

SUMMER 2009 EDITION



MEAT INDUSTRY CONVENTION & TRADE SHOW

March 12-14, 2010
Edmonton Marriott
@ River Cree
Registration info
this Fall.
1 day trade show
1 day education day

FEASTival of Fine Chefs

Sept. 23, 2009
melody@afpa.com
<http://www.afpa.com/notesatt/00487-1.pdf>

Barbara Walters on
Leadership – Sept.
18 in Calgary –
Special Members
Rate – check out
the AFPA web or
contact
melody@afpa.com

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FOODSAFETY & QUALITY

FALL course schedule is now available: <http://www.afpa.com/sng/train.shtml> or
admin@afpa.com or Sita @ 403-201-3657 x23

SEPTEMBER COURSES

Nutritional Labelling Sept 9 Calgary
Detection & Management of Allergens Sept 10-11 Calgary
Prevention of Bacteria Hysteria via HACCP Sept 15-16 Calgary
HACCP I Sept 28-29 Red Deer
HACCP II Sept 30-Oct 2 Red Deer

Our brochure of services can be download at <http://www.afpa.com/notesatt/00505-1.pdf>

Watch for exciting foodsafety news to hit your desk soon!

WELCOME NEW AFPA MEMBERS

Consider these companies when making your purchasing decisions!

1. **AcryliCon Alberta Industrial Hygienic Flooring – 403-561-7087**
www.acrylicon.com
2. **Canyon Creek Soup Company – 403-212-0202 fresh ready to eat.**
3. **Sani Marc, Food & Beverage Division – 403-660-3475 www.sanimarc.com**
Manufacturer & distributor of specialized sanitizing products.

ANNUAL GENERAL MEETING & INDUSTRY BUILDER AWARD

AFPA is ready to take on the challenges that face it in the upcoming year. The AGM was held June 16 in Calgary. Consumer Trends Webinar was a unique keynote address to all in attendance. The meeting was followed by dinner honoring Tom & Emmy Droog. Their award was accepted by their daughter Christie & business manager Myles Hamilton as the Droogs had to fly to Toronto for a family emergency.

The minutes of the meeting are posted on the AFPA website & if you require a copy of the annual report contact either AFPA office.

The current Board of Directors welcome new Directors Louis Bontorin of Calgary Italian Bakery & Thomas Ackermann of Canadian Rangeland Bison & Elk.

A special thank you to Dennis Ranger of Barrhead Custom Meats & Brad Shapka of Select Ready

Foods did not stand for re-election. A complete list of Directors is also available on the web.

AFPA's President presented his year in review; the highlights were:

1. Partnerships refunds from WCB totaled \$1,503,820
2. Renewed franchise agreement with GFTC for an additional 5 years.



**AFPA Golf Classic
Kananaskis**

The weather was on our side & nobody got drenched. Thanks to all those that made the day a success. We look forward to seeing you all in the North in 2010.





GLOBAL TALENT UNTAPPED

ORDER NOW!

Providing relevant tools & resources for employers who recruit, hire, train & sustain a global workforce.

Janet@afpa.com <http://www.afpa.com/hr/documents/GTUorderform.pdf>

Clear Language Guide
English in the Workplace Lesson Plans
ESL Resource Inventory
Photo Dictionary
Photo Dictionary Facilitators Guide
Temporary Foreign Worker Interview Pkg

Government
of Alberta

Funding for this project provided by:

**2-Day COBRA WORKSHOP
Calgary – July 23-24 – AFPA Office**

Commercial Business Return Analyzer.

sale prices and margins, cash flows and financial risk ratings.

COBRA is a financial analysis & projection tool designed to help food processors do financial planning.

The workshop will show you how changes to your company can impact the financial risk that your company faces both positively and negatively.

These financial plans are necessary for reporting to your financial institution to help you obtain financing, investors to help you obtain investment capital, & for the financial management of your own companies.

Only \$75 to register for the 2 days of training to cover lunch. To register call Melody Pashko at AFPA at 403-201-3657 Ext. 21 in Calgary.

COBRA is a decision making assistant to help you decide on new product development, capital purchases, product

Boss Packaging Inc.

Engineered automation solutions.

We are a Calgary based manufacturer of packaging equipment, specializing in solutions for pre-made wicketed & non-wicketed bags. Our machines are used for a wide variety of food products, including seeds, nuts, fruits & vegetables, chicken, meat, frozen foods, pasta, perogies. As a new R&D Project, we are conducting a feasibility study to build an entry-level bagging machine for low production packagers.

We are seeking market feedback from our AFPA colleagues to determine what market needs might drive the form & function of the equipment. Please contact chris@bosspac.com or call (403) 216-1226.

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Partnerships

IN HEALTH AND SAFETY

The Alberta Occupational Health & Safety (OHS) Code has been updated to keep workplace health & safety rules current & relevant. The new rules take effect July 1 & can be found online at:

<http://employment.alberta.ca/whs-ohs> where it shows the changes made from the 2006 code. To purchase the new Code call the Queen's Printer 780-427-4952.

AFPA is very close to completing the development of new course manuals for Program Building & Internal Auditing courses as mandated by Partnerships. Once finished & approved course schedules will be sent out. If you are interested in joining the Partnerships' Program or need more info on how to achieve your Certificate of Recognition & possibly reduce your WCB premiums contact Dave Cowley at 403-201-3657 x 28 or dave@afpa.com Our brochure of services can be download at <http://www.afpa.com/notesatt/00506-1.pdf>



By Karen Hope, The Marketing Edge

Niche Markets: Are you Missing Yours?

Oh where, oh where could be "Niche Market Be"?

It might well be where your competitors are not looking. A niche market can be a segment of the market that is being ignored by your competitors. So in the grocery game, if you are a smaller manufacturer, you could have a lot to gain from carving out a niche market.

For example, when it comes to food products, there are the masses that don't have allergies or diseases & then there are those smaller segments of the population that cannot eat certain foods because they are allergic to them or cannot digest them properly, or their religion forbids eating certain ingredients. These groups of people can be considered NICHE MARKETS.

When I was the Managing Partner of Cattle Boyz Foods handling the marketing of our barbecue sauces, I noticed that no one in the bbq sauce category had targeted the Gluten-free market. Since I had a friend with Celiac Disease, I learned that 1 in 133 Canadians could not consume products with gluten. There seemed to be an untapped market in this area. The very thing that could turn an otherwise bland meal into something tastier was not being advertised as such.

Initially our sauces had an only a small trace of gluten, that pretty much made them gluten-free. However, we decided to totally remove the gluten & advertise it confidently as **Gluten-free**.

Through my Celiac friend, I learned there was a support group called the Canadian National Celiac Association, that sold advertising in their member newsletters. We started advertising directly to this group creating brand awareness for Cattle Boyz as the "Gluten-free". Cattle Boyz were not the only gluten-free sauces on the shelves by any means. There were sauces on the shelves that could have made the claim on their label, but did not. Likewise, there were sauces that made the claim on the label, but did not advertise it.

After a few years of steady advertising to this market, we developed a dedicated group of Niche users. The best news is that advertising in the Celiac newsletters was not expensive & reached a few thousand people. If your product is **Sugar-free**, another niche group is diabetics. The Canadian Diabetic Association has newsletter called "Dialogue" If your health dictated that you could not eat sugar, wouldn't you want to hear about a tasty product that would enhance your meals? Think about your product. Is there a cultural group that might favor your product? Is your product produced in a nut-free facility? Is it Kosher? Is it organic? Maybe there's a Niche market waiting for you? I would be glad to discuss any of the ideas in this article with you further should you choose to contact me at: 403-452-5808.