



Welcome to the March/April 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 Business, Tourism, Culture and Rural Development or call (709) 729-1943.

## Cultivating Connections

### Lester's Farm Chalet, 92 Pearltown Road, St. John's

*March 10th, 2015, 10:00 A.M. - 4 P.M.*

The Department of Business, Tourism, Culture and Rural Development has partnered with the Department of Natural Resources and the Restaurant Association of Newfoundland and Labrador to bring you a full day workshop on marketing and networking.

- Learn about the opportunities that exist when you bring together local producers and processors with local chefs, restaurants and retailers!
- Rebecca LeHeup, Executive Director with the Ontario Culinary Tourism Alliance, will present best practices with a panel discussion from locals who have already seen the benefits of working together and the potential that still remains.
- One on One Matchmaking Sessions
- Registration Fee - \$30
- Register by contacting the Restaurant Association of Newfoundland and Labrador by phone at (709) 765-8483 or by e-mail at [admin@ranl.ca](mailto:admin@ranl.ca)

## Manufactured Right Here Show

### St. John's, NL

*May 2<sup>nd</sup> – 3<sup>rd</sup>, 2015*

Manufactured Right Here's 24<sup>th</sup> annual exhibition will be held at the ReMax Centre (St. John's Curling Club) May 2<sup>nd</sup> – 3<sup>rd</sup>, 2015. If you are interested in exhibiting, please contact [Jackie Field](mailto:Jackie.Field) at the Canadian Manufacturers and Exporters (CME) NL office.

The Department of Business, Tourism, Culture 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 the food and beverage sector and would like to focus on items that:

- Are 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) at (709) 729-1943 at your earliest convenience as these limited spaces will be filling on a first come first served basis.

# 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....*

New York Fancy Food Show, NY, USA – June 28 – 30, 2015. For further information please contact [Deborah Guillemette](#).

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

## SIAL Canada

### Toronto, Ontario

*April 28-30, 2015*

SIAL is the only show in Canada that brings together so many products from around the world, attracting qualified buyers from distribution, retail and foodservice. You can learn more about this show at <http://www.sialcanada.com>. The Canadian Food Exporters Association, along with members, will exhibit within the Canadian Pavilion. For more information, including how your company may be eligible to participate with CFEA, please visit <https://www.cfea.com/events/sialcanada2015invite.aspx>. If you are interested in walking the show, you can register for free with VIP CODE: **excust15** at [https://sial.expoplanner.com/index.cfm?do=reg.flow&event\\_id=21](https://sial.expoplanner.com/index.cfm?do=reg.flow&event_id=21). If you visit the show be sure to stop by the SIAL Group booth # 1201 and meet SIAL Sales Manager Thierry Quagliata to find out more about exhibiting in future years.

## Available Reports

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

- [Market Intelligence Reports](#)
- [Maple Products - European Market Analysis](#)
- [Dairy Products in Western Europe](#)
- [New Food Products with Pulse Ingredients Launched in the European Union](#)
- [Market Overview - United Arab Emirates](#)
- [Consumer Profile – Germany](#)
- [Fortified/Functional Foods in China](#)

## Other Reports (Please contact Deborah Guillemette to request the reports below):

- Newfoundland Exports by Product
- Newfoundland Imports by Product

## Funding Programs

### 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](#).

### Agriculture and Agri-Food Canada's AgriInnovation Program

The Enabling Commercialization and Adoption Stream of the AgriInnovation Program provides repayable contributions to approved industry-led pre-commercial demonstration, commercial or adoption projects and has an open system where applications can be submitted for review at any point until available support to accepted projects has been fully allocated. Types of projects under the Enabling Commercialization and Adoption Stream: •pre-commercial demonstration - projects involving the demonstration of an agri-innovation for which all necessary testing and piloting has been completed and the innovation is within 24 months of market or commercial operation; and •commercialization - projects in which agri-innovations will be introduced to the market at the successful completion of the projects. •adoption – projects involving the adoption of innovative agricultural, agri-food or agri-based products, technologies, processes or services where recent innovations are adopted and adapted into recipients operations. For additional information please call 1-877-246-4682 or visit the program [website](#).

