

eFood Focus

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Saskatchewan Food Industry
Development Centre Inc.

Concept to Commercialization

product development

extrusion technology

interim processing

industry training

technology transfer

quality assurance

Food Centre Invades Rural Saskatchewan!

Entrepreneurialism is alive and well in Saskatchewan!! Food Centre partnered with Saskatchewan Ministry of Agriculture to deliver "Developing Your Agri-business" Seminars to 10 rural locations to spread news of industry programs and services available for business development. These sessions drew almost 100 participants. Other organizations providing a service or program to the food industry were also promoted through an information folder that was handed out to attendees.

In addition to the info sessions in rural Saskatchewan, the Food Centre hosted a full day seminar in Saskatoon and Regina on "Programs and Services to Foster Innovation". Industry organizations and government groups were invited to speak about their services and funding programs to assist SMEs in innovation and commercialization.

Many participants were not aware of the vast services and funding programs available and thought the information provided was very useful for their business. The Food Centre will look into presenting these sessions on an annual basis.

"Discover Agriculture in the City" at the Saskatoon Farmers' Market

Sometimes it is easy to forget that our food originates from the Earth and not the grocery store. Agriculture is a huge integrated system that plays an important role in the foods that we eat and also things that we use every day. Rediscover what agriculture is at Saskatoon's "Discover Agriculture in the City". This is a 2 day event located at the Saskatoon Farmers' Market.

Mark Your Calendar!
September 11 – 12, 2011

There will be many fun activities to discover agriculture for the family. Enjoy delicious locally produced foods, educational exhibits, meet local farmers who grow the food you eat, hands-on demonstrations, goat rodeo for the kids and cooking demonstrations for all ages!

Agriculture in the City is a great event to explore the exciting world of agriculture. Learn about innovative food and non food uses. You'll be amazed!

Information on this event will be posted on www.celebrateagriculture.ca shortly.



Food Centre Welcomes New Staff



Shahram Emami Extrusion Scientist

Shahram joins our Extrusion Team in assisting companies to commercialize food products using the Food Centre's twin screw extruder.

Shahram has obtained his Ph.D from the College of Engineering, University of Saskatchewan. In addition, he has both his Masters

and Bachelor of Science in Food Science and Technology from Isfahan University of Technology in Iran. Shahram's experience as a post-doctoral research associate and educational experience will be an asset to the Extrusion Team.

Nutritional Labelling Funding Program Extended



The Saskatchewan Food Processors Association has extended its funding for Nutritional Labelling claims to September 30, 2011. In addition, the previous claim limit of \$3,000 per company has been lifted.

All food processing companies are eligible. Funding program covers:

- nutritional analysis (wet/dry)
- label plate (cover plates only, not labels or cartons/cases)
- carton/case plate (cover plates only, not labels or cartons/cases)
- UP Code
- bilingual interpreter

For more information, contact Darrell Schneider at (306) 683-2410 or schneider@sfpa.sk.ca.

SAVI Funding Enhancement

The Saskatchewan Agri-Value Initiative (SAVI) program has **increased funding from \$50,000 to \$100,000** per company.

The increase will provide enhanced funding opportunities for Saskatchewan processors and agri-businesses. Funding in the four component areas (Prototype and Product Development; Marketing Opportunities; Systems Improvement; and Skills and Training Funding) was also expanded to encourage capturing of new opportunities and improved business and skills development.

SAVI provides funding for small to medium sized enterprises and producer/processor organizations maintaining a significant business interest in Saskatchewan who are involved in value-added processing of agriculture products. Applications for the program are accepted year round. The program requires 50 per cent matched funding from the applicant.

For more information, contact the Agriculture Knowledge Centre a Regional Farm Business Management Specialist near you.

Kindersley.....	(306) 463-5513
Moose Jaw.....	1-866-457-2377
North Battleford.....	(306) 446-7962
Outlook.....	(306) 867-5575
Prince Albert.....	(306) 953-2363
Regina.....	(306) 787-5924
Saskatoon.....	(306) 933-5344
Swift Current.....	(306) 778-8285
Tisdale.....	(306) 878-8842
Watrous.....	(306) 946-3220
Weyburn.....	(306) 848-2857
Yorkton.....	(306) 786-1531

Agriculture Knowledge Centre
Toll Free: 1-866-457-2377
E-mail: aginfo@gov.sk.ca

The Food Centre has worked with numerous clients to apply for project funding through the SAVI Program. Contact Sara Lui at (306) 933-7822 if you have a product idea you want to commercialize.

