



Welcome to the January/February 2015 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), Economic Development Officer at the Department of Innovation, Business and Rural Development or call (709) 729-1943.

Product Review for Local Wholesale Show

The Provincial Craft Wholesale Show is coming up on March 23, 2015 in St. John's and we are now recruiting exhibitors. This juried show attracts retailers in the province who carry locally made craft and gift products for their customers, many of whom are tourists. If your company produces a shelf stable food gift product that would appeal to these shops and you are interested in an opportunity to exhibit at the 2015 show we invite you to apply for booth space. [Exhibitor applications](#) can be downloaded from our website and must be received by us by Friday, January 9, 2015.

As this is a juried show all products must be submitted to our January 15th Product Review jury session. The [Product Review application](#) can also be downloaded from our website. Please submit the completed application along with your product samples to the address shown on the application. Due to the short lead time we will accept submissions for Product Review up to January 9.

Innovation Information Forum

St. John's

January 23, 2015

Learn what the Government of Canada and Newfoundland and Labrador are doing to bolster innovation and what programs and services are available to help your business!

This Innovation Information Forum in St. John's will bring together government departments and agencies to present current innovation and commercialization programs. Hear from representatives from federal and provincial departments and agencies on how their programs and services support innovators and entrepreneurs in Canada.

Atlantic Room, NRC Building, Arctic Avenue, St. John's, NL
9:00 am – 12:00 pm Registration 8:30 am

Please note that due to space limitations, registration is required and will be on a first come, first served basis. These presentations are offered FREE of charge and will be delivered in English. **REGISTER** by email to osme-bpme-atl@pwgsc-tpsgc.gc.ca

Partners, Programs and Services:

- Public Works and Government Services Canada (PWGSC) – [Build in Canada Innovation Program](#)
- National Research Council (NRC) - [Concierge Program](#)
- National Research Council of Canada (NRC) - [Industrial Research Assistance Program \(IRAP\)](#)
- Natural Sciences and Engineering Research Council of Canada (NSERC) – [Research Partnerships](#)
- Canada Revenue Agency (CRA) - [Scientific Research & Experimental Development \(SR&ED\) Tax Incentive Program](#)
- Atlantic Canada Opportunities Agency (ACOA) - [Atlantic Innovation Fund](#)
- Department of Business, Tourism, Culture and Rural Development - [Business Investment Fund](#)
- Research and Development Corporation - [Funding Programs](#)
- Canadian Intellectual Property Office (CIPO) - [Intellectual Property - The Basics](#)

National Restaurant Association (NRA) Show

Chicago, IL

May 16 – 19, 2015

Join the Atlantic Canadian delegation to take part in a “Walker Program” to discover new business opportunities and gather competitive market intelligence at the National Restaurant Association Show in Chicago, Illinois.

The Atlantic Food, Beverage, and Processors Association Inc. is leading an Atlantic delegation as part of the International Business Development Agreement (IBDA) in partnerships with the four Atlantic Canadian provinces. Recruitment is now open for agrifood, seafood, and food service related companies from Atlantic Canada, interested in participating in the National Restaurant Association Show to be held from May 16 - 19, 2015.

The National Restaurant Association Show is one of the largest food and hospitality events in North America targeting companies that supply the restaurant and hotel industry. It is anticipated that the show will draw participation from 1,800 companies and over 44,000 attendees.

Annual food service expenditures in the US are \$681 billion, while those in Canada are \$67 billion. Many Atlantic Canadian Food Processors already supply much of their production to the food service industry and it represents a huge opportunity for your company.

For more information about the NRA Show, please visit: <http://show.restaurant.org/>

The \$250 registration fee includes participation in the following:

- Matchmaking opportunities
- Networking opportunities at an Atlantic Canada Reception (TBC)
- Participation in a pre-conference workshop on the food service industry
- Complimentary show pass which includes full access to the exhibit floor

Companies are responsible for their own travel, accommodations, displays, and samples. Applications are being accepted on a first-come first-served basis. All applications will be screened for eligibility and suitability. The \$250 fee will be processed upon approval. Space is limited.

To register, please contact: [Germain Landry](#), Atlantic Food, Beverage, and Processors Association, 506-447-1409.

Upcoming Events....

Local Buyer- Seller Networking event in St. John's – February/March 2015

New York Fancy Food Show, NY, USA – June 28 – 30, 2015

Other events you may be interested in...

Food & Beverage Trade Mission to Costa Rica & Honduras

San José, Costa Rica & Tegucigalpa, Honduras, Costa Rica

February 16-20, 2015

The Embassy of Canada in Costa Rica in coordination with the local chambers of commerce will organize an Agri-food trade mission to Costa Rica & Honduras taking advantage of existing Free Trade agreements with both countries. A service provider will be retained, to assist interested Canadian companies in the organization of business meetings,

translation and other logistical elements for the mission. The Embassy will provide market information and TCS services to incoming clients.