### New Hiring Tools for Employers

The Government of Canada launched [Express Entry](#) in January 2015. It is a great new tool that can help you with your hiring initiatives and will offer you an additional option as you build your workforce.

If you are unable to fill a position in your workforce with a Canadian or permanent resident you can consider permanently hiring an experienced skilled foreign worker through Express Entry. Citizenship and Immigration Canada launched Express Entry on January 1st, 2015 to manage applications for permanent residence in certain economic programs including the Federal Skilled Worker Program, the Federal Skilled Trades Program, the Canadian Experience Class, and a portion of the Provincial Nominee Program.

Express Entry will place qualified candidates in a pool. If you are unable to find Canadians to fill available jobs, you can connect with eligible foreign workers in this pool through Job Bank. If you offer them a permanent job, there will be no Labour Market Impact Assessment fee for a permanent residence application. Please visit [www.canada.ca/ExpressEntry](http://www.canada.ca/ExpressEntry) to learn more and sign up for email updates today. For further information about Express Entry, please contact Andrew Mackey, Department of Advanced Education and Skills, Office of Immigration and Multiculturalism at 709-729-7298 or [AndrewMackey@gov.nl.ca](mailto:AndrewMackey@gov.nl.ca).

## Association for New Canadians - Employment Services

AXIS (Acquiring eXperience; Integrating Skills) provides comprehensive, career-focused services and employment programs for educated professionals, trades persons and entrepreneurs. Through interactive engagement with employers and collaborative partnerships with all levels of government, industry and the community, AXIS aims to facilitate successful labour market integration for newcomers.

Following an initial assessment, clients and counsellors develop an individualized Career Action Plan, which often includes facilitation of Credential Recognition and participation in Pre-employment Readiness Training . Incorporating one-on-one counselling and group seminars, clients receive comprehensive and current information in preparation to enter the Canadian workplace. Clients also have the opportunity to participate in customized Bridge-to-Work programs including Mentoring Link, STEP Career Training Placements, the Internship Placement Program (IPP), and Entrepreneurial Assistance.

The Skills-Matching Database is an online recruitment tool where employers are able to post job openings for free, access online client resumes, find answers to immigration questions, labour market information and access services available through AXIS Career Services. AXIScareers.net quickly and effectively links a talented pool of work-ready, internationally educated and skilled workers with employers in the province of Newfoundland and Labrador.

For more information on AXIS Career Services, please contact: Phone: (709) 579-1780, Fax: (709) 579-1894, Email: [axis@nfld.net](mailto:axis@nfld.net), Web: <http://www.axiscareers.net>

## 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.

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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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supporting  
innovation is our  
greener future



### Solid Waste Management Innovation Fund

If you have a new idea to help reduce, reuse, recycle or recover solid waste in the province, we want to hear about it.

#### Apply Now!

Apply to MMSB's Solid Waste Management Innovation Fund for up to \$15,000 in funding for the development of new or improved technologies, products, services or processes that support solid waste management in the province. The deadline for applications is April 7, 2015. For more information on how to apply, visit [mmsb.nl.ca](http://mmsb.nl.ca), call toll-free 1.800.901.6672 or email [inquiries@mmsb.nl.ca](mailto:inquiries@mmsb.nl.ca).

#### Green Innovator

**JIM LESTER** (Lester's Farm Inc., Pearltown Road, St. John's) Jim is turning your morning coffee into nutrient-rich plant food while keeping over 500 tonnes of waste out of our landfills each year. With the help of MMSB's Innovation Fund, Jim has researched the use of spent coffee grounds from local Tim Hortons restaurants and is now producing high-value compost for crops such as cabbage and sweet corn. The result? Less waste in our landfills and more delicious local produce for our dinner tables.

guiding our province  
to a greener future

