

CANADIAN

November/December 2013

Meat Business

The Beef, Pork & Poultry Industry Magazine

Pork Industry Backs Welfare Initiative

Industry welcomes historic trade deal

The importance of market research

How branding drives loyalty
pg. 5



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6



15



16



14

In this issue

November/December 2013

- 5** Guest Editorial
by Rob Meijer
- 6** Investing in Swine Welfare
by Alan MacKenzie
- 8** The Importance of Market Research
by Ronnie P. Cons
- 10** Industry Welcomes Historic Trade Deal
- 12** Exploring Halal Opportunities in a Growing Market
by Ehsan Sairally
- 14** The Best of Ontario 2013
- 15** Expanding FoodNet Canada
- 16** Assembly Line
- 18** Events Calendar
- 20** Digital Solutions Answering Animal Health Challenges
by T.S. Gatz
- 22** Cross Country News
- 24** Major Cuts of GHG Emissions Within Reach
- 26** Industry Roundup
- 30** Meat Industry Business Watch
by Dan Kelly



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Reasons to Believe

LED BY ITS three-year strategic intent, Canada Beef is well positioned to deliver a strong return on beef and veal producers' national check-off investment by leveraging a dynamic Canadian Beef Advantage delivering recognized value.

In order to give customers and consumers reasons to believe in our industry and resulting products, the entire Canadian value chain plays a significant role in making this happen. It is the role of Canada Beef to work specifically with its chosen partners in select priority markets and segments who value, and will remain loyal, through premiums paid for Canadian quality beef products. As industry, we fully acknowledge we all need to play an increasing role in ensuring Canadian beef delivers on its brand commitment each and every day.

To deliver value to the producer, Canada Beef must deliver more than recognition, understanding, and awareness of Canadian beef – we must create and sustain loyalty to the Canadian beef brand around the world. We must create a competitive atmosphere where the demand for our product is unparalleled. The story of Canadian beef is exceptional, and our challenge is to put our best foot forward in terms of telling and sharing that story. This is the essence of a strong brand – when both the emotional and functional/technical attributes of the product and industry work together to create passion, belief, and trust with partners, customers, and ultimately the consuming public.

The Canadian beef brand represents the public image and perception of Canadian beef with consumers, customers, and the beef industry. Working closely with our industry partners, we leverage the brand in marketing efforts to build an affinity and desire for Canadian beef with consumers world-wide. The brand is a promise – a promise the Canadian cattle industry must keep. We must all keep this promise in order to see a bright future for our industry.

Canada Beef looks forward to working with our industry partners and stakeholders to promote and leverage the Canadian Beef Advantage and ultimately drive international brand loyalty. We must and will reward licenced brand partners who can help move the industry forward and deliver recognized value to beef cattle producers and consumers.

This promise is built on four brand pillars that both support and prove the validity of the promise. The four brand pillars are:

- The Product – flavorful and tender beef that is a wholesome and nutritious choice.
- The Producer – they produce Canadian beef with integrity reflecting a rich heritage.
- Quality and Safety – produced according to world class standards for animal health, and meat quality and safety.
- Sustainability – producers are working to sustain the cattle industry for generations to come.

The Canadian beef brand promise is this: “Canadian beef has a rich heritage and tradition, produced sustainably and with integrity by Canadians who are global leaders in ensuring quality and safety. Canadian beef is grain-fed and produced from internationally recognized livestock genetics to deliver an exceptional eating experience.”

As the beef industry aligns to a common vision, to deliver our united promise to consumers around the world, we will all see a profitable and sustainable beef industry. We must all strive to ensure we uphold our promise, continue to make our foundation stronger, and then we will have ensured those who matter most to us have the reasons they need to believe in the Canadian beef industry and what we bring to the table. **M**

Rob Meijer is the president of Canada Beef Inc.



Investing in Swine Welfare

Prairie Swine Centre says funds for national initiative to be in place by the end of the year.

By Alan MacKenzie

THE PRAIRIE SWINE Centre, a non-profit research group affiliated with the University of Saskatchewan, hit a milestone in October for its proposed National Chair in Swine Welfare initiative, as fundraising for the project hit 50 per cent of its \$2.5 million targeted budget.

The five-year program would see the creation of a dedicated team of researchers focussing on swine welfare issues.

The proposed initiative has gained momentum since it was first conceptualized over four years ago, and now has support from pork associations from six provinces: B.C., Alberta, Saskatchewan, Manitoba, Ontario, and P.E.I. Quebec is expected to join soon, according to Prairie Swine Centre president Lee Whittington.

Four pork processors are also have committed to the project: Olymel, Conestoga, Sunterra, and Hylife.

“There will be other processors,” Whittington said. “Those were the first to step forward because we had the closest relationship with them over the years.”

Pork processor Olymel, which will contribute \$15,000 per year over the five-year period of the program, said the development of advanced scientific research programs through the initiative will better address the current challenges of hog production and animal welfare, thus improving the sector’s sustainability.

“Olymel believes that because the research findings of the new National Chair in Swine Welfare are focussed on animal welfare regardless what production systems are in use, they should benefit all stakeholders in the Canadian hog industry -

producers, veterinarians, processors and distributors. Retailers and consumers should also benefit from the pooling of efforts by the industry and the chair’s researchers, as several groups have called for changes in production practices in recent years,” CEO Réjean Nadeau stated.

Whittington noted that the initiative will now enter its next phase – attracting retailers and foodservice providers, such as Loblaws, Sobeys and Tim Hortons.

Ultimately, he said, the project would be funded equally by all three sectors – retail and foodservice, processors, and pork associations. When the fundraising goal is met, Prairie Swine Centre will forward the chair application to the Natural Sciences and Engineering Research Council (NSERC), which provides 50-50 matching funds to selected candidates in various industries for research and innovation projects.

Whittington noted the 50 per cent coming from the industry should all be in place by the end of this year.

Dr. Sandra Edwards, professor and chair of agriculture at Newcastle University in the U.K., will lead the group. She was chosen after a world-wide search, Whittington noted. Her career includes research in a variety of interdisciplinary projects over the past three decades, numerous awards, and senior advisory on industry and government groups. Whittington noted that since Dr. Edwards was named to the project over two years ago, she has become increasingly well-recognized and active at key pork industry events in Canada, including as keynote speaker

at the Tim Hortons Sustainable Food Management Summit in Guleph, Ont. in October, and at the Saskatchewan Pork Industry Symposium in Saskatoon, Sask. in November.

Whittington said that Dr. Edwards is “quietly building her team” but that the group won’t be announced until full funding is in place.



“Retailers and consumers should also benefit from the pooling of efforts by the industry and the chair’s researchers, as several groups have called for changes in production practices in recent years.”

— Réjean Nadeau, Olymel

“There will probably be about a half a dozen positions in total,” he said. “There will be another research scientist, at least one post-doc, and probably three graduate students – two in the masters program and one in PhD at any one time.”

Specific topics to be researched will be identified by the time


the centre turns to NSERC for funding.

“Obviously the sow housing issue is one that is universally understood by everyone up and down the value chain. We anticipate the chair is going to be doing research in that, but the science has to be at a high enough level to interest NSERC,” he said.

This year, in articles published in the U.K., U.S. and Canada, Dr. Edwards has studied such topics as: behaviour and social interactions of group-housed sows in relation to floor space; the effects of feed station design on the behaviour of group-housed sows using an electronic individual feeding system, the effect of dietary fibre on the behaviour and health of the restricted fed sow; and welfare and economic aspects of existing farrowing and lactation systems for pigs. These papers can all be found on the Prairie Swine Centre website.

“I think we will see commitment from the retailers very soon. They want to be seen supporting something like this and now that we’ve got the major dollars in they will see that it is a real movement on behalf of the industry,” Whittington said. “Part of the thing was selling the concepts of the science that Dr. Edwards wants to bring. So over the last two years we had her here several times to meet face-to-face with some of these key players to ensure them where this kind of research program will be going.”

He added that an advisory board made equally of representatives from pork producer associations, packer-processors, and retailers.

“That certainly has intrigued a lot of the packer-processors as well as the producers, because they see that as a neutral site where the three of them can talk,” he said. “Right now there aren’t a lot of opportunities for them to get into a room and discuss mutual issues. I think it could serve quite a good purpose.” 

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The Importance of Market Research

The right merchandising decisions can maximize profits for beef and poultry retailers.

By Ronnie P. Cons

A MANAGER OF a typical meat department in a grocery store has to make many merchandising and marketing decisions in order to run a successful department. He must decide the elements of the “four Ps” of marketing: The products he will sell; the price he will retail the products at; the promotion or advertising strategy that he will implement; and the place, or the distribution method he will choose to deliver his products.

