

Food News

December 2022

Webinars, events and programs

Agriculture and Irrigation (AGI) – Webinar: Getting Alberta Products on the Shelf

January 26, 2023 – 1:30 p.m.

Join the Food and Bio Processing Branch and keynote speaker Peter Chapman of SKU Foods for this exciting webinar focusing on getting Alberta products on the shelf. The retail market continues to evolve due to changes in consumer and customer purchasing habits. Additionally, the pandemic has had a significant impact on this market channel. Peter will provide an overview of what is happening in food and beverage with a focus on the pricing and promotion of Alberta products to get them on the shelf. He will break down some of the costs and your return on investment including category based pricing, setting your price, getting your price, your trade spend investing with retailers, and your marketing spend connecting with consumers. You will hear about growing your baseline and take away a glossary of terms and a tool to help build your promotion plan. Register [here](#).

AGI – Learn About Exporting to the U.S. Midwest: Participate in a 2-Day Educational Mission

January 24-25, 2023

Alberta Agriculture and Irrigation is looking to develop a 2-day educational mission and business-to-business (B2B) program for agri-food companies in Minneapolis on January 24-25, 2023. The program will give companies the opportunity to gather market intelligence, build relationships with key in-market support contacts and U.S. retailers and more. Companies may be eligible for funding to help offset travel costs through the [Alberta Export Expansion Program](#). The decision to proceed with this initiative is dependent on the level of interest received from companies. Details [here](#) and connect with Marissa.brewer@gov.ab.ca for more information.

AGI – The Pacific Northwest - A Priority Export Market for Alberta Companies: Participate in the New Exporters Mission to Seattle

February 7-9, 2023

Alberta Agriculture and Irrigation is looking to develop an

educational mission for agriculture and agri-food companies in Seattle on February 7-9, 2023. Seattle is an attractive market for new Alberta exporters due to its proximity, high growth opportunity, and openness to Canadian food products. These and other factors make the Pacific Northwest region a priority export market for Alberta companies. Companies may be eligible for funding to help offset travel costs through the [Alberta Export Expansion Program](#). The decision to proceed with this initiative is dependent on the level of interest received from companies. Details [here](#) and connect with francis.duahn@gov.ab.ca for more information.

LearnSphere and the Alberta Food Processors Association – In Person Workshop: Perfect Your Pitch

December 6, 2022 – Calgary - 9 a.m.

December 7, 2022 – Leduc - 9 a.m.

Do not miss your chance to gain tips, tools, and an opportunity to practice and perfect your pitch. We are offering a free 1-day Perfect your Pitch workshop to Alberta food and beverage companies aiming to grow sales to retailers. Participants will learn how to:

- Prepare a persuasive sales presentation
- Plan sampling for a virtual or in-person setting
- Pitch and follow-up with confidence

Participants are required to complete a 1on1 virtual practice pitch with retail expert facilitator Peter Chapman acting as the retailer of their choice. This pitch will be scheduled at the participants' convenience, within 6-weeks of the workshop. Lunch and snacks provided as part of workshop. Seats are very limited. Register and learn more [here](#).

Health Canada – Nutrition Labelling Online Course

Health Canada introduced new nutrition labelling regulations for packaged foods requiring a symbol on the front of packages indicating that a food is high in saturated fat, sugars and/or sodium. The regulations came into effect on July 20, 2022 and industry has been given until January 1, 2026, to make this change. To improve understanding of food labels, Health Canada's Food Directorate has launched the Nutrition Labelling Online Course. While this free course was developed for health professionals and educators,

anyone interested in nutrition labelling will find it valuable. Completing this course will increase your understanding of the latest nutrition labelling information. Course topics include food labelling in Canada; nutrition facts table; serving size; percent (%) daily value; list of ingredients; and, nutrition claims. The course is self-paced and takes about three hours to complete. It is filled with interactive content, quizzes, and resources. More information and register [here](#).

Resources

AGI: Links to three new webinar video resources have been added to the Agri-Processing Business Resources Webpage

- [Cyber Security: Protecting Your Small Business](#) (webinar video)
- [What to Know: The Legalities of the Food Co-Packing Industry](#) (webinar video)
- [Getting Into Food Service: Going to Market](#) (webinar video)

AGI – Alberta’s Food Processing Development Centre (FPDC): Supporting Growth in the Plant Protein Sector

Through a combination of technical and business development expertise; specialized facilities; and, newly expanding processing capacity, the Food and Bio Processing Branch is positioned to support industry as it responds to current and emerging opportunities in the plant protein space. Along with food scientists specializing in plant protein work, FPDC has bench top and pilot-scale wet extraction and spray drying equipment as well as a complete line of pilot plant scale dry protein fractionation equipment to support projects. Additionally, the centre has a set of protein functionality testing methods and equipment, which support industry projects taking place in the FPDC centre of excellence. These resources enable the FPDC to deliver on its goal to work with clients across the spectrum of plant protein ingredient and product development, extraction, testing, and production. For more information on FPDC’s plant protein services reach out to fpdc@gov.ab.ca.

Looking for information on starting or growing your agri-processing business?

Entrepreneur and business resources are available on Alberta Agriculture and Irrigation’s [Agri-Processing Business Resources webpage](#).

Regulatory and Policy Update

Employment and Social Development Canada (ESDC) –Share Your Thoughts: Building a Pan-Canadian School Food Policy

Complete the questionnaire by December 16, 2022

The Government of Canada is taking steps to build a pan-Canadian school food policy. This policy will help guide the expansion of school food programs in Canada. When more children have healthy meals at school, it helps set them up to reach their full potential. ESDC would like to hear about your experiences and views on school food programs and the most important objectives for a school food policy. You are encouraged to read the [discussion paper](#) before completing the questionnaire as it provides background information on school food programs and possible guiding principles for a school food policy. More information and access the questionnaire [here](#).

Alberta Food Processors Association (AFPA)

Food Safety Training

All virtual instructor led:

- BRCGS Site Training - *January 10-11*
- SQF Code 9 Implementation - *January 23-24*
- BRCGS Internal Auditor – *January 30-31*
- BRCGS – Issue 8-9 Conversion for Sites – *February 7*
- GMP, Preventative Controls & HACCP Implementation – *January 30-31 or March 29-30*
- Full food safety course schedule [here](#)

Workplace Health & Safety Training

All virtual instructor led:

- Hazard Assessment – *December 7*
- Incident & Accident Investigation – *December 13*
- HS Committee or Representative – *December 15*
- Roles & Responsibilities for Managers/Supervisors – *December 20*
- Full course schedule available [here](#)

Visit [AFPA On Demand](#) to access self-paced food safety and workplace safety learning.

For consulting at member rates; information on our Safe Food for Canadians templates; and, additional courses you may require contact melody@afpa.com.