Upcoming Training @ Food Centre

3 Day HACCP Training

Learn how to analyze, develop, implement and maintain effective Prerequisite Programs and HACCP plans into operations.

Info Sessions on BRC and ISO 22000

Access global markets! Larger retailers are requiring either or both certifications from manufacturers.

Food Extrusion Short Course

Opportunities for Saskatchewan entrepreneurs using extrusion technology.

Sector Specific Short Courses

The ins and outs on processing a variety of food products.

More information and registration for the above training will be posted at www.foodcentre.sk.ca in August. If you would like to be added to our database to receive Food Centre news, contact us at (306) 933-7555 or email info@foodcentre.sk.ca.

FREE Employee Training www.GMPsOnline.ca

Good Manufacturing Practices (GMPs) are the basic principles of operation a food processor should follow to produce a consistent, quality food product and are the basis of HACCP pre-requisite programs.

Reduce potential recalls and increase production efficiency by training employees on GMPs annually.

Online access is FREE if you are a Saskatchewan company. For more information, contact Erin Hiebert (306) 964-1818 or email ehiebert@foodcentre.sk.ca.

WINNER!

Peggy Anderson (Tuchand Gardens - Weyburn, SK)

Peggy won a Magellan RoadMate 1470 GPS for participating in the Food Centre's 7 Minute Food Safety Survey. Thank you to all who participated!



HACCP & Food Safety Certificate

Industry alerts on food contamination and safety proves the importance of quality control in food processing plants.

Great path to a new career OR excellent opportunity to train your employee to establish or oversee a food safety program in your facility.

Flexible training won't interrupt your daily operations or busy lifestyle.

www.HACCPonline.ca



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Canada

Financial support for the HACCP online training has been provided by the Agriculture Council of Saskatchewan through the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) program. Funding for the ACAAFS program is provided by Agriculture and Agri-Food Canada.

HACCP is an internationally recognized set of food safety principles. Under HACCP, processors implement process controls designed to enhance safety levels at every stage in production. HACCP certification is an important component for ensuring food safety and enhancing the marketability of food products internationally.

Why Saskatchewan Agri-food Businesses are Strategically Positioned to Tap into the Healthy Foods and Ingredients Market

Article by Mohamed Khan, Food Centre Healthy Foods Specialist

Numerous reports and statistical data indicate that food related health complications such as obesity, diabetes, high blood cholesterol, hypertension, cardiovascular, stroke osteoporosis and certain types of cancers are increasing on regional, provincial and national levels in Canada. The high rates of these health problems in general population are negatively affecting the well-being of Canadians, public health care costs and productivity of the Canadian economy.

In order to provide sustainable public health care services to Canadians and improve their health, wellness and productivity, ministers of health/healthy living and/or health promotion have agreed in 2010, to endorse a declaration on prevention and promotion to guide efforts to promote healthy living. The federal, provincial and territorial (except Quebec) ministers also agreed on a framework for action to promote healthy weight in children. One of the key policy priorities in curbing childhood obesity is "looking at ways to increase the availability and accessibility of nutritious foods and decrease the marketing of foods and beverages high in fat, sugar and/or sodium to children". Translating words to action, the sodium working group, convened by Health Canada, recommended reducing the daily sodium consumption of adult Canadians to 2300 mg (from 3400 mg, about 5% each year) by 2016 and between 1500 and 2300 mg by January 2020. The top sodium reduction strategy recommended by this group was to request food processing

Saskatchewan is a nutritional powerhouse! Entrepreneurs of this province have access to our rich agriculture in developing healthy food products and ingredients.



Bio active ingredients from Echinacea, and other herbs, spices and wild plants



Nutritional oils from flax and other oil seeds



Fiber, protein and starch from oat and other cereals



Antioxidants from berries and other small fruits



Functional Food Ingredients from peas and other pulses

industries to set gradual reduction targets based on certain food categories.

Furthermore, a seminar presentation on May 31-June 1 by University of Saskatchewan professor Karen Chad (Vice-President Research), at a round-table jointly hosted by Saskatchewan Ministry of Health and Public Health Agency of Canada, highlighted the increasing number of individuals with unhealthy weight in Saskatchewan. The overweight and obesity rate among youth and adults in the province is 57% and 60%, respectively. The economic cost of obesity related health complications is almost 10% of the provincial health care budget. Dr. Chad and her research group developed a "healthy weight framework for Saskatchewan", which is based on several principles including "the combination of healthy eating and active lifestyle should be recognized and promoted as a mean of reducing the risk of indentified health problems (e.g. obesity, diabetes, heart disease, certain cancers, depression) and improving well-being".

