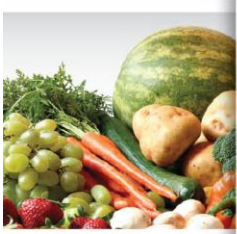


HR Prince Edward Island Food Source



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In This Issue

- FPHRC "Speaking Food" Conference and AGM
- Plant Tours
- Business Continuity "Must-Do's"
- Office Communication Series – Tip 5
- Food Processing Around the World - Russia
- ApEx 2011
- Management Skill That Leads to 27% Higher Profits
- FPHRC Resource Corner
- Membership
- Upcoming Events and Announcements

FPHRC "Speaking Food" Conference and AGM

The Food Processing HR Council held this year's AGM and "Speaking Food" Conference on March 1 and 2, 2011 at the Sheraton Wall Centre Hotel in Vancouver, BC. It was a premier event for food and beverage manufacturing stakeholders.

The keynote speakers were interesting and entertaining with Drew Falkenstein, Associate, Marler Clark from the United States discussing litigation against restaurants and food companies, Fraser Doherty, owner of Superjam from Scotland explaining how he grew a successful business starting by making jam in his grandmothers kitchen, and Steve Quinn, Director of Purchasing for M & M Meat Shops in Ontario explaining how to develop and sell a successful product.



FPHRC Executive Director – Johanna Oehling



Director of Marketing & Communications for the FPHRC – Jennefer Griffith, at the our booth

Cereal! The information packed day ended with an interactive "HR Panel Discussion"

The extremely interactive and interesting day ended with an Industry Reception where participant enjoyed sampling some of our members' tasty products and networking.

The "Success Stories of Truly Canadian Companies" session was very interesting with Bobobaby Inc. sharing their story of how they came to produce organic baby food and Hapi Foods Group had all participants wanting to sample their Holy Crap



FPHRC Industry Reception

Thanks to everyone that made this years Conference and AGM the success it was.

Plant Tours

In conjunction with the AGM and "Speaking Food" Conference we had the pleasure of tour two plants while in Vancouver, which were **Avalon Dairy** and **Purdy's Chocolates**.

Avalon Dairy is a family business. It is the oldest continuously operating Dairy in B.C. As well as conventional milk and milk products they also product Organic milk and milk products as well as nut free products. We had a tour of their facilities and after the tour treated to samples of Avalon's superb yogurt and ice-cream, as well as a sampling of their cheeses. The flavors and textures were splendid!

For more information about Avalon Dairy and their products go to www.avalondairy.com

Purdy's Chocolates is a Canadian owned and family operated business. It is the largest chocolate retailer in Western Canada and the second largest in Canada, with 59 stores in British Columbia, Alberta, and Ontario. When we toured their facilities they were preparing for Easter and the colour and smells were inviting and tantalizing. We sampled a number of different chocolates and they were wonderful!

For more information about Purdy's Chocolates and their products go to www.purdys.com

Business Continuity "Must-Do's"

More companies should formally consider economic disasters when mapping out the hazards they face in their business continuity plans. Chances are your company has already made provisions in case a key supplier or customer were to, say, go bankrupt. And you've likely involved all the key players from Finance, Operations, etc., in your continuity and contingency plans.

The key is to go further than that and formally prep for an economic disaster, just as you would if your office were flooded. Three must-make moves:

1. Define very specific financial scenarios that could potentially bring your business to its knees
2. Map out specific responses by department, employee, etc., and
3. Conduct test runs of your responses, just like you would with other business continuity plans, where you challenge all employees to maintain near-normal productivity levels despite the "disaster."



Office Communication Series

Tip number 5 in our 8 Tip Office Communication Series is Employee Retention Strategies: **8 Little Things Manager's Can Do To Retain The Best.**

Office Communication: Tip #5

When good employees leave for greener pastures, it makes a manager's job more difficult. Managers can prevent this syndrome by doing what they can to make their own pasture the greenest. Compensation helps, but cash doesn't always make pastures greener. Salaries being equal, other factors take priority.