Canadian companies attending this event will have the opportunity to deliver a marketing presentation on their products, meet & network with potential local contacts, partners, buyers and key local decision makers. Site visits will also be arranged to assist in assessing the market for export.

The Canada Honduras Free Trade Agreement entered into force in October 1st, 2014 providing better opportunities in the Honduran market. Canadian products also benefit from an existing Free Trade Agreement with Costa Rica ratified since 2002.

This will be the perfect place to meet in a short period of time with the largest agrifood product importers and key decision makers in Costa Rica and Honduras. Canadian products are perceived to be as of excellent quality by Costa Ricans and Hondurans.

The Trade Commissioners will provide support with logistics, debriefing sessions and introductions to potential buyers and site visits, allowing the Canadian participants to focus on promoting their products and negotiate potential sales in both markets. For further information contact [Alexander León](#) - Trade Commissioner.

Available Reports

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

- [Market Overview Mexico](#)
- [Market Overview India](#)
- [Small Fruit and Fruit Juices in the European Union](#)
- [Inside China: The Fish and Seafood Trade](#)

Funding Program

Agriculture and Agri-Food Canada's AgriMarketing Program

The AgriMarketing Program can support Small and Medium Sized Enterprises (SMEs) in implementing their international market export plans by providing up to \$50,000 non-repayable contribution. A full program guide for The Small and Medium-sized Enterprise (SME) component of the AgriMarketing Program's Market Development is located on AAFC's [website](#) and provides information on how to apply. Eligible Applicants include SMEs operating in the agriculture, agri-food, and fish and seafood sectors who have fewer than 250 employees and annual sales not exceeding \$50 million.

Eligible Applicants must be legal entities capable of entering into legally binding agreements. Applications will be accepted on a continuous basis for activities to be undertaken and completed within the current fiscal year (April 2014-March 2015). Activities in Canada or the United States are not eligible under this program. For additional information please call 1-877-246-4682 or visit the program website at <http://www.agr.gc.ca/eng/?id=1397220184548>

Food in the News

The Healthy Senior

By: Ashlin Hartery

Grocery shopping can be very overwhelming at times, especially for seniors. Senior citizens make up a huge part of our society so it is important to do everything we can to accommodate them.

Did you know that two out of three consumers believe that stores are not fully catering to the needs of older consumers? With 47 percent of seniors admitting that it is difficult to find **easy-to-read product labels** and 49% of seniors saying that they have trouble locating **easy-to-open packaging**. Seniors are having trouble purchasing their groceries

because they cannot read the labels on the products. Perhaps larger print on the labels may solve this problem along with packaging that is easier to open yet safe to remain sealed while traveling from the manufacturer to the store.

Approximately 52% of seniors say that eating healthy is the most important priority while grocery shopping; however more than 45% cannot find foods that meet their **special nutritional diets**. Although it is difficult to accommodate everyone's health needs, manufacturers could offer products with no sugar added, gluten free and other types to their lines.

Source: Allison, Carman. (2014, April). The Healthy Senior. *Grocery Business*, 72-73.

Social Media

By: Ashlin Hartery

The use of technology has become very prominent in society today. Not only is it a way to quickly spread a message, it also affects decision making based on the information that is displayed through social media. Over half of Canadians own a smart phone and another 12% are expected to purchase one within the next year.

Of this number, 20% of Canadians use social media to help make purchase decisions with retail specific apps, grocery being the most popular.

With this much activity, social media can make or break a product. Almost all consumers with a smart phone visit social media sites where they can post about how much they enjoyed or disliked a product. This could be an incentive for manufacturers to make sure that they produce a product that will not receive bad reviews.

Another influence of social media is that people could become more involved in new product input. Over half of consumer say that they are willing to get more involved in new product input and just less than half, 48%, say that they are willing to get more involved in product reviews.

Food manufacturing companies should take advantage of the increase in use of social media to gain knowledge on what consumers want for new products and to advertise these products.

Source: Allison, Carman. (2014, April). The Healthy Senior. *Grocery Business*, 64-65.

Transportation Issues?

Does your company have any issues in exporting your products to markets off the island? We would like to hear about your experiences...the good, bad and the ugly!

- What shipping company have you found to be the best or the worst?
- Do you use a website to book backhaul shipments?
- Have you ever experienced food spoilage due to transportation delays?
- Have you had a shipment rejected by the buyer due to not arriving on time?

Please contact [Deborah Guillemette](#) at (709) 729-1943 to discuss your experiences and possible solutions for the industry to explore.

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

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