The meat department manager is dependent upon accurate and timely market information in order to make the above decisions. With the right information he will sell the right products at the right price using the right promotional strategy. In essence the “right decisions” means those that will lead to maximizing the net profits of the meat department.

Obviously, the manager must know which products are the most profitable to sale. He is limited by shelf space so he must try to maximize the net profit per square unit of shelf space as the meats pay the rent of that shelf space. Thus, the first step is for the manager to determine the rental/

lease cost per square foot of shelf space. From this he can determine the BEP (break-even point) and the amount of profit that must be generated by square foot of space in order to make the department profitable. The higher the volume of product sold and the higher the mark-up on the product, the higher will be the net profit generated by that space. But which products will sell best and maximize the profits of that shelf space? The best way to find out is through market research.

Thus, the manager must set up a market research study to gather all the relevant information he will need in order to decide the products he will sell, their price, the promotional strategy, and the distribution methods. The best source of information is the current clients of the department. The manager can perform an informal market research campaign by simply talking to his clients and asking the right questions. Even though the campaign is informal, the manager must make sure to accurately and consistently ask the questions and to document the answers for later analysis.

Some products questions can be: What do you think of the

products we are offering? Are you satisfied with the variety? The freshness and quality? Are there some products you would like that are not in our store?

Some price questions can be: What do you think of our prices? Which products do you think are overpriced? What



Which products will sell best and maximize the profits of that shelf space? The best way to find out is through market research.

products would you buy more of if they were cheaper? Do you buy some meats at other stores because they are cheaper there?

Some promotional questions can be: What do you think of the posters and promotional information in our department? Do you find that they are clear? Do you read them? Would you like some particular type of information or chart to be placed in the department? How did you learn about our department? In a flyer? Where do you look for information on meats? Which flyers or sources?

Some distribution questions can be: Do you think home delivery would encourage you to shop more here? Are you willing to pay for delivery?

Next, competitive information on the above four marketing

elements must be gathered from the local competing meat departments. Prices and quality must be compared to see where you stand.

All of the above information must be properly organized and analyzed. Just looking at the answers might enlighten the manager to the fact that he is not selling one or two good products that a competitor is, or that certain products are seen as low quality.

The answers to the pricing questions will help determine the right price that will move the volume that will generate the maximum profit. The customer answers might reveal that the prices are too high on certain products – that is the prices may be generating a high margin, but low volume. Adjusting the price to the right level to maximize profits is the objective.

The promotional information may reveal that the customers are not even looking at the posters and ads in the department. Maybe they are not properly positioned or too confusing to understand. Some easy adjustments can make a difference to the bottom line.

The distribution information may reveal that there are many people who would buy bulk quantities on a monthly basis if there was delivery.

It's all about information. A properly conducted market research effort will be worth the effort and help put the department in line with customer needs and expectations. That's the key to a profitable meat department. **M**



Ronnie P. Cons is the executive vice-president of C&C Packing Inc., a leading Canadian meat and poultry distributor. He can be reached at 514-461-5202 or rcons@ccpacking.com.

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Industry Welcomes Historic Trade Deal

Agreement in principle has been reached between Canada and EU.

ON OCT. 18, Canada and the European Union (EU) reached an in-principle agreement on a Canada-European Union Comprehensive Economic and Trade Agreement (CETA). Prime Minister Stephen Harper called it the most ambitious trade agreement that Canada has ever reached.

Now that an agreement in principle has been reached, both parties will seek to conclude the formal agreement and undertake a legal review of the document. Once the final agreement is signed, it will then need to be ratified by respective parliaments.

The Canadian Meat Council (CMC) welcomed the in-principle agreement, noting the 28-country EU, with a population of 500 million, is the world's largest import market for agricultural commodities and food. From 2000 to 2012, the value of EU agricultural imports increased by some 145 per cent, from \$53 billion to more than \$131 billion. However, a number of consumer-oriented products, including meat, continue to confront significant tariff and non-tariff trade barriers.

"The Canadian Meat Council recognizes and appreciates greatly the steadfast and unwavering effort that was invested by Canada's negotiators in their endeavour to ensure a commercially viable outcome for the meat industry," CMC president Arnold Drung stated in a release. "We would ask that the Canadian and EU governments move forward quickly and simultaneously on both the ratification of the CETA and the pre-requisite resolution of the outstanding technical barriers."

When fully implemented, the agreement provides for duty-free exports of 81,000 tonnes of Canadian pork, 65,000 tonnes of Canadian beef and veal, and 3,000 tonnes of Canadian bison meat. It also allows for unlimited duty-free exports of Canadian horsemeat, and unlimited duty-free exports of Canadian prepared meats.

In return, the EU will retain duty-free access to the Canadian market for pork, obtain duty-free access for beef, and receive reciprocal unlimited duty-free access for prepared meats. In addition to the agreement on import quotas and tariffs, the CETA outcome includes a critically vital commitment to resolve technical barriers.

"While our initial hope for completely open, duty-free and unlimited, trade in meat products between Canada and the EU was not achieved, the CETA does represent a very substantive, valuable and most welcome movement in that direction," added CMC executive director Jim Laws. "Compared to an average value of only \$54 million of meat exports to the EU during the past three years, the results of the CETA negotiations will offer export opportunities with a potential annual sales value of up to \$1 billion for Canadian beef, pork, horsemeat, bison and prepared meats processors."

The Canadian Pork Council (CPC) also said it is pleased

with the announcement.

"The pork industry appreciates the government pursuing our access interests to the very end," CPC chair Jean-Guy Vincent said in a separate release. "The Canadian and EU markets for pork complement each other and this relationship holds great potential to enhance our sector's export opportunities, as well as benefit workers, businesses and families who rely on the pork sector for their livelihood."

He added that diversification in export marketing opportunities is crucial to maintaining Canada's pork industry.



"The results of the CETA negotiations will offer export opportunities with a potential annual sales value of up to \$1 billion for Canadian beef, pork, horsemeat, bison and prepared meats processors."

– Jim Laws, Canadian Meat Council

"Our current exports of pork cuts to the EU are virtually non-existent. This is not because our prices are uncompetitive but instead is due to tariff and non-tariff barriers to entry into the EU market which CETA will now address," said Vincent. "CETA will provide the Canadian pork sector meaningful access to the EU market and an estimated economic return far greater than the projected export value when factoring in the additional economic development stimulated by the increased feed grain production, meat processing and distribution activities generated by these new sales of Canadian pork."

Improved access will occur in stages and allow the Canadian industry to build up its supply potential and provide exporters the opportunity to maximize the value of each product shipped in the global pork market. Vincent estimated that, in a few years, this deal could lead to annual pork sales \$400 million to the EU. [M](#)

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Exploring Halal Opportunities in a Growing Market

By 2015, halal consumers will account for over 25 per cent of the global market. Many companies are already halal compliant, and may just require certification.

By Ehsan Sairally

THE SCOPE AND sphere of the food manufacturing/processing sector continues to adjust to dynamic changes in the marketplace. Various issues are coming together to shape food buying habits i.e., demography, culture, ethnicity, religion, healthy lifestyles and environmental concerns. Consumers are not only interested in what they eat. They are interested in where food comes from and how it's processed and manufactured.

Suppliers are taking notice of this complex scenario and the new doors and avenues that need to be explored. A case in point is the opportunities presented by the growing halal market

Halal is both a global and a regional market at the same time. The halal cuisine concept is gaining awareness and is ready to be explored on regional and international levels. The demand for healthy, natural and nutritious food is definitely on the priority list for global and regional consumers. Halal fits right into the equation of this demanding market.

Halal is not a new food concept. It has been around for over 1,400 years and encompasses cuisines from Africa, Asia, Europe, North-America, India, and Russia.

The rich history of the halal food concept is steadily finding its way into the mainstream market in North America. It is no longer just an ethnic niche market. Halal foods by their very nature have universal appeal not only with meat products but with other food categories as well.

Let's look at some benefits offered by halal foods:

- satisfies growing base of informed consumers with large purchasing power;
- provides variety;
- eco and environment friendly;
- fair treatment of animals;
- natural and healthy quality ingredients.

