminar during the month of March. In addition, staff from Bio Food Tech are making free site visits with support from National Research Council's (NRC) Industrial Research Assistance Program (IRAP) to get familiarized with food processing plants throughout the Atlantic provinces, and to work with these plants to do a third party assessment on the potential for innovation in product and process. In the case of companies that already have well developed product development capabilities, they may simply provide a fresh set of eyes and hopefully some fresh ideas. In particular, their staff have experience in brainstorming (or the modern term: "ideation") to help clients generate new product/process ideas. These seminars are typically done at their facility in Charlottetown, with the participation of 2 - 3 staff from the participating company, Bio Food Tech scientists, technologists and engineers, and chefs from the Culinary Institute of Canada's "Canada's Smartest Kitchen" (part of Holland College).

If you are interested in attending this seminar on March 21 at Leaside Manor, please contact [Deborah Guillemette](mailto:Deborah.Guillemette@nl.ca) for a session brochure and registration form. The cost of the seminar is \$50 plus taxes.

SIAL 2013: Walkers/Non-Exhibiting Program

Toronto, ON

April 20-May 2, 2013

SIAL Canada is the only international show in Canada with food products and solutions for the retail and foodservice industries under one roof. SIAL Canada will highlight exhibitors providing products that are organic, fair trade, private labels, halal, kosher, and gluten free. In addition there will be a co-located food equipment show for the retail, foodservice and food processing industries enabling all Atlantic Canada participants to not only promote their own

businesses but learn about new technologies to further develop the profitability of their business. Visit their website at www.sialcanada.com.

The four Atlantic Provinces with the support of the International Business Development Agreement (IBDA) has created an opportunity for companies who are new to exporting or are exploring the possibility of exporting their products outside of Atlantic Canada to attend the SIAL Canada show as non-exhibiting participants. For a fee of \$250.00 + HST, the following is included:

- ✓ Admission to the SIAL Canada 2013 Toronto Show at the Direct Energy Centre
- ✓ Admission to an Atlantic Canada networking event in Toronto with buyers and trade commissioners in attendance.
- ✓ A guided tour of the SIAL Canada 2013 show to review packaging and new marketing initiatives as well as learn how to effectively prepare for a large national show
- ✓ A guided store tour of different retail formats in the Toronto area

Registrations will be accepted on a first-come first-served basis and only 10 participants will be accepted into this program. Please fax your SIAL Canada 2013 "Atlantic Canada New Exporter Program" registration form to Taste of Nova Scotia at (902) 492-9286 or email to janice@tasteofnovascotia.com.

Please note that only companies who are not currently exporting outside of Atlantic Canada will be considered for participation in this program.

For more information or to receive the SIAL Canada 2013 "Atlantic Canada New Exporter Program" registration form please contact [Deborah Guillemette](#) (709) 729-1943 or [Tonya Norman](#) (709) 729-3641.

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

ApEx 2013

Halifax, NS

April 14-15

ApEx, Atlantic Canada's Premier Foodservice and Hospitality Show, is a trade show that is specifically for businesses involved with the foodservice and hospitality industries in Atlantic Canada. It is being held at Exhibition Park in Halifax this year.

The show is a perfect opportunity for companies to introduce their products, their business and themselves to industry professionals. This investment of time will result in new business contacts and the opportunity to learn what products industry professionals are looking for.

Average attendance in Halifax is approximately 2,000 foodservice and hospitality business people: owners, managers, purchasing agents, supervisors, corporate executives, consultants, dietitians, chefs, cooks, bakers and more. There are more than 225 booths of products and services that include food and beverage products of all kinds, equipment, linens, dinnerware, flatware and more.

The fee for a 10' x 10' space is \$1325 + tax. ApEx is not only a trade show; there are also industry-related seminars, chef demonstrations and competitions, and a welcome reception.

The show is open on Sunday, April 14 and Monday, April 15 from 10 a.m. to 5 p.m. on both days. For more information please visit the show website: www.apextradeshow.ca

Marketing Opportunity



The Export and International Business Network is a group of firms in the environmental sector conducting business, or looking to explore opportunities, abroad.

International business exists in a variety of forms, whether it is through exporting, importing, licensing technologies, accessing capital, business attraction, etc. Through its "Export and International Business Network" NEIA will facilitate companies to work together cooperatively to enhance their international business / export potential, and to accomplish what individual businesses working in isolation are unable to do.

Members of the network will:

- Become informed about international opportunities
- Access relevant training
- Make connections with other firms engaged / interested in international business
- Brainstorm opportunities with other firms and explore opportunities for export / international business collaboration
- Dialogue with a range of market experts (by region AND product line)
- Learn about the supply chains for international projects
- Make connections with government officials, international trade officers and others who can help you grow your business
- Utilize an export diagnostic tool to assist with market plan development
- Receive regular information on international trade missions
- Become aware of financial and program supports capable of assisting you in international development
- Obtain access to International Financial Institution (IFI) tenders
- Learn about customs/international market regulations

For more information on network details, please contact Ted Lomond, Executive Director, Newfoundland and Labrador Environmental Industry Association at ted@neia.org or (709) 237-8390.

Available Reports

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

- [Carbonated Soft Drinks](#)
- [Milk and Milk Alternatives](#)
- [Shellfish: American Eating Trends Report](#)
- [Health and Wellness Trends for Canada and the World](#)

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

- Regional Profile: South – East South – Central

- Vegetables
- Consumer Trends: Bakery Products and Breakfast Cereals in Poland
- Inside China: The Seafood Trade
- Bakery Products in Canada
- Sauces and Condiments in Germany
- Inside China: The Beef Trade
- Consumer and retail trends in China
- Inside China: Pork Trade
- Packaged Food: China
- Functional Food and Beverages in Brazil
- Wines, Beer and Spirits in South Korea
- Maple Market Analysis: North America
- Pet Food: Singapore
- Consumer Trends: Pasta and Couscous in the United States
- Coffee in the United States: Sustainability Trends

Food News

The Conscious Consumer

What Canadian Consumers are looking for

(Printed in Grocery Business, November 2012)

- 67% of Canadians say they look for Canadian food products to buy in-store
- 64% of Canadians say they like to try out new food and ingredients
- 56% of Canadians say they like to eat foods from different countries and cultures
- 71% of Canadian consumers say they read package labels to be sure to get the foods with qualities they want
- 63% of Canadians say it is difficult for them to know if an imported food is safe
- 54% of consumers make their shopping list based on items featured in the store flyer

Canadian food industry an “innovation laggard”: Conference Board

(Printed in *Canadian Grocer*, December 19, 2012)

Canada's food industry is an “innovation laggard” with little desire to improve their lot, according to a Conference Board of Canada report.

The authors argue that Canadian companies' complacency means the country is falling behind in the global food and drink export markets.

“When it comes to innovation, the Canadian food industry is content to compete for a bronze medal. Canada's food processors are not increasing—in fact, they are barely maintaining—global market share in the face of competition from established and new players,” Daniel Munro, the Conference Board's principal research associate, said in [a release](#).

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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