While most of the aforementioned recommendations are voluntary and relatively new, public health officials, health professionals, health ministers, and consumer advocacy groups are continuously lobbying the provincial, territorial and federal governments to introduce mandatory healthy foods regulations. In addition, a survey published in January 2011 by Canadian Broadcasting Corporation indicated health conscious consumers are increasing in Canada and they are making

Grocery Retail and Foodservice Value Chain



The Saskatchewan Grocery Retail and Foodservice Value Chain Initiative is designed with the vision of encouraging and assisting Saskatchewan's agri-food industry to become more competitive and provide solutions for today's consumer.

The Saskatchewan Grocery Retail Value Chain Program will allow participants to learn about today's grocery retail industry through a series of twelve guides, industry conference calls with Canadian grocery retail consultants and the Saskatchewan Retail Grocery Roundtables. The Saskatchewan Foodservice Value Chain Program will illustrate today's foodservice industry with a series of five guides and will include industry conference calls with Canadian foodservice consultants and Saskatchewan Foodservice Roundtables.

UPCOMING CONFERENCE CALLS

Foodservice Conference Call - Wednesday, October 5, 2011 at 2:00 p.m.

Grocery Retail Conference Call - Thursday, October 13, 2011 at 2:00 p.m.

The free conference calls will provide an overview of the recently released foodservice and grocery retail guides. The calls will allow our consultants the opportunity to update participants on current activities and trends within the industries while giving participants the opportunity to discuss experiences.

Do You Need a Business and/or Marketing Plan?

The Saskatchewan Agri-Food Concept Evaluation Program is part of ACS' Saskatchewan Grocery Retail and Foodservice Value Chain project. This program will provide opportunities for Saskatchewan agriculture and agri-food companies to request a preliminary business plan and/or conceptual marketing plan. The plans will be developed with the assistance of agribusiness students, evaluating possible concepts or marketing initiatives. Participants will pay \$300 of the \$600 cost of the project application, with \$300 provided by ACS.

The deadline for applications is Thursday, August 25, 2011 for projects starting the first week of September.

For more information on these programs, please go to the new Saskatchewan Grocery Retail and Foodservice Value Chain Initiative website at www.saskvaluechain.ca or contact Bryan Kosteroski at (306) 975-6851 or kosteroskib@ag-council.ca.

INDUSTRY EVENTS

Tradeshows /Conferences

July 10 - 12
Summer Fancy Food Show
Washington, DC
www.specialtyfood.com

July 10 - 13
25th Annual Canadian Special Crops
Association Convention
Vancouver, BC
www.specialcrops.mb.ca

September 16 - 23
National Biotech Week
www.imagenation.ca
www.agwest.sk.ca

September 21 - 24
Natural Products Expo East
Baltimore, MD
www.expoeast.com

September 29 - October 1
Premier Festival
TCU Place
Saskatoon, SK
www.tcuplace.com

October 2 - 3
Alberta Foodservice Show
Calgary, AB
www.albertafoodserviceexpo.ca

October 13 - 16
Canadian Health Food Association Expo East
Toronto, ON
www.chfa.ca

October 24 & 25
Grocery Innovations Canada
Toronto, ON
www.groceryinnovations.com

November 11 & 12
Saskatchewan Green Trades Conference
Saskatoon Inn
Saskatoon, SK
www.sgtc.ca

Article continued from page 4 - "Why Saskatchewan Agri-food Businesses are Strategically Positioned to Tap into the Healthy Food and Ingredients Market"

continuous efforts to reduce consumption of salt, fat, and sugar from processed foods.

Saskatchewan agri-businesses have access to resources and expertise to tap into this healthy movement. Development and marketing of healthy foods and ingredients will enable new and existing businesses to:

- capture unlimited market opportunities in healthy food and ingredient sectors;
- fulfill current and future healthy foods and ingredients regulatory requirements;
- utilize unlimited agriculture resources in the province;
- contribute to health and wellness of consumers and thus reduction of health care costs;
- help reduce carbon emissions; and
- benefit the environment.

There is funding available for development of healthy foods and ingredients. Ask us how.