The sectors that can mutually enhanced halal food business include airlines, hotels, restaurants, catering,

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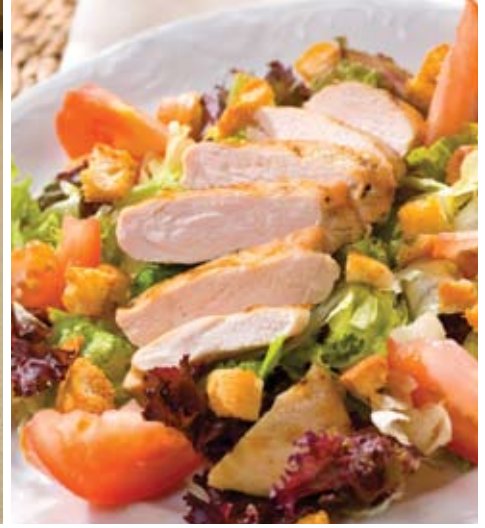
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tourism, universities and the school system, hospitals, industrial cafeterias, and franchise operations.

The transition to halal production can be realized with minimum investment and minimum adjustment to existing GMP and HACCP procedures. Companies who are already engaged in halal production know the unlimited potential of this lucrative market. To navigate this market, halal compliance may only require minor changes to existing manufacturing and processing protocols.

As the halal concept continues gaining momentum throughout the world, non-halal consumers are increasingly being attracted. The reason is that halal food are regulatory compliant, safely produced and packaged, and consist of high quality natural ingredients. In addition they are cost efficient to produce.

The current estimated global halal market is now over \$600 billion. It is an established and growing market. By

2015, halal consumers will account for over 25 per cent of the global market. Halal opportunities are not just food-related. They extend to pharmaceutical products, cosmetics, nutritional supplements, sports beverages as well as tourism and travel.

As more companies are seriously looking at entering the halal market, they are finding the transition can be made with minimal changes to their existing manufacturing procedures. Many companies are already halal compliant – they may just require certification to enter the market. The halal market is growing, and worth exploring. **M**

Ehsan Sairally is the president of Halal Product Development Services, a member of the WHC- World Halal Council and AAHC- Association of American Halal Certifiers. Contact him at eshan@halalproductservices.com. For more information regarding halal certification, contact Mr. Sairally at (416) 568-1885, or eshan@halalproductservices.com.

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Winners of the Beef Deli Roast category: Halenda's Fine Foods (platinum), Sikorski Sausages Co. (gold), and VG Meats (silver).



Richard and Ola Halenda.

The Best of Ontario 2013

OIMP names winners of Ontario Finest Meat Competition.

WINNERS OF THE Ontario Independent Meat Processors' (OIMP) 2013 Ontario Finest Meat Competition were named at a recent gala event in Toronto. The ceremony, which was held as part of the OIMP's annual Meat Expo, attracted 145 entries from 16 processors.

Competitors showcased their goods in the following categories: Premium Dry Cured, Traditional Side Bacon, Poultry Deli Roast, Flavoured Bacon, Kielbassa, Cold Cuts, Black Forest Ham, Dry-Semi Dry Sausage, Back Bacon, Premium Wiener, Traditional Cooked and/or Smoked Sausage, Specialty Cooked and/or Smoked Sausage and Beef Deli Roast.

"Hosted by the Ontario Independent Meat Processors, the Ontario Finest Meat Competition promotes the artisanal products that Ontario's family of meat processors have to offer," OIMP executive director Laurie Nicol said. "We are proud of our members that work so hard year round bringing Ontario families these exceptional local meat and poultry products."

On September 18 and 19, a group of judges including retail buyers, media, chefs, bloggers and a home economist determined the award winners in each of 13 categories.

Judging criteria was based on flavour, aroma, texture, uniqueness and visual appearance, and the top three entries from each category were selected based on the judges' combined scores. The Platinum winners of the 2013 Ontario Finest Meat Competition are as follows:

- Back Bacon Category – Franz's Butchershop – Apple and Cinnamon Back Bacon
- Beef Deli Roast Category – Halenda's Fine Foods – Montreal Smoked Meat
- Black Forest Ham Category – Sikorski Sausages Co. Ltd. – Grandpa Ham
- Cold Cut Category – Halenda's Fine Foods – Stuffed Bacon with Paprika
- Dry/Semi Dry Sausage Category – Salumeria II

- Tagliere Ltd. – Artisan Salame Felino
- Kielbassa Category – Sikorski Sausages Co. Ltd. – Garlic Sausage/Swojska
- Flavoured Bacon Category – Franz's Butcherhop – Franz's Maple Bacon
- Poultry Deli Roast Category – Halenda's Fine Foods – Hand Carved Turkey Breast
- Premium Dry Cured Category – Salumeria II Tagliere Ltd. – Artisan Capocollo



"We are proud of our members that work so hard year round bringing Ontario families these exceptional local meat and poultry products."

– Laurie Nicol, OIMP

- Premium Wiener Category – Stemmler's – Jumbo Wiener (Pork & Beef)
- Side Bacon Category – Sikorski Sausages Co. Ltd. – Wood Smoked Bacon
- Specialty Cooked and/or Smoked Sausage Category – Halenda's Fine Foods – Fiesta Sausage
- Traditional Cooked and/or Smoked Sausage Category – Sprucedale Quality Meats – Debraziners Smokies

For the full list of Platinum, Gold and Silver winners from the competition, visit www.ontariomeatandpoultry.ca.

- staff



Expanding FoodNet

Government announces FoodNet Canada safety enhancements.

THE FEDERAL GOVERNMENT on Nov. 15 announced the release of the Healthy and Safe Food for Canadians Framework and expansion of FoodNet Canada, its food safety surveillance system.

“Knowing that food is healthy and safe to eat is fundamentally important to all Canadians and their families, when they buy, prepare, and eat food,” Health Minister Rona Ambrose said at a press event in Calgary. “That is why we are announcing an expansion of the food safety surveillance system and releasing the Healthy and Safe Food for Canadians Framework.”


The framework describes how the government is working to inform consumers about healthy and safe food choices, to minimize food safety risks, and to protect Canadians when unsafe foods enter the marketplace.

FoodNet Canada will expand to include a new surveillance site in Calgary and Central Alberta. This is the third site for FoodNet Canada (formerly known as C-EnterNet). The others are located in the Region of Waterloo, Ontario and the Fraser Region in British Columbia. Each site collects detailed information about food-borne illness in Canadians and traces those illnesses

back to their sources, such as food, water and animals.

This information identifies sources that are causing the most illness among Canadians and helps to track illnesses and their causes over time. Samples may be taken from fresh packaged produce, ground beef and chicken breasts from grocery stores, manure from farms, water from beaches and surface water that supplies municipal drinking water. These samples are then tested for microorganisms and any that are found are compared to the microorganisms that cause disease in humans. This information tells us which sources are causing the most illness among Canadians and helps the government track illnesses and their causes over time.

“Alberta is very pleased to host this new site in Canada that will improve our food safety surveillance systems and help prevent illnesses, improving the overall wellness of Canadians,” stated Assistant Minister Dave Rodney.

The new site is expected to be active in January 2014. The addition of a third site will generate results that take into account a greater portion of the Canadian population, Health Canada said. 

- staff



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Polar Flex Carve Macerator from Wolf-tec



The Polar Flex Carve from Wolf-tec is a superior macerator that delivers the highest levels of technology, flexibility, automation and performance. Processors using the Polar Flex Carve have consistently reported increases in yield from 0.5 per cent to 1.5 per cent, and some as high as 4.0 per cent and 5.0 per cent. That's a return on investment in as quick as nine to 12 months.

The Polar Flex Carve is used to pre-condition all types of meat and poultry products prior to massaging, tumbling or other further processing. The Flex Carve cuts uniform slices into the meat surface to greatly increase the surface area of the meat. The increased surface area improves protein extraction, brine absorption, and product binding, which all result in a very consistent product with significantly higher yields.

The Polar Flex Carve provides multiple surface treatment options. It features two pairs of independently controlled knife rollers. Each roller pair can be set to provide single or double maceration. Roller clearance and blade penetration are easily adjustable. And with a variety of blade choices available, there is simply no other macerator equipped to provide this level of control and flexibility.

The Flex Carve features a touch screen PLC controller to store all of your maceration recipes, allowing easy recall of all settings and virtually eliminating costly operator errors. With just the push of a button, the operator can easily select the proper recipe for each muscle type – the roller clearance and slice depth are all automatically adjusted.

The Flex Carve leads the way in food safety. Its hygienic design allows the unit to be washed inside and out. All critical components are housed in Nema 4X enclosures. Gearboxes and motors are constructed entirely of stainless steel.