Here are eight easy-to-plant "seeds" that help keep employees growing and content, according to a KEYGroup report:

- 1. Keep them engaged.** Consider ways to provide opportunities for employees to improve on their skills or learn new skills they can use in their jobs.
- 2. Give praise where praise is due.** Recognizing a job well done isn't an expensive proposition, but it will mean the world to your employee.
- 3. Be aware of employees' changing needs.** By recognizing their changing needs, you show sensitivity to what's going on in their lives. This builds loyalty and helps bring stability to their personal lives, meaning they can focus better at work.
- 4. Realize that great employees thrive under great leaders.** Employees won't leave for greener pastures unless you drive them. The buck starts and stops with their leaders.
- 5. Conduct regular "stay" interviews.** Rather than exit interviews, use regular "stay" interviews to provide an opportunity to compliment high performers on their work and inspire them to do more.
- 6. Create an environment where people can do their best work.** By allowing employees to develop and implement their own ideas, you'll keep them passionate about their work.
- 7. Create an environment of trust.** Employees are happier and work harder when they trust their leaders. They decide which leaders they can trust based on how their fellow employees, company vendors and customers are treated.
- 8. Rid your pasture of weeds.** The weeds are the poor performers and negative employees who stifle the good attitudes and high performance of their co-workers.

The bottom line: Striving to keep employees happy and engaged is not just a "nice" thing to do — it's the only way to maximize workplace productivity.

Thoughtful employee retention strategies are useful not just for retaining people to avoid the high cost of recruitment. Engaged employees are creative, productive, motivated and brimming with good ideas.

IN MARCH 2011's HR FOOD SOURCE - Office Communication: Tip #6

Change management techniques: Overcoming employee resistance all about the 4 C's

Source: www.businessmanagementdaily.com



**Food Processing HR Council
Presents**

'Eyes on the World' a Global Perspective

Food Processing Around the World - Russia

The Processed Food Market in Russia: Opportunities for Canadian Agri-Food Exporters - Russia is one of the fastest growing economies in the European region. Rising incomes and a growing middle class have fueled the demand for processed and ready-made meals, in addition to casual dining options in the food service industry. Having made considerable advances since the financial crisis in 1998, Russia has transformed itself into an attractive business market for Canadian companies. Russia's recent economic success can be attributed to its large reserves of natural resources, which has resulted in rising foreign investment in the country and an increase in prosperity across the country. Due to the rise in the standard of living, Russia's 140 million consumers have developed a strong appetite for quality, Western style food products.



Opportunities for Canadian Agri-Food Exporters: Currently Russia is the world's second largest processed food and beverage importer among emerging markets, ranking after China, with a value of \$21 billion in 2009. Overall, when including the Europe Union as a single consumer market, Russia ranks as the fifth largest market for processed food and beverage. Russia is Canada 10 largest destination for processed food exports. Presently, Russia's domestic agricultural producers are unable to meet demand, causing an inflation of prices. Demand for processed foods in Russia fell in 2009, largely due to the impact of the global recession on the Russian consumer. Demand is expected to return as the Russian market recovers.



As of 2009, Canada ranks 26th on the list of suppliers of processed food to Russia (\$187.6 million). Canada's primary processed exports to Russia include: various meats of swine, dog and cat food, and bovine livers. Canada's total exports of processed food to Russia fell 46% in 2009 compared to 2008, although this is primarily attributable to 2008-2009 global recession. There are various obstacles present that have an effect on Canadian exporters who wish to break into the Russia market. The Russian government attaches various protectionist policies designed to ensure the expansion and success of the domestic food manufacturers. Despite these measures, there remains potential for increased international competition in this market, as domestic production is unable to keep with demand.



