



Welcome to the March/April 2014 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.

Manufactured Right Here Expo 2014

St. John's, NL

April 25 – 26, 2014

Manufactured Right Here means strength, pride, independence and optimism in the future of Newfoundland and Labrador. Join us at this year's 23rd annual exhibition which will be held at the ReMax Centre (St. John's Curling Club). If you are interested in [exhibiting](#), please contact [Jackie Field](#) at the Canadian Manufacturers and Exporters (CME) NL office.

The Department of Innovation, Business and Rural Development will be having a booth at the Manufactured Right Here Show once again this year. As in previous years, we will feature a few products from the strategic sectors – which include Food and Beverage.

This year we are limiting it to five products from this sector and would like to focus on items that:

- Is new to the market – within the last year.
- Product is the result of new technology.
- Product must be shelf stable.
- Are not featured elsewhere in the show (your company does not plan on having your own booth)

If you are interesting in having your product/company featured in our booth, please contact [Deborah Guillemette](mailto:Deborah.Guillemette@nl.ca) at (709) 729-1943 at your earliest convenience as these limited spaces will be filling on a first come first served basis.

Alberta Foodservice Show 2014

Calgary, Alberta

May 12 – 13, 2014

The Department of Innovation, Business and Rural Development is in the recruitment stage for a Newfoundland and Labrador Pavilion at the [Alberta Foodservice Expo](#) in Calgary, May 12 – 13, 2014. The pavilion will host four or five local food and beverage companies and allow them to market their products while being easily identified as from Newfoundland and Labrador.

Top 10 reasons why buyers attend the Alberta Foodservice Show:

1. The most cost effective means of sourcing, products, services and information in the foodservice industry
2. Direct, one-on-one access to your suppliers
3. Question, examine and compare products from all of your suppliers in one location
4. Check out the newest products on the market
5. Experience one-of-a-kind culinary demonstrations
6. Learn about the hottest industry trends
7. Keep your money in your pocket with one-time-only show deals and FREE registration

8. Network within your industry
9. Indulge your senses with a wide variety of food samples
10. Celebrate your industry at the Monday night Cocktail Reception and Awards Presentation

The department is currently accepting applications from food and beverage companies who want to exhibit at the show or walk the show to learn more about the market and industry trends. Travel assistance may be available and space is limited.

Deadline to apply is February 28, 2014. For more information or to request an application, please contact [Deborah Guillemette](#) at (709) 729-1943.

CanGift Fair

Toronto, ON

August 10 - 13, 2014

The Department of Innovation, Business and Rural Development would like to determine if there is interest from shelf stable, gourmet food and beverage manufacturers to exhibit at the Fall 2014 [CanGift Fair](#) Show, formerly known as the Canadian Gift and Tableware Association (CGTA) Show.

Throughout 1.2 million square feet of display space, the Toronto CanGift Fair is Canada's largest temporary trade gift show. With over 900 exhibitors each year and nearly 26,000 qualified retail buyers annually from across Canada, it's Canada's largest one-stop shopping/buying venue. Look for innovative tabletop, housewares, gourmet food, garden accessories, collectibles, handmade, stationery, home décor, bath, bed and linen products and much more. Owned and managed by the Canadian Gift Association, the show is located only minutes from Pearson International Airport and major highways. It provides gift retailers with a unique, professional buying experience at Toronto's two most convenient venues.

Financial assistance may be available. Space will be limited and preference will be given to new exhibitors to this show/market. To express interest or for more information please contact [Deborah Guillemette](#) at (709) 729-1943.

Packex 2014

Montreal, PQ

November 19 – 20, 2014

The Department of Innovation, Business and Rural Development would like to determine interest from companies in the Food and Beverage sector to participate in a reconnaissance mission to the Packex Show in Montreal, Quebec from November 19 – 20, 2014.

This show, co-located with five others, will help companies that are looking to source new packaging equipment, processes and materials for their products.

Financial assistance may be available. For more information on this show please visit [Packex 2014](#). To express interest or for more information please contact [Deborah Guillemette](#) at (709) 729-1943.

Smartforce NL

New Course Offerings Free Online

Smartforce NL is a joint project of the [Department of Advanced Education and Skills, Newfoundland and Labrador Association of Technology Industries \(NATI\)](#) and [Bluedrop Performance Learning](#). It provides access to online professional development e-learning for residents of Newfoundland and Labrador to help increase the level of professional development and on the job skills training for employers and their workers.