The Flex Carve has a compact footprint and easily rolls in and out of production lines. It is designed

and constructed to greatly reduce spare parts and maintenance costs. Its stainless steel direct-drive motors completely eliminate the downtime of changing and cleaning chains and sprockets.

www.wolf-tec.com

Adam Equipment offers high-resolution versions of Warrior washdown scale

Adam Equipment, a leading provider of precision scales and balances, recently announced the addition of two high-readability models to its Warrior washdown line of scales. Now featuring nine models, the Warrior series boasts greater levels of power and performance in the world of weighing. The new models bring enhanced resolution to the rugged Warrior family, useful in applications where high precision and washdown capability are necessary, such as food processing, commercial baking and the chemical industry.

Newly available in North America, the Warrior WBK70aH provides readability of 0.002lb/1g, in addition to the regular model WBK70a that has a readability of 0.005lb/2g. The Warrior WFK165aH features readability of 0.002lb/1g, while the regular model WFK165a offers readability of 0.01lb/5g. The WBK70aH has a capacity of 70lb/32kg, while the WFK165aH has a capacity of 165lb/75kg.

The Warrior's grade 304 stainless steel base, load cell, top pan, pillar and indicator are IP66 rated, meaning they are protected in dusty or wet areas. These durable scales can tackle the demands of washdown and clean room environments, making them ideal for use in the food industry, medical and veterinary research, laboratories, pharmaceutical processing, manufacturing settings and production lines. A rechargeable battery is included, allowing operation of the Warrior when power is unavailable.

With data output via RS-232 and optional relay triggers, the Warrior can be set to control other devices. The Warrior executes functions such as parts counting, percentage weighing and dynamic weighing. Its large display is backlit and easy to read in any lighting conditions, reducing the chance of errors when transcribing data. A capacity tracker is built into the display to monitor possible overloads. Checkweighing is simplified, with colored LED lights that clearly show when the weight is within the required range.

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Events Calendar promotes upcoming trade shows, conferences, workshops and other events for the meat industry. For up to date listings, visit meatbusiness.ca/events.

Banff Pork Seminar appoints new coordinator

The Banff Pork Seminar has appointed Marliiss Wolfe Lafreniere to the position of coordinator for its 2014 event.

The seminar is one of the longest running events supporting knowledge and progress for the pork industry. The 2014 Seminar, January 21 to 23, in Banff, Alta. will be the 43rd consecutive.

Wolfe Lafreniere is a University of Alberta graduate with a degree in Biological Sciences. She has worked for several years in various positions in several faculties at the university. She has a strong interest in health, food and the environment and the role of science and innovation.

“The Banff Pork Seminar has a reputation of bringing together the very best speakers on the most important issues of the day,” said Wolfe Lafreniere. “I appreciate the effort that has gone into building this reputation and look forward to helping continue the tradition in 2014 and beyond.”

More information on the 2014 Banff Pork Seminar including program and registration details is available at banffpork.ca.

International Production & Processing Expo to feature comprehensive education program

Meat and poultry professionals seeking practical solutions, real world insights and proven best practices will benefit from the diverse education opportunities offered January 28 to 30, 2014, at the International Production & Processing Expo (IPPE) to be held at the Georgia World Congress Center in Atlanta, Georgia.

Sponsored by the American Meat Institute (AMI), the American Feed Industry Association and U.S. Poultry & Egg Association, IPPE is the premier U.S. trade show featuring the latest in equipment and supplies for processing and packaging red meat and poultry products, as well as the production of feed products. The show features three world class partners – International Meat Expo, International Poultry Expo and International Feed Expo – collaborating to create the International Production & Processing Expo (IPPE), representing the entire chain of protein production and processing. Exhibits are open on January 28-30, 2014, to complement this full week of workshops.

“This partnership has resulted in the world’s premier, annual tradeshow focused on the meat, poultry and feed industries,” AMI president J. Patrick Boyle said in a release. “With more than 1,100 exhibitors displaying the latest technology, equipment and supplies on more than 400,000 square feet of space, IPPE will again be one of the 50 largest shows in North America next year.”

IPPE’s educational programming will cover a wide array of food safety, consumer trends and operations management issues. In addition, selected sessions will be available for translation into Spanish and Portuguese and will cover global food safety and export issues.

Attendees also will benefit from other learning opportunities offered by IPPE partners. These include sessions covering international pork topics, feed production and poultry market intelligence.

In addition to these complimentary education sessions, a variety of workshops and conferences will be offered for an additional fee. They include conferences on sanitary equipment design principles, an antibiotics workshop, media training for the meat and poultry industry, a meat and poultry research showcase, a fall protection short course, and meat and poultry plant tours.

To view the complete conference agenda or to register, please visit ippexpo.com.

Process Expo sees record attendance

The Food Processing Suppliers Association (FPSA) announced that record attendance of 19,155 was reached at this year’s Process Expo, which was co-located with the International Dairy Show Nov. 3 to 6 at Chicago’s McCormick Place.

“We are proud of the tremendous growth that we experienced at this year’s show and how the food and beverage industry has enthusiastically embraced our co-location with the International Dairy Show,” said David Seckman, president and CEO of FPSA. “We have grown our customer audience by 25 per cent, quadrupled the number of VIP companies, and increased our international attendee audience by 40 per cent.”

FPSA and the International Dairy Foods Association recently announced that they will continue to co-locate the events, with the next scheduled to take place Sept. 15 to 18, 2015, at Chicago’s McCormick Place.

Upcoming Events

January 2014

21 – 23
Banff Pork Seminar
Banff, Alta.
banffpork.ca

February 2014

9 – 12
National Grocers Association
(NGA) Show
Mirage Hotel and Casino
Las Vegas, Nevada
thengashow.com

March 2014

2 – 4
CRFA Show
Direct Energy Centre
Toronto, Ont.
crfa.ca

19 – 22
NAMA Meat Industry
Management Conference
The Westin Mission Hills Golf
Resort & Spa
Palm Springs, California
meatassociation.com

April 2014

13 – 14
APEX
Exhibition Park
Halifax, N.S.
apextradeshow.ca

May 2014

7 – 9
Canadian Meat Council's
94th Annual Conference
Westin Harbour Castle
Toronto, Ont.
cmc-cvc.com



Thefoodnewz is an on line events calendar created by Debra Bradshaw of Zep Food & Beverage Division. To find out more about the events listed in this magazine visit thefoodnewz.com. If you know of events not listed please email Debra directly at zeprep@rogers.com.



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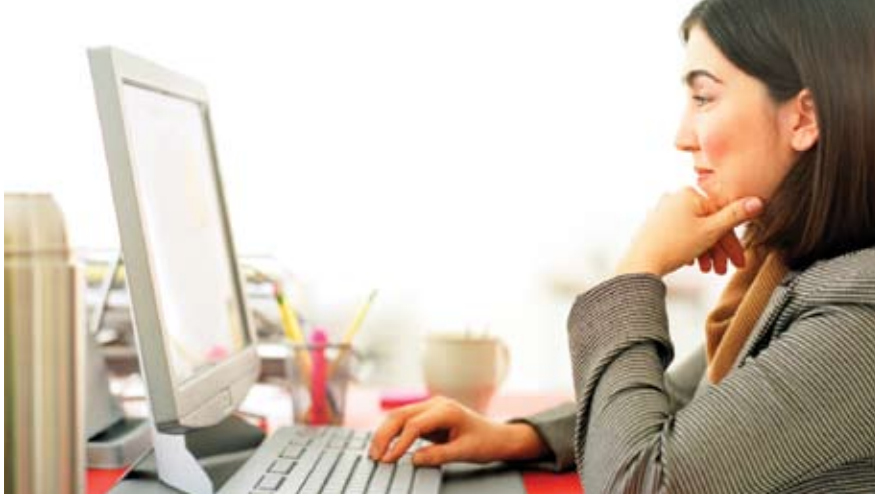
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Digital Solutions Answering Animal Health Challenges

Next-generation electronic documents eliminate frustration, improve accuracy.

By T.S. Gatz

THE WORLD OF record keeping and document creation is a changing – and for the better. So long frustration when looking for a document and not finding it. Goodbye needing a health document and not being able to get it quickly. Hello swift and accurately created health documents. Hello always having access to the veterinary documents you need.

What's the impetus behind this change? Digital solutions.

Dr. Robert Magnus, DVM, founder and president of Wisconsin Equine Clinic & Hospital in Oconomowoc, Wisconsin, is among the veterinarians relying on this latest technology to improve operational efficiency.

"We needed to find a way to keep our costs down, improve our service to our clients and meet their expectations," Magnus states. "Implementing technological solutions allows us to focus first on the best interests of our clinic's equine patients while giving fast, accurate treatment of the animals."