The Food Centre, through its Developing Healthy Foods and Ingredients Program, can assist agri-food businesses in Saskatchewan in five key areas related to healthy foods and ingredients including:

1. Understand and apply food and ingredient health claims permitted in Canada.
2. Search and analyze healthy foods and ingredients available in Saskatchewan and Canada.
3. Reformulate existing food products to reduce salt, fat and/or sugar to attract health conscious consumers and meet potential future food regulatory requirements.
4. Fortify existing food products with certain vitamins, minerals and/or functional food ingredients to increase their nutritional profile.
5. Innovate new line of healthy food products and ingredients from Saskatchewan's vast agricultural raw materials.

To explore opportunities in developing healthy foods and ingredients in Saskatchewan, contact the Food Centre's Healthy Foods Specialist, Mohamed Khan, Ph.D. at (306) 933-7807 or email: mkhan@foodcentre.sk.ca. Initial consultations are FREE!

SUSTAINABILITY

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At Norampac, we think about what goes into every box we make. That's why we prioritize boxes that are resistant, attractive and environmentally sustainable. Whether you're packaging clothing, equipment parts, or food products, Norampac will meet your needs.

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Norampac - Saskatoon

Tel. 306 651-1890

Fax. 306 651-1893

larry_achtemichuk@norampac.com

lorne_wagner@norampac.com

www.norampac.com

Saskatchewan Search Engine Optimization Marketing for the Food Industry

Article by Dan Maynard - A Saskatchewan search engine marketing expert

Social media is transforming the Internet as we know it. But is it really the best solution for the food industry? Is it all it is cracked up to be for bringing qualified buyers to your site? Many would argue that it is the best. However, based on my experience, I see it differently. In fact, I believe that social media has an important role to play -- a role that complements search engine traffic. Many expert Internet marketers in the United States are quickly learning how to interweave the benefits of both search engine optimization and social media.

One important factor we need to remember when it comes to search engines and social media is that they both differ in terms of the interaction one has with both. Search engines are designed to provide a solution to a problem. Think of search engines as the digital version of the Yellow Pages. In fact, Yellow Pages had to reinvent themselves by providing its product on smart phones. Imagine a woman looking for an emergency plumber minutes after a broken pipe begins to flood her basement. The home owner has a problem and needs a quick solution. A quick search on an Iphone or smart phone would quickly locate a nearby plumber. Imagine someone researching and looking to buy a new state-of-the-art television set or someone looking for a healthy food alternative. In a matter of minutes the Internet would provide the information on product benefits and features and even offer to compare prices.

How do we use both search engine optimization and social media? Search engines are wonderful for bringing in buyers to your web site while social media is great for social proof. Social proof as in people commenting on your products. Unlike testimonials, which can be manufactured, social proof is highly credible because you have no control over what others say about your product. But having good social proof will give your product incredible buy in.

I am seeing a trend that marketers are using. Specifically, using search engines to bring in traffic to a web page with comment boxes for people to comment on the product supplemented by tweets from Twitter and status updates from Facebook channelled into the web page. The social proof from these provides valuable objective information about the products and services offered.

As a food product manufacturer with a web site, you can definitely boost your sales potential by combining search engine optimization to bring in qualified buyers and social proof elements that convey to your buyers the value of your product.

For the full article, please check out www.foodcentre.sk.ca/Resources/Business_Planning/

eFood Focus is published February, June, September and December 2011. If your company has news to announce in our eFood Focus, let us know.

ADVERTISING OPPORTUNITY

Are you interested in advertising in the eFood Focus? Effective and targeted. Reach food processors, industry associations, government groups, suppliers and other service providers to the food industry.

FREE SUBSCRIPTION

To be added to our eFood Focus email list, email info@foodcentre.sk.ca with "Subscribe to eFood Focus" in the subject line. In addition to receiving the eFood Focus, you will also receive important eBulletins regarding the food industry.

To unsubscribe or be deleted from our database, email info@foodcentre.sk.ca with "Unsubscribe eNEWS" in the subject line.

Please direct all inquiries to Carmen Ly at info@foodcentre.sk.ca or tel: (306) 933-7556

strategic support & funding provided by:



117 - 105 North Road
Saskatoon, SK S7N 4L5
tel: (306) 933-7555
fax: (306) 933-7208

www.foodcentre.sk.ca
www.FoodIndustryTraining.ca

The Food Centre operates in partnership with:



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Agriculture

