

eFood Focus

September 2011
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Issue 3



Concept to Commercialization

product development

extrusion technology

interim processing

industry training

technology transfer

quality assurance

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Food Centre Ramps Up Its Industry Training!

New and existing food companies will be able to seize new market opportunities with the help of the Food Centre's up and coming industry training seminars and workshops.

Building on the Food Centre's current food industry training, new workshops will focus on skills development to assist companies in understanding safe food handling practices, the regulatory environment, new processes and technologies available, and new and upcoming food safety systems that may affect how products are processed, exported or sold locally. **Watch for these workshops:**

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. 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.

The Farm is Coming to the City!!

"Agriculture in the City" is coming to the Farmers' Market in downtown Saskatoon!

September 11 – 12, 2011



Agriculture in the City hours:
Sunday, September 11, 2011
9:30 am to 4:00 pm
Monday, September 12, 2011
10:00 am to 3:00 pm

www.celebrateagriculture.ca

It's a free festival where you and your family can learn about farming and enjoy food from around the province.

- Explore exhibits that show how agriculture affects our daily lives.
- Learn delicious new recipes and sample local foods.
- Discover the art of the goat rodeo.
- Attend a pie judging contest and place a bid on the winners.
- Take part in the "So You Think You Can Farm?" gameshow.
- PLUS, many giveaways and prizes!

The Saskatoon Farmers' Market is located at 414 Avenue B South (near Midtown Plaza). See page 4 for poster details.

Take Advantage of Nutritional Labelling Funding Program



The Saskatchewan Food Processors Association Nutritional Labelling funding program is set to expire September 30, 2011.

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.



Congrats!

Rider Pride is rampant at Jerry's Food Emporium and also at the ice cream aisle of Co-op grocery stores across Saskatchewan.



Jerry's Rider Pride Ice Cream and Ice Cream Cakes were officially launched July 14, 2011. This delicious Saskatchewan pride is made with Jerry's artisan premium spearmint ice cream and chocolate cookie crunch.

www.jerrys.ca

5 Ingredient Trends from IFT 2011

NewHope360 flagged Saskatoon berries as an IFT trend this year.

The top 5 trends flagged:

1. Alternative sweeteners were a hot ingredient
2. Sodium reduction was ubiquitous
3. Novel applications for cocoa are always hitting the ingredient market
4. The 2010 World Cup held in South Africa brought African flavours to the consumer forefront
5. The next hot superfruit could be coming from Canada - Saskatoon berries

For the full article, [click here](#).

**NewHope360 is the premiere digital marketplace that connects the healthy lifestyle industry from supply to shelf.*

A new and exciting product has been launched for Awake Cereals (formerly Omega Grains) thanks in part to the Food Centre's extrusion technology. Awake Cereals' high fibre, gluten free "Awake Buds" are being sold at the Farmers' Market in Edmonton and sporting events.



www.awakecereals.com

Val Michaud is now the new proud owner of Gravelbourg Mustard - home of the finest gourmet mustards produced in Saskatchewan. Try their four unique flavours: Bold & Spicy German, Cranberry, Saskatoon Berry, and Sharp & Creamy French. It's more than just mustard!! Use it as a condiment, rub or flavoring in your favorite dish.

New product updates are brewing for Gravelbourg Mustard - stay tuned.

www.gravelbourgmustard.ca

Funding for Innovation in Dairy and Food Products

The Canadian Dairy Commission (CDC) has dedicated \$6 million over a 3-year period to support product development initiatives that help grow the business for Canadian dairy products and ingredients.

The new Matching Investment Fund (MIF) is open to dairy processors, food manufacturers and food technology centres and institutes to access up to \$50,000 per project for consultations and \$250,000 per project for product devel-



opment. Projects which emphasize the use of solids non-fat ingredients such as skim milk powder, milk protein concentrate or liquid skim milk will be given priority attention.

Applications will be accepted up to July 31, 2012, subject to available funds. Information on the application process and the necessary forms are available at www.MILKingredients.ca.

Contact Sara Lui at the Food Centre to get you started with your project application.

tel: (306) 933-7822 email: slui@foodcentre.sk.ca



HACCP & Food Safety Certificate Program

www.HACCPonline.ca

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.

Testimonials from individuals who have graduated from the Food Centre's HACCP & Food Safety Certificate Program:

As a Culinary Instructor, this course has been a huge help to me. Food safety is an integral part of a professional cook's job. This course has equipped me to be a better professional!

Michael, Alberta. Received August 2011

I am really enjoying the course. It just got me a job! I have been searching since September, and I was hired based mostly on the fact that I was working on getting this Certificate.

Samantha, Ontario. Received March 2010

I'd like to let you know that yesterday I registered for the Certificate Program. I started reading and I found it very interesting and easy to follow. I have spent over 6 years in University and I have not found such a perfectly structured and very well done teaching system.