With 12 full-time veterinarians and 20 support staff members, he says any efficiencies realized in terms of labor hours can result in significant cost savings for his business.

Before you head to the Internet to research "digital documents," you should know that most websites tend to use the term "digital" documents interchangeably with "electronic" documents. For clarification, all digital documents are electronic documents, but not all electronic documents are digital documents.

A digital document is the next-generation electronic document. The information that creates digital documents is held in a highly secure central repository, giving users instant access.

Digital solutions and animal health industry

The Indiana State Board of Animal Health has been digital since 2010.

"The ability to file certificates of veterinary inspection electronically into a database assures accurate information

is being passed on to the state-of-destination," states Bret Marsh, DVM, Indiana State Veterinarian. "Errors are limited because the system will not accept certificates unless all fields are properly completed.

"Another great advantage is its timeliness. Instead of waiting for CVIs to be mailed to the state of destination, eCVIs arrive at the state office shortly after being completed. If a disease outbreak should occur, response would be much faster because the information provided to BOAH would be real-time."

Digital solutions' real-time connectivity streamlines business, including Animal Disease Traceability (ADT):

- Documents subject to regulatory compliance and audit trails are easy to manage.
- Instantaneous sharing of documents with colleagues, even those in geographically dispersed locations—Enhancing animal traceability and regulatory compliance.
- Cost savings—Eliminating significant time spent looking in too many places to find a particular file.
- Improves accuracy and legibility.

The instantaneous sharing of digital documents keeps parties in compliance with the government's mandated ADT rule. The rule's requirement that a document must go to the state of origin within seven days is not only met but is hassle-free since each ICVI that is signed off is immediately distributed to the designated state of origin.

Searchable vs. non-searchable documents

In today's computer- and Internet-driven, knowledge-based business world, quick access to important information is critical to day-to-day business functions. At the 2012 AMI Road Show in Chicago, Pam Doyle, director of research for Fujitsu Computer Products, presented research that shows companies spend \$120 in labour to find a misfiled document and \$220 in labour to reproduce a lost document. It is estimated that 7.5 per cent of all documents get lost and 3 per cent of the remainder get misfiled. In addition,

while professionals spend five per cent to 15 per cent of their time reading information, they spend up to 50 per cent of their time looking for the information.

These costs to commerce are impacted that the fact that not all documents stored electronically are searchable.

Scanned copies and PDFs are non-digital, non-searchable documents. Scanned copies and PDFs cannot be searched for a key word or phrase for two fundamental reasons:

1. The many various versions and combinations of browsers (Internet Explorer 8, 9, 10, Safari, Mozilla Firefox 3, 4, and Google Chrome), computer operating systems/architectures (Windows XP, Vista, Windows 7, 32bit, 64bit) and Adobe products (Adobe Reader/Adobe Full versions 5 through 10) make it impossible to conduct successful word searches.
2. Scanned copies and PDFs are similar to photos or carbon copy images of documents.

The innovation of digital databases has resulted in intuitive, searchable data. Individuals have instant availability to detailed, real-time information. Researching for a particular document or one piece of information can be reduced from a major project to a 10-second search.

Benefits of digital documents include:

- Easy, dynamic access to documents year after year.
- Searchable text.
- Improved office performance/daily efficiency, leading to cost savings.
- Security.

Magnus predicts that the use of paper in the animal health industry will be minimized if not eliminated altogether. He says the focus will be on solutions that connect veterinarians, animal owners, diagnostic labs, industry partners and government officials and improve overall animal wellness in the most accurate, effective and efficient ways possible.

"I'm just glad we incorporated the latest technology, as our clinic is reaping the benefits in many ways," Magnus states. **M**

T.S. Gatz is a freelance writer from Windsor, Colorado, who has been writing about animal agriculture for more than 40 years.



Electronic signature vs. digital signature

Like digital vs. electronic documents, electronic, digitized and digital signatures are often confused with each other. They are not the same.

An electronic signature is a generic, technology-neutral term for the various ways an electronic record can be signed. An electronic signature can be as elementary as a typed name or a digitized image of a handwritten signature – such as handwriting capture – or as high-tech as a digital signature.

While all digital signatures fall under the umbrella of electronic signatures, not all electronic signatures are digital signatures. A digital signature is a sub-group of electronic signatures that is considered the strongest signature and provides the highest level of security and universal acceptance. Digital signatures are a highly secure electronic "fingerprint" or coded message unique to both the document and the signer.

Electronic signatures that are a digitized image of a handwritten signature can be extremely problematic in regards to maintaining integrity and security. While commonly used on documents, a digitized image of a handwritten signature does not incorporate additional measures of security and is considered an insecure way of signing documentation. Digitized signatures are also vulnerable to copying and tampering. A digital signature, on the other hand, encrypts data, identifies who did the encryption and validates and detects whether changes have been made. A digital signature ensures the authenticity of the signer, binds the document and signer together and cannot be copied, tampered with or altered.

In addition to eliminating the need to reintroduce paper into the workflow for signature approvals, digital signatures:

- Reduce costs.
- Improve efficiency.
- Enhance collaboration.

Digital signatures are used by businesses around the globe and across industries as a means to securely and compliantly expedite approval processes.

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SASKATCHEWAN

Annual purebred beef show gets gov't boost

The Government of Canada will invest up to \$664,000 over five years to Canadian Western Agribition (CWA), the largest annual purebred beef show in Canada, Agriculture Minister Gerry Ritz announced at this year's event in Regina.

"Our Government is making strategic investments to increase international trade for Canadian agricultural exports," Ritz announced. "We are proud to support the Canadian Western Agribition in promoting our first-class products and facilitating connections between Canadian companies and international buyers."

The investment, through Agriculture and Agri-Food Canada's AgriMarketing program, will allow the show to boost its reputation as a world-class promoter of Canadian livestock and agriculture, attracting new international buyers and establishing new trade opportunities in the process. The CWA will also improve the International Business Centre, which serves as a hub to connect international buyers with Canadian exporters. Exports of cattle in 2012, as a result of business relationships established at Agribition, were estimated at \$5 million.

"Canadian Western Agribition works hard to promote Canadian products to the international market," noted Marty Seymour, CEO for the event. "This funding will help us open doors to international markets and maintain Canada's foothold selling high-quality genetics and technologies to investors around the world."

Agribition's primary focus is livestock, hosting competitions to showcase beef genetics and other livestock species such as bison, sheep, goats, and horses. Agribition also offers the second-largest agriculture tradeshow in Canada with products such as dry land farming equipment, livestock handling and feeding technologies. The international nature of Agribition contributes to the branding of Canada as a centre of agricultural excellence. The event is held annually in Regina.

MANITOBA

New food safety and animal welfare initiatives announced

The federal government and Province of Manitoba in October announced the launch of Growing Assurance – Food Safety initiatives as part of the federal-provincial Growing Forward 2 agreement.

"The process of food safety begins on farms, then moves to include processors, the transportation industry and retailers, and ends on the consumer's plate," Manitoba Agriculture, Food and Rural Initiatives Minister Ron Kostyshyn said in a release. "Meeting high food safety standards will benefit the agri-food industry by maintaining consumer confidence, increasing market access, enhancing product quality and consistency, and reducing waste in a world where food is a valuable commodity."

Growing Assurance – Food Safety initiatives contain two streams that address the safety of food through on-farm procedures and in the processing and distribution sectors.

The on-farm stream provides financial assistance to agricultural producers to adopt assurance systems and best management practices related to food safety issues like storage and sanitation, biosecurity, plant and animal health, traceability and animal welfare. Programming will also support surveillance and emergency preparedness systems.

The processing and distribution stream provides financial assistance to food processors, distributors, transporters and direct contact packaging manufacturers. The goal is to help implement food safety systems and best practices that reduce risk factors throughout the industry.

"It is essential that food safety practices be part of every step of the food chain," said Kostyshyn. "Building food safety procedures into production and processing will benefit producers by improving marketplace recognition for high standards at the local, national and international levels."

Growing Assurance – Food Safety initiatives are initially being allocated over \$2 million in 2013-14 under Growing Forward 2 for approved projects like preventative food safety programs, support programming for the Verified Beef Production program and a biosecurity program based on the Canadian Swine Health Board standards.

ONTARIO

Ontario Pork joins with animal welfare group to address abuse concerns

Ontario Pork on Nov. 5 announced it entered into an agreement with the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) to work together when investigating complaints about animal welfare on swine farms.

The arrangement addresses both Ontario Pork's and OSPCA's responsibilities regarding animal welfare.