Fast Facts

- [Smartforce NL](#) uses Bluedrop's Coursepark e-learning platform to provide access to over 2000 off the shelf courses including Leadership, WHMIS, Project Management, Business Essentials, Customer Service, Financial Literacy, Communication, Computer Literacy (MS Word, Excel, Power Point), Small Business Management and Personal Productivity.
- There are 57 custom courses available designed with the input of Newfoundland and Labrador businesses that are available free of charge.
- The custom course topics include: Engaging Gen Y, HR Fundamentals, Compensation, Alternative Compensation Solutions, Day to Day Performance Management, the Hiring Process, Social Media and Your Business, Social Media and Your Employees, Business Succession, Employee Succession, and Diversity.
- [Smartforce NL](#) is available to every business and resident of Newfoundland and Labrador courtesy of the Government of Newfoundland and Labrador through the Department of Advanced Education and Skills.
- Custom courses are **FREE** to all residents of NL.

The following **NEW** custom course bundles are now available through Smartforce NL.

Advanced Education and Skills - Business Succession Planning (8 courses)

Description: One of the biggest challenges for small to medium-sized business owners is succeeding from the business. The best way to deal with that challenge is to plan ahead. The courses in the Business Succession bundle will show you how creating a succession plan can prepare you for a smooth departure from your business into retirement. The courses in the bundle are designed to lead you through creating a solid business succession plan, including selling to family members, selling to partners or employees, and selling to a third party. In addition, the courses cover how to prepare you successor, plan financially and do estate and retirement planning.

Developed in partnership with: [Innovation Business and Rural Development](#), [Canadian Federation of Independent Business](#) and [Newfoundland and Labrador Association of Community Business Development Corporations](#).

The Course Bundle contains the following courses:

1. Introduction to Business Succession Planning
2. Prepare for Business Succession
3. Keep it in the Family
4. Sell to Partners or Employees
5. Sell to Third Party
6. Prepare Your Successor
7. Money Matter
8. Prepare Your Future

Advanced Education and Skills - Employee Succession Planning Bundle (6 courses)

Description: One of the biggest challenges for small- to medium-sized businesses is keeping the organization staffed with qualified and experienced people. The best way to deal with that challenge is to plan ahead. The courses in the Employee Succession bundle will show you how creating a plan for employee departures and replacement can make a difference in your organization. The courses in the bundle are designed to lead you through the steps toward creating a solid employee succession plan, including: profiling your organization, creating job profiles, identifying and assessing potential candidates, employee development and knowledge transfer plans, and evaluation.

Developed in partnership with: [Innovation Business and Rural Development](#), [Canadian Federation of Independent Business](#) and [Newfoundland and Labrador Association of Community Business Development Corporations](#)

The Course Bundle contains the following courses:

1. Introduction to Employee Succession Planning
2. Step 1: Profile Your Organization
3. Step 2: Create Job Profiles
4. Step 3: Identify and Assess Potential Candidates
5. Step 4: Create Employee Development and Knowledge Transfer Plans
6. Step 5: Implement and Evaluate

Advanced Education and Skills-Diversity Series (6 courses)

Description: *This bundle of courses introduces small business owners to the concepts of diversity and inclusion and presents strategies they can use to build and sustain a welcoming workplace.*

The Course Bundle contains the following courses:

1. What is Diversity & How Does it Benefit Your Organization?
2. What are Your Legal Obligations?
3. How Do You Modify Your Hiring Practices to Support and Achieve Diversity?
4. How Do You Build A Welcoming Workplace?
5. How Do You Manage a Diverse Team?
6. How Do You Promote Inclusion and Celebrate Diversity?

These bundles and others are now available **FREE** through www.smartforcenl.ca. To view the complete listing of available Course Bundles on Smartforce NL please click [here](#). To view the courses in each bundle click on the *Details* tab and select *Bundled Courses*.

For more information on [Smartforce NL](#) please contact a Labour Market Development Officer at an Employment Centre nearest you or jennifermeadus@gov.nl.ca.

Available Reports

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

- [Consumer Trends - Bakery Products in Canada](#)
- [Coffee in the United States - Sustainability Trends](#)
- [Canadian Food Products in Mexico](#)
- [Modern Grocery Retail Trends in Central and Eastern Europe](#)
- [Socially Conscious Consumer Trends – Sustainability](#)

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

- Newfoundland and Labrador Imports by Product 2013
- Newfoundland and Labrador Exports by Products 2013
- Mapping Your Future – 5 Game Changing Consumer Trends
- [EDC Commodity Tracker](#)

Business News

New Government of Canada tool will help Canadian businesses grow

Greg Rickford, Minister of State (Science and Technology), along with the National Research Council of Canada (NRC), announced a new tool to help small and medium enterprises (SMEs) find business research and development (R&D) programs.

The Concierge Service tool is designed to assist SMEs who struggle to understand and access much of the R&D support available through Government innovation support programs that respond to their business needs.

“CME has been looking for something like the Concierge Service tool to help our SME members and it goes a long way in addressing their needs,” says CME President and CEO Jayson Myers. “With these kind of services SMEs can continue growing and employ more Canadians.”

