



MEAT INDUSTRY CONVENTION

March 6-8, 2009

Deerfoot Inn & Casino

Calgary

People Choice Awards &
Meat Competition

1-day trade show

1-day education for the
value added processor

MARK your CALENDAR
Exhibitors' Registration
<http://www.afpa.com/op/p/meatTS.shtml>

Delegate Registration will
follow shortly.....or
contact
melody@afpa.com

**AFPA Calgary OPEN
HOUSE - Nov 26
3-5:30pm**

**Food Processing
Equipment & Technology
Expo** Nov 20&21 Leduc
Gord DeJong 780-980-
4889 for more info

AFPA Calgary
P 403-201-3657
F 403-201-2513
100w, 4760-72 Ave SE
T2C 3Z2

AFPA Edmonton
P 780-444-2272
F 780-483-7590
14916-128 Ave.
T5V 1A6

info@afpa.com
www.afpa.com

FOODSAFETY & QUALITY

- ◆ Certified HACCP Auditor – Nov 19-21
Calgary – CALL Melody at 403-201-
3657 ext. 21 for **some potential
funding opportunities for this
course!**

Allergenic Ingredients in Your Products:
Are You Prepared? Do you know what
a true allergic reaction is from?

Some may believe it's an intolerance
or enzyme deficiency such as lactose
intolerance or a reaction which could be
attributed to ingesting an additive such
as MSG.

A true allergic reaction involves the
body's immune system which is unable
to identify the ingested "foreign protein"
as harmless & as such responds to the
invader in sensitized individual's ranging
from localized skin irritations to
anaphylactic reactions which can lead to
death in minutes if treatment is not
prompt. Science has not been able to
determine the exact reason why some
people become sensitized to particular
substances but as the consequences
are significant it is critical for food
processors' to address the presence of
potential allergenic ingredients such as
peanuts, tree nuts, dairy, eggs, fish,
seafood, wheat & soy in their processes.

These potential allergens are often
components of the food you're preparing
& are not a problem when they are
properly identified on the product label.
But when they become part of your
products through cross contamination &
become incorporated into a product as
an unlabelled ingredient the results of
these inadvertent errors can be life
threatening which ultimately brings
significant financial costs to bear upon
your company.

If your products contain potential
allergens or if you are unsure if the
ingredients in your product could elicit
an allergic response you should ask
some important questions:
Do you have an Allergen Prevention
Plan in place? Do you need to educate

your staff on allergens & their potential
impact for your customers & your
business?

**STILL SPACE AVAILABLE on Oct. 28-
29 in our Detection & Management of
Allergens Course in CALGARY!**

To register:

<http://www.afpa.com/snq/train.shtml>
or admin@afpa.com or call Tasha at
403-201-3657 x25.

We continue to offer on-site training
tailored to your companies needs:

OFFICE SPACE – AFPA EDM.



Beautiful, bright -
3 offices to be
rented separately
or as a whole. 1
(with windows) 10
x10. #2-10x10,
#3-10x14

(approx). Furnished or not.

Access to personal voice mail; small
conference room, reception, fax machine,
storage space, an impressive kitchen &
ample parking. Janitorial is provided as
well secretarial can be negotiated.

Located near St Albert Trail, 137th
Ave, Yellowhead Trail & 149 Street.

Melody (403-201-3657 x21) to discuss
terms of rent or to schedule a viewing.

Workplace Health & Safety

<http://www.afpa.com/env/>

Partnerships
IN HEALTH AND SAFETY

- 403-201-3657 x28 or tom@afpa.com
- ➔ Internal Auditor Training – Nov 13 &
14 Edm
 - ➔ WHMIS Train the Trainer – Oct 20
Calgary & Oct 27 Edm

The food processing sector needs a
FUNDED SAFETY ASSOCIATION.

Your VOTE will help to make this
happen!

Watch for more info...listen for the news!