Under the agreement, both organizations will work together to address concerns of animal abuse or neglect. Ontario Pork will provide technical assistance to OSPCA officers in cases where inadequate animal care may be occurring on swine farms.

The groups also agreed that upon at least 48 hours' notice, Ontario Pork will visit a swine farm in conjunction with OSPCA officers for the purpose of investigating any complaints or allegations of inadequate animal care. OSPCA has agreed to contact Ontario Pork with at least 48 hours' notice, except in situations where animals are in immediate distress, to arrange a joint inspection of the licensed farm property. Ontario Pork and OSPCA will host joint education sessions on an annual basis to exchange information and experiences related to on-farm animal care and code of practice issues.

Group releases action plan for Ontario's food industry

The Alliance of Ontario Food Processors (AOFPP) recently released a new report, titled Ontario's Food and Beverage Processing Industry Strategy - The New Engine of Ontario's Economy, and a five-year action plan for the Ontario food and beverage processing industry.

"This sector directly employs 125,000 people, generates \$39 billion in revenue annually and produces high quality,

safe food for Ontarians. Unlike other manufacturing sectors which are forecasting declines, we are making a commitment to add another 60,000 plus jobs to the economy and generate \$70 billion by 2020," AAFP chair Norm Beal said in a release.

The group worked directly with small to large processors across the province in developing the report, which identifies four major recommendations necessary to supporting a dynamic and innovative business climate:

- Establish a Food and Beverage Innovation Centre: Connect capacity and infrastructure already available in the province and add new infrastructure where needed to provide processor businesses with market development and business resources.
- Raise the Profile of Ontario Food and Drink: Strengthen Ontario's brand to further expand domestic markets and better leverage opportunities in emerging and developed export markets.
- Develop Talent and a Future in Food: Raise awareness of the processing sector as an attractive job destination and support the places and people necessary to develop talent.
- Simplify and Modernize Regulations: Better align industry and government for regulation development and reform.

The alliance is calling for a government/industry partnership to refine implementation plans including costing, timelines and delivery structures for each of the four recommendations by February 2014.

"This industry has the people, the history and the infrastructure to become Ontario's leading manufacturing

sector," stated OAFP executive director Steve Peters. "We heard the challenge from this government on growing the sector and have responded with four areas for strategic investment. We now look forward to making it happen."

The full report can be downloaded at www.aoffp.ca.

QUEBEC

CFIA suspends operations at Montreal-based meat processing plant

The Canadian Food Inspection Agency (CFIA) recently suspended the operating licence of Salaison Levesque Inc., a ready-to-eat meat processing establishment located in Montreal.

Effective Nov. 18, the company's licence was suspended because it was failing to implement corrective measures required to ensure the safety of its products, the CFIA said.

The agency said adequate controls for food safety related to pre-operational inspections of sanitation procedures were not being reliably implemented in the facility on a consistent basis. The company will not be able to resume operations until necessary corrective actions have been implemented and the CFIA is confident in the plant's capacity to effectively manage food safety risks.

There is currently no food recall associated with this suspension, the agency noted.

The company has a range of ham products that are supplied to distributors and retailers in North and South America.

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Major Cuts of GHG Emissions Within Reach

According to a new report, greenhouse gas emissions can be reduced in the livestock industry through existing methods and technologies.

GREENHOUSE GAS EMISSIONS by the livestock sector could be cut by as much as 30 per cent through the wider use of existing best practices and technologies, according to a new study by the United Nations Food and Agriculture Organization (FAO).

The report – titled *Tackling climate change through livestock: A global assessment of emissions and mitigation opportunities* – represents a comprehensive estimate of livestock’s contribution to global warming – as well as the sector’s potential to help tackle the problem. Greenhouse gas (GHG) emissions associated with livestock supply chains add up to 7.1 gigatonnes (GT) of carbon dioxide equivalent (CO₂-eq) per year – or 14.5 per cent of all human-caused GHG releases.

The main sources of emissions, according to the report, are: feed production and processing (45 per cent of the total), outputs of GHG during digestion by cows (39 per cent), and manure decomposition (10 per cent). The remainder is attributable to the processing and transportation of animal products.

Large potential for cuts

By drilling down into where and how emissions occur, the report reveals that significant emission reductions are

within the reach of livestock producers.

Wider adoption of existing best practices and technologies in feeding, health and husbandry, and manure management – as well as greater use of currently underutilized technologies such as biogas generators and energy-saving devices – could help the global livestock sector cut its outputs of global warming gases as much as 30 percent by becoming more efficient and reducing energy waste.

Within livestock production systems, there is a strong link between resource use efficiency and the intensity of GHG emissions, notes FAO’s report. The potential for achieving emissions reductions lies in enabling all livestock producers to change to practices already being used by the most efficient operators.

“These new findings show that the potential to improve the sector’s environmental performance is significant – and that realizing that potential is indeed do-able,” stated Ren Wang, FAO assistant director-general for agriculture and consumer protection. “These efficiency gains can be achieved by improving practices, and don’t necessitate changing production systems. But we need political will, better policies and most importantly, joint action.”

“With world demand for livestock products continuing

to grow strongly in almost all developing countries, it is imperative that the sector starts working now to achieve these reductions, to help offset the increases in overall emissions that future growth in livestock production will entail," he added.

Many of the actions for improving efficiency and reducing greenhouse gas emissions would also boost production – providing people with more food and higher incomes, with benefits for food security and poverty reduction, the report said.

Currently, livestock raising supports the livelihoods of hundreds of millions of people and represents an increasingly important source of protein in many regions that have long struggled with chronic hunger and malnutrition.

Potential across the board

Substantial emission reductions can be achieved across all species, systems and regions, FAO's report argues, with the greatest potential for cuts found in low productivity ruminant livestock systems in South Asia, Latin America and Africa (definitions).



"These efficiency gains can be achieved by improving practices, and don't necessitate changing production systems."

– Ren Wang, FAO

However in developed countries – where emission intensities are relatively low but the overall volume of production and therefore emissions is high – even small decreases in intensity could still add up to significant gains. This is the case for example for dairy farming in Europe and North America, and for pork raising in East Asia.

Cattle-raising contributes 65 percent of the livestock sector's total GHG emissions, but also offers the largest potential for reductions.

Making the change

Enabling the livestock production sector – a diverse, globe-spanning activity which varies greatly from country to country – become more efficient and reduce emissions will require a mix of policies, incentives, and on-the-ground work, FAO says.

There needs to be a focus on practice innovation, supported by knowledge transfer, financial incentives, regulations, and awareness raising. Particularly important, better policies are needed to facilitate the transfer and use of efficient practices and technologies already adopted by a minority of producers and to encourage the development of new solutions.

Using a "life-cycle" approach can help policymakers target emission hot spots along the livestock sectors supply chains, identifying clear opportunities for cuts and facilitating situation-tailored actions.

Financial incentives are also key, as practice change may


involve risks and require initial investments.

To ensure participation by developing countries – where much of the sector's mitigation potential is found – responses will need to target not just mitigation goals but also development objectives. The development of Nationally Appropriate Mitigation Actions (NAMAs) for the livestock sector can help integrate these objectives at the national level.

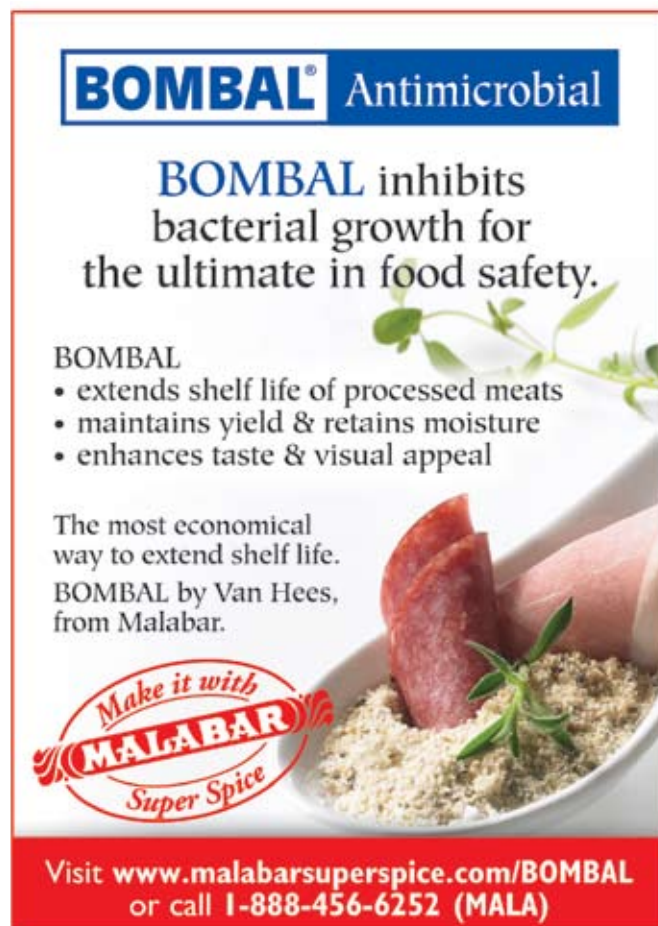
International efforts should be pursued to ensure that mitigation commitments, both within and outside the United Nations Framework Convention on Climate Change (UNFCCC), are strengthened to provide stronger incentives to mitigate livestock sector emissions and ensure that the effort is balanced throughout different sectors of the economy.