I highly recommend this course to everyone interested in this field. I have had a great time while I was studying, which is amazing.

Susan, British Columbia. Graduated April 2009



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.

Celebrating HARVEST

Saskatoon Farmers' Market
at River Landing
September 11-12, 2011



FREE family
oriented festival to
explore how agriculture
is all around us, everyday!

SUNDAY 9:30 am - 4 pm

- Pancake Breakfast
- Game Show
- Celebrity Pie Judging
- Farmers' Market
- Goat Rodeo
- Interactive Displays
- Cooking Demonstrations

MONDAY (Student Day) 10 am - 3 pm

- Interactive Displays
- Game Show
- Cooking Demonstrations

Canada



www.celebrateagriculture.ca

INDUSTRY EVENTS

Tradeshows /Conferences

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

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 17-19
Growing Saskatchewan 2011
Saskatoon, SK
www.growingsask.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

November 15 & 16
Sask Pork Industry Symposium
Saskatoon, SK
www.saskpork.com

November 21 - 26
Canadian Western Agribition
Regina, SK
www.agribition.com



Free Business Seminars Canada-Saskatchewan Business Service Centre

- Sept. 19 - Intellectual Property - Trademarks - Lunch Series
- Sept. 20 - The Basics of Exporting
- Sept. 22 - Pay-Per-Click Marketing Basics
- Sept. 26 - PR and Media Opportunities for Small Business
- Sept. 27 - Ecommerce and Understanding Online Payment Systems
- Sept. 29 - Operations for Small Business
- Sept. 29 - Small Business Sales Strategies

For more information, call (306) 956-2323 or events@CanadaBusiness.sk.ca

National Biotechnology Week

Powered by the Bio-economy

www.imagenation.ca

16-23 SEPT. 2011



Mark your calendar for these exciting National Biotechnology Week events in Saskatchewan!

Friday, Sept. 16

**Saskatchewan is hosting the National Launch:
VIDO-InterVac Grand Opening**



Due to space restrictions, this event is by invitation only. Please contact VIDO-InterVac for more information)

Monday, Sept. 19

Dr. Pamela Ronald
"Tomorrow's Table: Organic Farming,
Genetics and the Future of Food."

7:00 pm U of S Campus, Physics 107
FREE public lecture



Thursday, Sept. 22

The Art of Deal Making
commercialization seminar



Thursday, Sept. 22
Biotech & Beer
networking event at Boffins



Thursday, Sept. 22

**THE AMAZING
BIOTECH
RACE**

student outreach

Friday, Sept. 23

**BIOTECH
BLAST**
SEPTEMBER 23, 2011
U OF S CAMPUS

student outreach

Obtain Product Smoothness and Creaminess through Microfluidizer

Emulsions are an essential component of many foods. Milk, cheese, ketchup and salad dressings are just a few examples. Homogenization of inherently immiscible liquid ingredients is the method of making food emulsions. For example, aqueous and oil based compounds are blended together by dispersing spherical droplets of one phase in the continuous phase of the other. The ability to maintain the stability of the



emulsion under varying conditions of processing and storage is determined by the success of the homogenization process.

The high pressure homogenizer, microfluidizer (Microfluidics Corporation, Newton, MA), available at POS Pilot Plant Corp. is capable of creating emulsions with extremely small droplet sizes (< 0.1 micron) to meet the specific needs of various products. Pre-mixed liquid ingredients are cycled through the micro scale interaction chambers of the microfluidizer under high pressure (2,000-22,000 psi) to create high shear and produce ultra fine dispersions. The right combination of pressure and number of cycles through the microfluidizer produces highly stable micro or nano-emulsions suitable for micro-encapsulation and creamy, smooth emulsions for food applications.

Additional capabilities of the microfluidizer includes dispersion of plant extracts in water for nutraceutical and pharmaceutical products, deagglomeration of natural polymers and pigments for cosmetic products, cell disruption for extraction of cellular compounds and production of liposomes or lipid vesicles for cosmetic products. The microfluidizer has a processing capacity of 250 kg of feed per hour.

To access the microfluidizer at POS please contact Dr. Rick Green, Vice President, Technology, email: rgreen@pos.ca, (306) 978 2800/2808 or 1-800-230-2751.



National Biotech Week is a BioteCanada initiative.
Ag-West Bio coordinates Saskatchewan Biotech Week events.
www.agwest.sk.ca

The Employers Guide to National Occupational Standards - Food Processor Operator

Article by The Food Processing HR Council

National Occupation Standards (NOS) describe knowledge and skill requirements for an occupation. In this case, the Food Processing Operator NOS consist of the statements that describe the standard knowledge, skill and performance requirements to be considered competent in this particular occupation.