Driven by Degree

Look at us.
 At Westco, you'll see the very best in multi-temperature warehousing technology. Our people are selected for their proven ability and our superior facilities are made to specifications defined by five decades of experience. You'll see that our family values of respect, reliability and superior service inspire us to keep customers competitive and relationships long-term. Our new corporate identity combines pride in Westco's accomplishments with the excitement of a future that is *Driven by Degree*

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 Winnipeg, MB R3T 1Y7

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Winnipeg Saskatoon Calgary

[CATTLE BOYZ STAMPEDES INTO QFC STORES](#)

Cattle Boyz is proud to announce they broke the US barrier & achieved a listing in QFC stores in Portland & Washington. Cattle Boyz's 2 flavours of sauce are in 75 stores, on the shelves with other gourmet sauces sold at premium price. Karen Hope, Managing Partner explains how she did it:

It started with that Calgary US Mission where I was told to contact Doug McCracken, the Trade Commissioner, for the Canadian Consulate General for help in the Washington area. He personally went to QFC & left samples in QFC's office. From there, I stuck to my guns & bugged the buyer by phone & email. He told me he was interested but we needed a distributor. He gave me some names & I ended up getting on board with Crown Pacific. It took about 6 months to unfold, but we are now there. Bottom line: If you want to get a distributor anywhere, you have to pursue the store buyer yourself & then recruit a distributor or broker to represent you. Distributors & brokers do not want to pioneer products: it's best to give them a client to start out with. Now we hope Crown Pacific will market our sauces to other specialty grocers in the area. Our next challenge: How to keep your listing in QFC.



Welcome New AFPA Members

Consider these companies when making your purchasing decisions!

- ✚ Sysco Food Service – 403-720-1300 www.syscocalgary.ca
- ✚ Phil & Sebastian Coffee Company – 403-667-8004 www.philsebastian.com
- ✚ Transfeeds – 403-556-4100 – www.transfeeder.ca processor of forages for export.

For more info www.afpa.com/mem/directory.cgi

A GREAT TIME WAS HAD BY ALL AT THE 20TH CELEBRATION OF FEASTIVAL OF FINE CHEFS!

**Feastival
Of Fine Chefs**

MC Shannon Tyler of Magic 99 actually had the attention of the 1550 in attendance, for a few minutes, at least. 24 participating establishments representing over 200 chefs; students & other participants on their team were exposed to working with the different Alberta products in their hampers.

Through the generosity of our guests & sponsors, \$13,526 was raised from the proceeds of the 50-50 draw; the random & silent auction donations as well as the Canterbury Coffee station. The Stan Ballard Apprenticeship Fund continues to support scholarships with NAIT (5 recipients were honored at this years

FEAST), SAIT & Lethbridge College each year as well as a new scholarship this year. Chad Harbour; our first recipient of the Apprenticeship & industry training family of scholarships, Chad completed his 1st year of technical training & is employed by the Glenmore Inn.

Thank you so much to those that supported the event, none of this would be possible without them.

Watch your mailbox in March 2009 for your invitation to attend next years FEAST or visit

<http://www.afpa.com/pro/feast.shtml>. Memories of FEASTival 2008 & all past events can be viewed at <http://www.afpa.com/pro/feast.shtml>

If you require any further info let me know & thank you again for your valued support. If you did not receive a copy of the 20th Anniversary magazine & would like a hard copy please call either AFPA Office

(you can view it online at
<http://www.afpa.com/pro/feast.shtml>

FEASTival Committee – A long time supporter – Bill Owen – has decided it's time to step down from the committee & his efforts (& his loving wife Marion) will be missed – **if you are involved in the foodservice industry in Edmonton & have interest in joining the FEASTival Committee contact melody@afpa.com or 403-201-3657 x21**

Tools for Building Great Workplaces

AFPA, with support from AARD & in partnership with Performance by Design Inc is developing tools that will help member organizations build ***Great Workplaces – we will build on to what you already have in place & make it greater.*** We are working with 2 companies at the moment & may have room for a 3rd. Call Janet at 403 201 3657 x22 if you are interested in this gratis service with one of North America's top organizational development talents – Tony Roithmayr.

The tools are intended to be a key part of a member organization's strategy to maintain a workplace in which employees...

- ◆ are safe & healthy – both physically & emotionally;
- ◆ are energized, feel supported & satisfied &
- ◆ are producing excellent business results.

In short, a great workplace has Retention Power!

Funding for this project is provided by:



CAN YOU AFFORD A PRODUCT RECALL?

What can business owners learn from the recent Listeria outbreak in Canada? For consumer goods manufacturers & distributors, it serves as a wake up call to understand the impact of a product recall event & what you can do now to manage the potential exposures.

Costs from a product recall or contamination can easily cascade into the millions. In addition to the physical expense of a recall, reduced sales due to poor consumer confidence, brand rehabilitation expense & potential shareholder lawsuits may also contribute to long-term losses.