And any effort to put the livestock sector on an alternative track will require a broad-based and inclusive mutual effort, FAO noted. "Only by involving all stakeholders – the private and public sector, civil society research and academia and international organizations – will we be able to implement solutions that address the livestock sector's diversity and complexity," said Wang.

Toward this end, FAO has engaged with the public and private sector, producers, research and academia, civil society, NGOs, and inter-governmental organizations to establish the Global Agenda of Action in support of Sustainable Livestock Sector Development.

Currently, the Agenda is targeting three priority areas where improving practices can potentially bring large gains: promoting more efficient practices, improved grassland management and better manure management. 

- FAO



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CFIA now under Health Canada

On Oct. 9, the Government of Canada announced that the Canadian Food Inspection Agency (CFIA) now falls under Health Canada's portfolio.

The three bodies of the Canadian food safety regime – the Canadian Food Inspection Agency (CFIA), Health Canada, and the Public Health Agency of Canada (PHAC) – will now all fall under the responsibility of the Minister of Health. Previously the CFIA was under the Minister of Agriculture's responsibility.

The roles of the CFIA, Health Canada, and PHAC will not change. The government said that having all three federal authorities report to the same minister will ensure stronger coordination with federal authorities and communication with Canadians.

The Minister of Agriculture and Agri-Food will continue to be responsible for the CFIA's non-food safety agricultural activities, including economic and trade issues, as well as important animal health and plant protection work. The CFIA will continue to support the Minister of Agriculture and Agri-Food in exercising these responsibilities and will ensure a continued focus on Government policies, programs, and services that will help drive the economic prosperity of Canada's agricultural sector.

Government invests nearly \$1M in beef and cattle exports

In November, at Farmfair International at Northlands in Edmonton, Alberta Health Minister Rona Ambrose announced the Government of Canada will make two investments of close to \$1 million to support Canadian beef and cattle exports.

An investment of up to \$717,500 will allow the Canadian Cattlemen's Association (CCA) to develop biosecurity, animal care and environmental stewardship modules, and integrate them into the existing on-farm food safety program, Verified Beef Production (VBP). This integrated system will offer beef producers an all-in-one on-farm program.

The second investment of \$200,000 will help Northlands enhance Farmfair International's brand presence and attract new buyers from around the world to one of Canada's top agricultural shows. Northlands will also establish the International AgBusiness Centre, a facility where Canadian exporters can establish trade relationships with prospective buyers.

For 40 years, Northlands has hosted Farmfair International, one of Canada's top agricultural shows, where more than 90,000 guests come annually to view, show, and sell top quality livestock. This year, Farmfair International is proud to welcome more than 60 international buyers from the United States, United Kingdom,

Russia, Kazakhstan, Mexico, Australia, and Colombia, in addition to local ranchers.

Canada signs FTA with Honduras

On Nov. 5 the Government of Canada signed a free trade agreement (FTA) with Honduras. In addition, Agriculture Minister Gerry Ritz announced that Honduras has approved Canada's pork inspection and certification systems, allowing exports of all pork from Canadian federally registered establishments, effective immediately.

Canada Pork Institute (CPI) welcomed the news, estimating the market to be worth between \$5 and \$7 million in the first year.

"The Canadian pork industry is very dependent on export market sales as more than 60 per cent of its production is exported outside of Canada and our industry needs to have an improved access to all possible markets to remain competitive," CPI president Jacques Pomerleau said in a release.

Canada is the world's third largest pork exporter. In 2012, Canada exported 1.19 million tonnes of pork products, worth \$2.8 billion to more than 100 countries. For the first eight months in 2013, they amounted to 778,566 tonnes, worth \$2.05 billion.

Maple Leaf Foods reports loss in "challenging" period

Maple Leaf Foods recently released its financial results for the third quarter ended Sept. 30. Net earnings were flat compared to \$11.4 million last year, and there was a sharp decrease in adjusted operating earnings, the company reported. Adjusted operating earnings for the period decreased 61.1 per cent to \$18.6 million compared to \$47.9 million last year during the same quarter last year. This was due to earnings in the company's protein division – which includes its prepared meats and agribusiness groups – being impacted by higher costs related to the implementation of its prepared meats strategy and poor commodity market conditions.

"This is a very challenging period of transition for the Maple Leaf organization, as the short-term impact of volatile protein market conditions, combined with the significant cost of change, has been material," president and CEO Michael H. McCain said in a release. "We have five significant operational start-ups occurring simultaneously, during a year when commodity markets have not been friendly. However, these transitory conditions do not detract from the underlying strength of the business or the strategic direction. Our commercial performance is solid and we are satisfied with the progress we are making in implementing our prepared meats strategy."

The company noted it is currently implementing a strategy to increase scale, productivity and profitability in its prepared meats network. This includes commissioning activities at three recently expanded facilities, a new distribution centre servicing Central and Eastern Canada, and a newly constructed plant in Hamilton. Supporting these activities resulted in transitional costs of approximately \$15 million during the quarter and approximately \$34 million for the last nine months.

In the bakery division, third quarter adjusted operating earnings increased 28.9 per cent to \$38.5 million from \$29.9 million last year, driven by higher earnings in the North American frozen and U.K. bakery businesses. In October, the company said it is considering selling its 90 per cent ownership in the bakery division, Canada Bread.



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“Our bakery business is performing at record levels as we come into the back half of 2013. Through exploring strategic alternatives, we are committed to optimizing the value of this business, either as part of Maple Leaf or under new ownership,” McCain stated.

Tyson Foods stops buying Canadian slaughter cattle due to COOL costs

Tyson Foods, one of the world’s largest meat processors and marketers, in October said it stopped buying Canadian slaughter cattle this month due to high costs associated with country-of-origin-labelling (COOL).

“These new rules significantly increase costs because they require additional product codes, production breaks and product segregation, including a separate category for cattle shipped directly from Canada to U.S. beef plants without providing any incremental value to our customers. Unfortunately, we don’t have enough warehousing capacity to accommodate the proliferation of products requiring different types of labels due to this regulation,” Tyson spokesperson Worth Sparkman said in an email.

“As result, we have discontinued buying cattle shipped to our U.S. beef plants directly from Canada, effective mid-October, but will continue to seek alternatives that will allow us to resume importing cattle directly from Canada.”

He added that the company is continuing to buy Canadian-born cattle that are finished for market at U.S. feedlots.

“We remain hopeful that these new rules will eventually be rescinded and we’ll be able to resume buying cattle directly from Canadian cattle feeders,” he stated.

Government invests \$2.6M in western Canadian poultry industry

The federal government recently announced a new \$2.6 million initiative to boost commercial opportunities for Western Canada’s poultry industry.

The investment through Western Economic Diversification Canada, combined with support from the Alberta Livestock and Meat Agency and industry, will enable the Institute for Applied Poultry Technologies to purchase and install specialized equipment needed to establish and operate a technology innovation and commercialization centre.

The centre will develop, produce and commercialize vaccines and other health-related products. It will also provide western Canadian poultry producers enhanced access to advanced diagnostic services, vaccine development and production capabilities.

“In addition to being a sound industry, government and academia partner, the institute will help address consumer demands for enhanced food safety, and value-added, hormone-free poultry products, leading to increased consumer confidence in our food supply,” ALMA president and CEO Gordon Cove said in a release.

“The Institute for Applied Poultry Technologies is focused on developing technical solutions and products for the Canadian and global poultry industries,” added Dr. Tom Inglis, president of the Institute’s board. “By working with an integrated team of scientists, veterinarians, industry experts, producers and the manufacturing sector, the Institute will be an incubator for the development of commercial products, tests and applied science. Together we will help to secure a competitive advantage for Western Canada’s poultry industry.”