These standards apply to all employees in the occupation, regardless of their work setting or company size. They reflect the full scope of the occupation covering all the major areas of Food Processing Operator's job and act as a benchmark against which to compare the performance of employees in this occupation. They are compiled in close collaboration with occupational and industry experts who share their occupational knowledge as well as review and validate the newly-developed standards for accuracy.

National Occupational Standards are divided into blocks of major duties – with tasks, sub-tasks and knowledge requirements listed under each block.

These Standards are used by:

- Employers, Managers and HR management practitioners
- Employees
- Learners/students
- Career counsellors and individuals making career decisions
- Trainers, educators, curriculum developers and evaluators
- Professional and industry associations
- Policy setting bodies, governments and local authorities

National Occupational Standards inform programs and policy decisions. They are used for:



Other Uses of National Occupational Standards

- To formulate criteria for accreditation of training facilities
- To provide a foundation for the development of certification programs
- To develop exams for evaluating occupational knowledge/skill(s)
- For professional recognition, e.g., acknowledging skills and experience, awarding credentials
- For labour market research

Find out more by emailing Food Processing HR Council Western Region Representative, Suzanne Thomson at suzthomson@dcc-net.com or visiting <http://www.fphrc.ca/en/nos/products.aspx>

Muscle Bird Nutrition
www.musclebird.com
Ardath, SK

lentil snack

ostrich sausage

Pay for Performance in the Food Industry – A Sales Solution for Your Bottom Line

Article by Dan Maynard - A Saskatchewan search engine marketing expert

How can you get a salesforce of 100's and even 1000's around the world working for you selling, providing referrals and even creating your brand awareness around the world without driving up your costs? There's an automated system that can be easily and cost effectively implemented requiring very little labor. It's called pay for performance marketing. Continue reading to find out how you can take advantage of this ever more popular merchant solution. The adage that nothing happens until someone sells something is so true. The world's economy in a democratic society boils down to that one simple truism. Manufacturing, employment, shipping and everything related to economic prosperity wouldn't be if it weren't for salespeople, sales and profits.

However, achieving profitable sales can be challenging especially in today's economy. The cost of maintaining a salesforce with associated expenses such as computer, cell phone, salaries, pension

and benefits i.e. expenses that do not contribute directly to sales can erode profitability. That is especially true in competitive industries like the food industry where margins can be thin. But what if there was a way to automate your sales on auto-pilot and stop eroding your profits? Now there is.



You see, if you own a web site you can automate your sales recruitment, sales and profitability. Watch the video at <http://webfeatmarketing.com/services-2/sales-force-automation.html> to see how this simple solution can drive your sales and marketing.

SUSTAINABILITY

It's in the box.

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.

If you share our goal of preserving the planet for future generations, Norampac is the natural choice.

At Norampac, we package it right!
Norampac is now FSC Certified.
Contact your representative for more details.



Norampac

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Saskatchewan SEO and Impact on Web Design

Article by Dan Maynard - A Saskatchewan search engine marketing expert

A Saskatchewan SEO Company (SEO means search engine optimization, a practice of getting a website ranked high in the search engines like Google) , Web Feat Marketing has seen many web site owners seeking help with their web sites. As dissatisfaction grow with sales from their websites, business owners are desperate to find what went wrong and how they can turn around low performing websites.

First of all, the world of online business is becoming increasingly competitive, with thousands of websites fighting over the same market niche. Any online business that wants to succeed is going to need high volumes of web traffic, and that is one of the things that is most difficult about online business. Attracting web traffic to a site is one of the top subjects of discussion in every online web forum and online business seminar. In order to ensure that your website is successful, it is vital that you do what you can to create a website that is attractive in more than just one way.

According to Dan Maynard, Internet Strategist for Web Feat Marketing, a Saskatchewan SEO as well as a Saskatchewan SEM (search engine marketing) company, having an appealing website design is a vital part of ensuring that people stay when they visit your website. But more vitally, is the ability to be found in the search engines. With thousands of online searches being

performed every day, the possibility of getting traffic to your site is high. In order to ensure that your website can actually have sufficient traffic to make it more than just one more website, it will need more than just a fancy design.

Regardless of the layout, graphic design, and amazing features that your website has, it will be useless if no one visits your website. If no one ever sees your amazing offers or your miracle product, then all of your hard work will be wasted. In order to ensure that people can see what you have to offer, it is vital to do the proper Search Engine Optimization to make your website highly visible.

The first aspect of your SEO should be doing sufficient research into the proper keywords. Choosing your keywords is important, as those keywords are going to be incorporated into every area of your website's design. Your keywords will need to go into your navigation, links, title tag, and other aspects of your website. Using your keywords in these areas is the best way to ensure that your website is successful through obtaining enough traffic.

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

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

The Food Centre operates in partnership with:



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