Regardless of recall frequency & the potential for extraordinary costs, most companies don't adequately plan, prepare & practice for — or buy insurance against — product recall events. In addition to proper planning, which is the first step in a sound risk management program, proper insurance coverage can assist in the financial burden of a recall.

It is a common misconception that product recall is covered under a general or product liability policy. Those coverages do a good job of covering bodily injury & property damage, but generally exclude

contamination & recall events. The addition of a product contamination or product recall policy protects a company's bottom line by covering the direct costs of recall.

To better understand the value of a product recall policy it is essential to understand the costs your business may face in the event of a recall.

Executive Hotels & Resorts MEMBERS RATE

 In recognition of their AFPA membership they would like to offer preferred pricing for all members of AFPA at any of their 3 locations in Alberta. Calgary, Edmonton & Leduc. \$114.00 Deluxe Queen & \$169 Executive King.
<http://www.afpa.com/cgi/anote.cgi?fname=00435&sec=abo> to download complete information & location.

TRANSFERRING THE RISK

Insurance for first party losses caused by product tampering & contamination incidents are broadly labeled as product recall insurance. Product recall policies help to cover the additional costs of a recall, including product loss, costs to withdraw the product from market, product disposal, product testing, overtime wages & crisis management — costs that can be devastating because they arise at a time when a company's revenues are typically hardest hit.

There are several coverage forms each designed to isolate some component of product recall exposure. Product recall can provide indemnity for:

Recall expense. This is out-of-pocket expenses associated with executing a large-scale product withdrawal. It includes costs like extra temporary employees, overtime, public safety messages, special testing & handling, destruction and disposal costs & crisis management &/or PR consulting fees.

Replacement cost. Just like the name implies, this is the cost of replacing any product that had to be destroyed. This includes the cost of materials, labour & overhead directly associated with producing the product.

Lost profits. This indemnifies the insured for profits which would have been earned on the withdrawn products & also for profits which would have been earned on future product sales, but which were not earned because of resultant future sales declines. This is usually limited to some specified time period.

Brand rehabilitation expense. Most underwriters will also indemnify the insured for necessary "rehabilitation" of the recalled product's consumer image. This includes costs like extra advertising, extra expense to rush a new product to market, and special promotions to rebuild public trust in the manufacturer & its products. In addition to transferring risk, thorough risk management practices are essential to minimize the exposure & the cost of a recall event.



The product recall insurance marketplace is highly specialized. Our team of liability experts at Lloyd Sadd Insurance

Brokers Ltd. can help secure the coverage you need & collaborate with you to develop a business contingency plan that meets your specific needs. Contact our Business Development Coordinator, Michael Kroll 780-930-3881 for more info.

CALGARY OFFICE SPACE FOR RENT!



Alberta Pork has 185 sq ft of office space available in SE Calgary. It is a fully furnished office with a Large U shaped desk that includes 6 feet of lower, locking, file cabinet space & 8 feet of upper storage. There is a fax copier included & access to a common area for water & coffee. We have underground storage as well.

Contact Roy Kruse 403 256 2764 ext 221 or email roy.kruse@albertapork.ca

LISTERIA & YOUR SANITATION PROGRAM

Does your organization have a Sanitation program that addresses the cleaning of your facility? Not just the equipment but the overheads, refrigeration units, ventilation units, storage areas & premises? Do you have disassembly & assembly instructions for all of your equipment? Do you have the correct cleaning chemicals & water temperature to clean your facility well?

If you answered "I don't know" to any of these questions, give AFPA a call and we can assist you in doing a Sanitation Program review. If there are

shortfalls, we can help you write your programs & consult with Sanitation experts in the Food Industry.

Don't let Listeria concerns take over your business. Give the Food Safety Team at AFPA a call.



SPECIAL MEMBERS RATES

Are you taking advantages of them?

<http://www.afpa.com/abo/benefit.shtml> for more information!

Rates have been loaded into the National Car system use contract ID #3715553

BEST RATE SEARCH!

CALL 1-800-962-7070

SOLVE YOUR LABOUR SHORTAGE

Calgary – October 26

Edmonton – October 28

If you have exhausted your search for Canadians & want to see if hiring a foreign worker is right for you, attend one of these sessions.

You must register in advance at :

www.albertacanada.com/immigration click on "hiring foreign workers seminar". Seating is limited.

\$55/person, GST, lunch & meeting materials are included in the fee.