The Concierge Service provides a single point of contact either by phone, on-line, or in-person allowing for easier access to government innovation assistance programs, which in turn helps them grow into globally competitive companies. The new service will complement NRC’s existing array of innovation support programs.

For more information go to www.concierge.portal.gc.ca or call at 1-855-534-8433.

How it’s made in NL - Videos

Ever wonder how fresh snacks are prepared in bulk and distributed nationally? Well, so did the CME!

That’s why they designed and produced “How It’s Made in NL” videos featuring CME-NL member [Smith Snacks](#). Other member videos are also available on YouTube.

Small Business Hometown Heroes Award

Many local businesses are incorporating sustainability and environmental awareness into their long term plans – some are even making it a key selling point of their business offering.

With the Small Business Hometown Heroes Award, Earth Day Canada recognizes small businesses that make significant environmental achievements in their community.

The winning business is awarded \$5,000 that must be used to make an operational change that results in the business lessening their environmental impact. As well, the winning small business will be recognized at an awards ceremony in Toronto in spring 2014, with accommodation and travel provided courtesy of Earth Day Canada.

The Small Business winner will also receive permission to use Earth Day Canada’s logo for one year to help market and promote the business and/or an approved product.

Earth Day Canada will consider **small business** candidates who:

- Are Canadian-owned and operated, and have operated as a registered business for at least two years
- Carry out their business locally and regionally
- Demonstrate outstanding environmental leadership, innovation and benefits beyond their products and/or services
- Prioritize long-term environmental planning and/or commitment as an integral part of their business model and/or operations that have resulted in positive sustainable impacts
- Are engaged in internal initiatives that incorporate environmental best practices, resource conservation and green living from supply chain management to employee engagement programs
- Serve as community ambassadors, influencing and engaging suppliers, customers and the general public to educate and/or empower them to support a healthier environment
- Are not government or quasi-government entities
- Completed the Small Business Hometown Heroes nomination package, including all forms and supporting documentation – **must be received by March 31, 2014** [Download Small Business Package\[PDF 378KB\]](#)



Innovation, Business and Rural Development

Bidding on Opportunities with the Government of Canada - April 8, 2014

Join us for a webinar on Apr 08, 2014 at 12:00 PM NDT.

Register now!

<https://attendee.gotowebinar.com/register/6170134155845859074>

Goods. Services. Construction.

Are you interested in bidding on opportunities with the Government of Canada?

If so, join us from the comfort of your office to learn about the requirements of a bid solicitation, how bids are evaluated and how small and medium enterprises should respond to a bid.

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

If you have any questions regarding this webinar, please contact Dale Williams, Supplier Development Specialist, 729-7003, supplierdevinfo@gov.nl.ca.

After registering, you will receive a confirmation email containing information about joining the webinar.

[View System Requirements](#)

Lean Manufacturing Certificate Program - Lean Level I

Banish Waste and Create Wealth in Your Organization

Spring 2014

As companies aim to become more competitive/world-class by applying Lean Principles, they are realizing that they need to develop internal lean champions who can support and lead various initiatives and continuous improvement teams. The Lean Manufacturing Certificate Program Level I is intended to develop strong supporters of lean.

The Lean Manufacturing Certificate Program is a Six Day Program (6 modules) designed to meet the training needs of companies adopting the 'lean approach' to doing business. It provides theory and application of the key lean tools. It is also intended to allow them to better support the lean approach of their companies who are serious about improving profitability through reducing waste. Graduates receive a certificate, granted by Canadian Manufacturers & Exporters, Newfoundland & Labrador Division.

Upon successful completion of this interactive program, participants will be familiar with the principles and key tools supporting the company lean initiative. They should be strong contributors to the lean journey able to provide leadership on improvement teams and drive improvements in their areas of influence.

All training will take place at CME Office – 90 O’Leary 2nd floor, from 9 am to 5 pm

April 2	Introduction to Lean
April 3	Value Stream Mapping
April 30	CITT/5S/Visual Factory
May 1	Problem Solving
May 28	Standardized Work
May 29	Lean Implementation/Graduation

Fluent Consortium/Networking Members \$795.00 + HST

CME Members \$1195.00 + HST

NON Members \$1795.00 + HST

Participants should have a strong interest in Lean thinking and the commitment of their organization to the lean journey. There are practicum assignments where participants have an opportunity to apply lean thinking tools to their workplace. The assignments are evaluated by the instructor and then returned to participants. Each participant must attend all courses to receive a certificate.

[Click here to register!](#) REGISTRATION DEADLINE – March 28, 2014. Cancellations must be received in writing no later than March 26, 2014.

For more information please contact [David Haire](#) Tel: (709) 685-5820, Canadian Manufacturers & Exporters, Newfoundland Division, 90 O’Leary Ave., 2nd Floor Suite 207 St. John’s

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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