Fairfax buys majority stake in Keg restaurant chain

Fairfax Financial Holdings Ltd. will acquire 51 per cent of the common shares of Vancouver-based Keg Restaurants Ltd. from David Aisenstat, the steakhouse restaurant chain’s president and CEO, the companies announced Nov. 18.

Aisenstat will continue to own the remaining 49 per cent of the shares. He and the rest of the chain’s management team will remain in operational control.

The transaction is subject to receipt of all necessary approvals and other customary closing conditions, and is anticipated to be completed in January of 2014.

“We are excited at this opportunity to be partnered in one of Canada’s premier restaurant brands. We look forward to working with David and his team to build on the continued success of The Keg,” Paul Rivett, president of Fairfax, stated in a release.

“Fairfax will bring additional expertise and resources to The Keg and we are excited at the opportunities available to The Keg moving forward through this relationship,” added Aisenstat.

In October, Fairfax also bought a stake in Cara Operations, owner of Swiss Chalet restaurants.

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Pain for Uncertain Gains

Potential CPP hikes = annual pay cut for many years.

By Dan Kelly

WITH THE HOLIDAYS fast approaching, we start thinking about putting together our list of perfect gifts for friends and family. But there is one gift that won't be at the top of your list, and that is an annual pay cut for the next several years. You are probably wondering what I'm talking about. For the past few years, governments across Canada have been discussing an expansion in the Canada and Quebec Pension Plans (CPP and QPP). After throwing a few buckets of cold water on the idea back in 2010, we at the Canadian Federation of Independent Business (CFIB) are quite concerned that momentum is building to go ahead with a CPP hike.

Of course, to some, CPP expansion sounds like a fine idea. Many of us worry we're not putting enough away for retirement, so why not have the government force us to tuck away a few extra dollars? But if retirement benefits are going up, then the reality is someone has to pay for it.

While many Canadians may love the idea of receiving



If retirement benefits are going up, then the reality is someone has to pay for it.

more CPP benefits when they retire, very few are talking about the potential costs and their associated impacts on Canadians, the economy, or businesses, like yours. That's where CFIB comes in.

CFIB issued a report entitled *Forced Savings*, which projects the economic impacts of various proposals to hike the CPP. The result is a truly frightening scenario for entrepreneurs and employees who would have to cough up even more than the combined 9.9 per cent of salary they already pay.

A CPP increase translates into everyone paying more. How much more would depend on your income, but it could be as much as \$1,100 a year. If you are self-employed, you pay both the employer and the employee contribution – up to \$2,200 a year. On top of this, all employers would be on the hold for up to an extra \$1,100 per year, per employee.


From an economic perspective, the increased costs for employers would have the biggest impact. Sharp increases in payroll costs with no equivalent increase in productivity would lead to a sharp reduction in job creation, with employment growth coming to a virtual standstill for many years following a CPP/QPP increase.

To make a long story short, for most of us, a CPP increase would mean certain pain, in exchange for uncertain gains. Working Canadians would see their CPP premiums increase each of the next several years. On top of a lighter paycheque every Jan. 1, it would mean fewer dollars to contribute to their RRSPs or TFSAs.

Rather than examining a mandatory increase in CPP, we should be looking to expand a variety of low-cost voluntary approaches to improve the retirement savings options for small firms and their employees. In fact, the federal government passed legislation to allow for Pooled Registered Pension Plans with much lower management fees than RRSPs and the benefit of a full exemption from payroll taxes. Some provinces have taken steps in this direction, notably Saskatchewan, Alberta, and British Columbia. So, why aren't all the provinces choosing this less harmful option to help Canadians save for their retirement?

Tax hike
CPP Payroll Tax
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Danger Trouble Threat

There is another meeting of federal, provincial and territorial finance ministers in December 2013. This time, Federal Finance Minister Jim Flaherty will be in attendance. Minister Flaherty already demonstrated he is listening to small firms when he froze Employment Insurance taxes earlier this year. Here's hoping he and other provincial finance ministers stay strong – particularly when facing proposals from PEI and Ontario.

CFIB recently launched a campaign, entitled *All signs point to trouble*, to educate Canadians on the real costs of a CPP/QPP increase. As both a business owner and contributor to CPP, be sure to let your politicians know this is a bad idea. You can get more information and sign our online petition at www.cfib.ca/cfp-qpp. 



Dan Kelly is president of the Canadian Federation of Independent Business (CFIB). In this capacity, Dan is the lead spokesman and advocate for the views of CFIB's 109,000 small-and medium-sized member businesses (including 7,200 agri-business owners) across Canada. Follow Dan on Twitter @CFIB and learn more about CFIB at www.cfib.ca.

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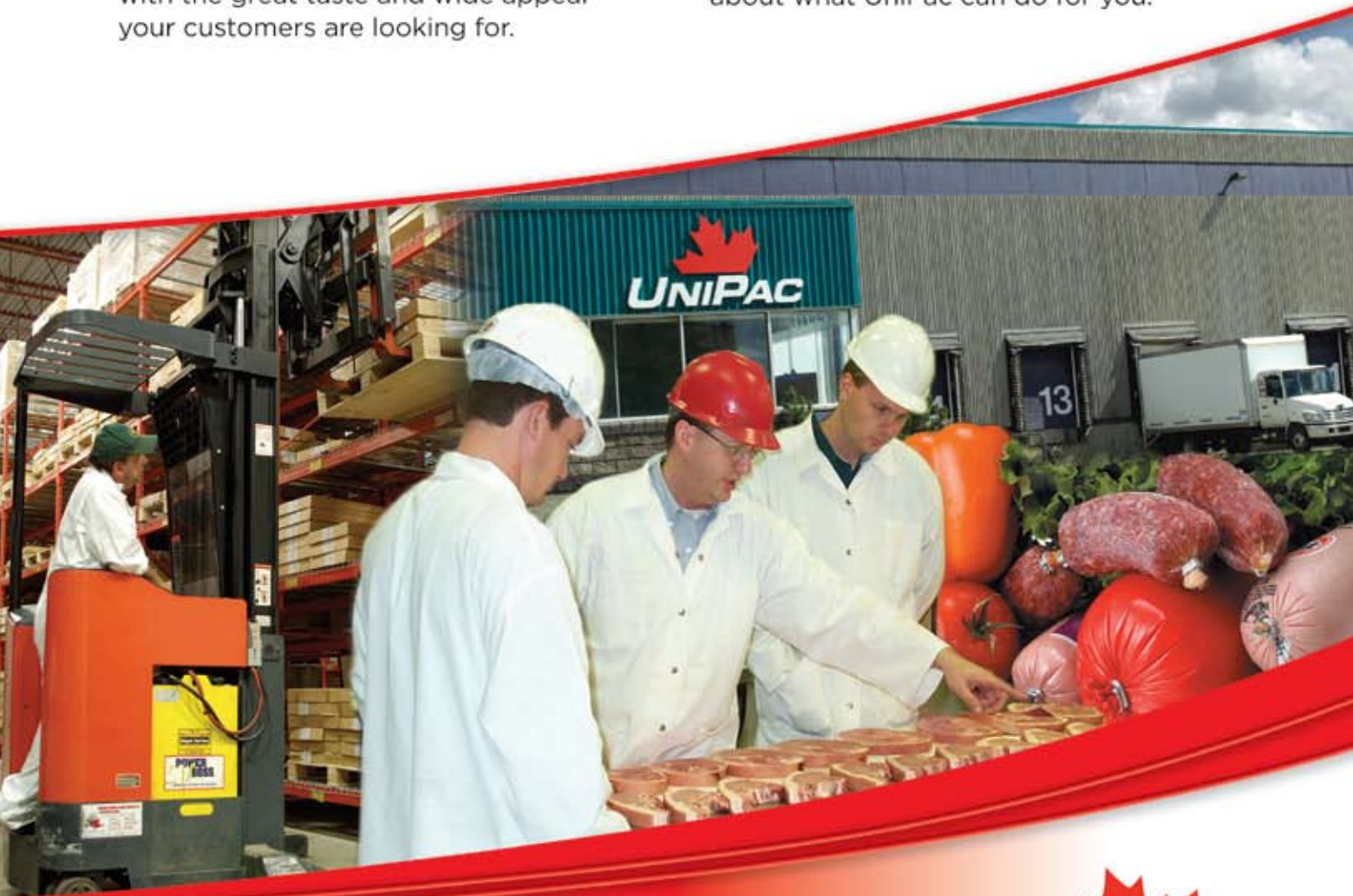
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