



Welcome to the January/February 2016 edition of the Food and Beverage E-Newsletter. This publication has been developed to keep industry stakeholders up-to-date on trade shows, trade missions, training sessions, and news that affect the sector. For more information on any of these topics, please email [Deborah Guillemette](mailto:Deborah.Guillemette@nl.ca), Economic Development Officer at the Department of Business, Tourism, Culture and Rural Development or call (709) 729-1943.

## Upcoming Trade Shows:

Several sector specific trade shows are in the planning stages for 2016, pending sufficient client interest and funding approvals. If you are interested one or more of these opportunities please contact [Deborah Guillemette](mailto:Deborah.Guillemette@nl.ca) to obtain more information as it becomes available. Departmental or pan-Atlantic initiatives are great “bang for your buck” as it includes a turn key booth, booth space, signage and support. All you need is your sales personnel, product and marketing materials. Financial assistance for travel costs may be available, pending application approvals.

### [National Restaurant Association Show](#)

Chicago, IL  
May 21 – 24, 2016

### [New York Fancy Food Show](#)

New York, NY  
June 26 – 28, 2016

## Available Reports

The following are the latest trade reports available through various sources:

- [Competitive Trade Analysis - United States](#)
- [Atlantic Export Opportunities in the EU](#)
- [Bottled Water in China AAFC 2016](#)
- [Canadian Exports of Agri-Food and Seafood Products to Mexico](#)
- [Market Overview - Brazil](#)
- [The Trans-Pacific Partnership - Opening Markets](#)
- [Competitive Trade Analysis – Mexico](#)
- [Market Overview – Vietnam](#)

(Please contact Deborah Guillemette to request the reports below):

- Newfoundland Exports by Product
- Newfoundland Imports by Product

## Funding Programs

### **Agriculture and Agri-Food Canada’s AgriMarketing Program**

Agriculture and Agri-Food Canada has made changes to the Small and Medium-Sized Enterprise Component of the AgriMarketing Program to now include market activities for the United States. Please see information below for details about this program.

Non-repayable contributions of up to \$50,000 per year for companies to undertake export market development activities, **including activities in the United States**

- For SMEs operating in the agriculture, agri-food, and fish and seafood sectors having fewer than 250 employees and annual sales not exceeding \$50 million.
- Eligible costs shared between Agriculture and Agri-Food Canada and successful applicants at a 50/50 ratio:
  - Advertising in foreign markets
  - Product demonstrations in foreign markets
  - Incoming and outgoing missions
  - Technical training for buyers
  - Exhibiting at international tradeshows

Companies must have completed their international market research and be export and market ready. Applications accepted on an on-going basis for activities to be undertaken and completed within one fiscal year which is from April 1<sup>st</sup> to March 31<sup>st</sup> of the following year. Eligible costs will be reimbursed after all approved project activities have been completed.

For detailed information on the program including how to apply, please read our [Program Applicant Guide](#). Further information can also be obtained by calling [Sandra Canning](#), Senior Market and Trade Officer, Atlantic Regional Office at 1-902-426-3130,

Program ends March 31, 2018.

## New Federal Program for Exporters

### Ministers of International Trade and Small Business and Tourism announce new export program for Canadian companies

The Honourable Chrystia Freeland, Minister of International Trade, and the Honourable Bardish Chagger, Minister of Small Business and Tourism, announced [CanExport](#) on January 5, 2016, a new program that will provide \$50 million to help Canadian small and medium-sized enterprises take advantage of global export opportunities.

CanExport is one of the building blocks of the government's export strategy: it will help Canadian companies take advantage of opportunities abroad and increase their competitiveness, while creating jobs and growth at home.

CanExport will provide Canadian small businesses with matching contributions of between \$10,000 and \$100,000 toward export development costs. The new program will benefit hundreds of companies each year over the next five years.

CanExport was launched at Communitech, an industry-led innovation centre that supports and fosters a community of nearly a thousand tech companies at all stages of growth and development, many of which will be able to take advantage of this new program.

To be eligible for the program, companies must employ fewer than 250 employees and have annual revenue in Canada of between \$200,000 and \$50 million. Eligible activities must promote export development and go beyond an applicant's core activities, as well as represent new or expanded initiatives.

#### *Quick facts*

- Trade accounts for approximately 65 percent of Canada's gross domestic product, with one in five jobs linked directly to exports.
- Small and medium-sized businesses employ 10 million Canadians, nearly 90 percent of the total private sector workforce.
- Over 99 percent of all Canadian businesses are small or medium-sized.
- CanExport will be delivered by Global Affairs Canada's Trade Commissioner Service, in partnership with the National Research Council Canada Industrial Research Assistance Program.
- Eligible CanExport costs include travel, participation at trade fairs, market research, adaptation of marketing tools for new markets and legal fees associated with distribution and representation agreements.

Associated links

- [Applicant's Guide to the CanExport Program](#)
- [Canadian Trade Commissioner Service](#)
- [National Research Council Canada - Industrial Research Assistance Program](#)

## Upcoming Training Opportunities:

### Controlling Vibrio in Molluscan Shellfish

February 26, 2016



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## Controlling Vibrio In Molluscan Shellfish

### Risk Assessment & Management

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#### One Day Workshop

For growers, harvesters and processors and anyone handling shellfish. Learn strategies for risk assessment and management to control *Vibrio parahaemolyticus* during growing, harvesting and processing of molluscan shellfish.

The workshop will cover:

- Emerging and innovative strategies for risk management
- Biology and ecosystems for *V. parahaemolyticus*
- Primary and secondary sources of Vp
- Assessing risk and management
- strategies, based on HACCP approach

#### Instructors

**Ebo Budu-Amoako, PhD, Sr. Microbiologist**

Ebo is an internationally recognized food microbiologist who has developed and delivered Food Safety and Quality training workshops nationally and internationally for 15 years. Ebo also has significant experience developing and implementing food inspection and HACCP systems in various countries.

**Jim Landrigan, PEng, MBA, Technical Advisor**

Jim has delivered training workshops on Food Safety and Quality Systems for over 10 years. As well, Jim has implemented Food Safety (HACCP) and Quality Management (ISO 9000) programs for SME food processors. He has also developed and delivered national training programs for one of the largest management consulting groups in Canada.

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Summerside, PE Feb 17	Grand Falls, NL Feb 26	Truro, NS Mar 8	Miramichi, NB Mar 30
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### RISK ASSESSMENT & MANAGEMENT FOR VIBRIO WORKSHOP

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*Please complete the registration form and fax or email to BioFoodTech*

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Location:  PEI  NS  NB  NL

**Registration \$100+ \$14HST = \$114**  
Additional registrations 15% less

PEI companies may be eligible for 50% funding

Cheque enclosed/will mail  
 Invoice requested

Make cheques payable to:  
**BioFoodTech** and send your registration and payment to:  
PO Box 2000, Charlottetown, PE  
C1A 7N8  
fax: 902.368.5549

#### Topics Covered

- Introduction
- Importance and Responsibility for shellfish quality and safety
- Overview of *Vibrio parahaemolyticus* (Vp)
- Molluscan shellfish rules and regulations
- Evolution of shellfish Vp policies in Canada
- Factors affecting Vp reservoir
  - a. Water temperature and salinity
  - b. Air temperature
  - c. Plankton
  - d. Turbidity
- Farm to table continuum and factors which may affect Vp safety in molluscan shellfish
  - a. Pre-harvest and harvest
    - i. Clean growing waters
    - ii. Sea surface temperature (SST)
    - iii. Tidal vs intertidal harvesting
  - b. Post-harvest handling
    - i. Air and product temperature
    - ii. Time from harvest to cooling
    - iii. Shading
    - iv. Relay
    - v. Depuration
  - c. Factors influencing Vp levels at the retail/restaurant level
- HACCP controls to prevent the growth of Vp in molluscan shellfish
- Vp validation strategies and case studies.
- Vp laboratory analysis and interpretation of results

*Lunch and nutrition breaks are included.*

For more information, please contact:



**Jim Landrigan**  
902.368.5772  
[jklandri@gov.pe.ca](mailto:jklandri@gov.pe.ca)




**Business, Tourism, Culture and Rural Development**



# Allergen Management in Food Processing

March 18, 2016



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## Allergen Management In Food Processing

### One Day Workshop

Learn how to manage allergens within your food processing establishment, and the latest technologies to identify and control allergen contamination.

Participants will learn:

- Global regulations pertaining to managing allergens
- Allergen labeling requirements
- Primary and secondary sources of allergens in processing
- Detection methods
- Cleaning & Sanitation
- Best practices communicating to customers

### Instructors

**Ebo Budu-Amoako, PhD, Sr. Microbiologist**

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Charlottetown, PE Feb 16	Halifax, NS Mar 7	Moncton, NB Mar 31	St. John's, NL Mar 18
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### ALLERGEN MANAGEMENT IN FOOD PROCESSING - WORKSHOP

Please complete the registration form and fax or email to BioFoodTech

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Location attending:  PE  NS  NB  NL

Registration \$200 + \$28HST = \$228  
Additional registrations 15% less  
PEI companies may be eligible for 50% funding

Cheque enclosed/will mail  
 Invoice requested

Make cheques payable to:  
**BioFoodTech** and send your registration and payment to:  
PO Box 2000, Charlottetown, PE  
C1A 7N8  
fax to: 902.368.5549 or [jklandri@biofoodtech.ca](mailto:jklandri@biofoodtech.ca)

### Topics Covered

- 1) Introduction
- 2) Overview of food allergens
- 3) Importance of allergens to the food industry
- 4) Allergen management in food manufacturing 
  - a. Identification
  - b. Research and Development
  - c. Engineering and system design
  - d. Raw materials
  - e. Product scheduling
  - f. Labeling and packaging
  - g. Rework
  - h. Allergen Cleaning
  - i. Human error
- 5) Components of an allergen policy
- 6) Components of an allergen plan
- 7) Training and education

Lunch and nutrition breaks are included in registration.

For more information, please contact:



Jim Landrigan  
BioFoodTech  
902.368.5772  
[jklandri@biofoodtech.ca](mailto:jklandri@biofoodtech.ca)



To request these registration forms in pdf format please contact [Deborah Guillemette](mailto:Deborah.Guillemette@biofoodtech.ca).

## Industry News

### Trans-Pacific Partnership (TPP)

Canada has successfully concluded negotiations on the Trans-Pacific Partnership, the largest, most ambitious free trade initiative in history. It is a comprehensive, economic, strategic and balanced agreement that will increase Canada's foothold in the Asia-Pacific, a region that is expected to comprise two-thirds of the world's middle class by 2030, and one-half of global gross domestic product (GDP) by 2050. Visit the following web site for details: [www.international.gc.ca/tpp](http://www.international.gc.ca/tpp)

### Recent amendments to regulations that were initiated by the Canadian Food Inspection Agency - Regulatory Readiness decision model

CFIA published a revised version of the regulatory decision model, now called "[Regulatory Readiness: A Decision Model for Canadian Food Products](#)". It replaces the 2011 tool (Canadian Food Health Claim Roadmap). The flow chart helps industry navigate the regulatory environment for Canadian food products and takes advantage of market opportunities. It synthesizes a complex array of regulations and guidance into six key questions to consider prior to launching a new food product.

## New Penalties for Non-Compliance with Foreign Worker Programs

Does your organization make use of the Temporary Foreign Worker and/or International Mobility Programs? If so, you now have added incentive to ensure your business is compliant with all program rules and conditions: as of **December 1st, 2015**, new penalties for non-compliance will come into force.

Fines will range from \$500 to \$100,000 per infraction, depending upon the nature of the violation, the employer's compliance history, and the size of the business.

A maximum of \$1 million in fines may be imposed within a one year period. In addition, non-compliance could now warrant a ban from the programs for up to ten years, or even a permanent ban - a significant increase from the previous maximum two-year ban. [www.LawyersForEmployers.ca](http://www.LawyersForEmployers.ca)

## Food and Beverage Newsletter Back Issues

Previous editions of the Food and Beverage Newsletter are available on the Department of Business, Tourism, Culture and Rural Development's website: <http://www.btcrcd.gov.nl.ca/sectordev/agrifoods.html>

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This e-newsletter is a bi-monthly publication from the [Department of Business, Tourism, Culture and Rural Development](#), which keeps you up-to-date on activities in the food and beverage sector.

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