Consumer Market Trends

- Despite the 2008-2009 economic down turn, processed food managed to grow 13% in 2009.
- The best consumer markets are in Moscow and St-Petersburg, where the incomes of residents grow at a faster pace: 76% of the Russian population lives in urban areas. The higher incomes and busier lifestyles of these consumers make this segment of the population an excellent target group for processed food.
- In recent years, demand for higher quality products has increased, primarily driven by the steady rise of disposable incomes.



Snapshot of the Russian Consumer: Russian consumers are not traditionally loyal to any particular brand, and will often switch between numerous products depending on sales and various other discounts that may be offered by retailer or company. However, there is a growing awareness of particular brand quality. The 2008-2009 economic downturn had a negative impact on the financial well being of the average Russian consumer. This caused them to be even more price cautious when making purchasing decisions.



Retail Trends

- Russia is expected to surpass France as the largest retail food and grocery market in Europe by 2020.
- Supermarket first began to spread in Russia in the early 1990's and by the end of 2005 there were about 2600 stores.
- Over the long term supermarkets in Russia will demand a greater variety of products, including convenience products and international brands.

Opportunities for Canadian Exporters: According to the Global Trade Atlas, Canada ranks as the 26th largest supplier nation for Russia's imports processed foods and beverages. Canada's primary processed food export to Russia include: frozen swine meat, frozen shrimps and prawns, frozen bovine liver. There are numerous products that are in high demand in Russia that Canadian suppliers can distribute. Canadian suppliers have the potential ability to provide products to the consumer base that the local competition is unable to fully supply.

Agri-food Opportunities include:

- *Dried processed food:* Dehydrate and instant soup, Dried pasta, Pet food
- *Frozen processed food:* Meat of bovine, Meat of swine, Potatoes, Ready meals
- *Grilled processed food:* Meat of bovine, Shrimps and prawns, Meat of swine

One sector of this market is almost entirely reliant on multinational corporations: pet food. The Russian pet food market, worth about \$1 billion, is one of the fastest growing in the world. Currently, international companies dominate the market, accounting for 70% of prepared pet foods in Russia today.

The Russian processed food sector is growing and has the potential to be a highly lucrative market for Canadian agri-food exporters. The inability of Russia's domestic industry to meet demand and the resulting inflation of prices provides Canadian exporters with an excellent opportunity to tap into this vulnerable marketplace.



However, It remains unclear how much of a presence international companies can come to expect in this lucrative market, as the Russian government continues to advocate protectionist agricultural policies, although potential for agricultural reform is achievable with Russia's possible ascension to the WTO. It is uncertain when Russia's processed food sector will open to the free market, although if it does, it will present even greater opportunities for Canadian agri-food exporters.

Source: "The Processed Food market in Russia: Opportunities for Canadian Agri-Food Exporters- January 2011" www.ats.agr.gc.ca/eur/5694-eng.htm

ApEx 2011

ApEx is a comprehensive industry event dedicated to the restaurant, foodservice and hospitality industry in Atlantic Canada. The Show was held Sunday, April 3 and Monday, April 4, 2011 in Moncton, New Brunswick. Jennefer Griffith, Director of Marketing & Communications for the FPHRC and I attended and manned the FPHRC Booth as well as tasted, tested, and sampled all that's new in the industry during this two day event. It was a great opportunity to meet face to face with food producers, brokers, and suppliers.



We were part of the "Select Atlantic" Pavilion among 9 other companies, including **Picaroons, Pump House Brewery, Culinary Wines, Value Added Innovative Seafoods, G.E. Barbour, Duinkerken Foods, Speerville Flour Mill, Down East Coffee, and Research & Productivity Council.**



Atlantic Canada's 5,000 restaurants, caterers and bars generate \$3.8 billion in annual sales and employ more than 73,000 people. The show was a great opportunity for the FPHRC to make contacts and provide information on the Council and our products and services.

Thanks to the Atlantic Food and Beverage Processing Association for allowing us to be part of their "Select Atlantic" Pavilion

Management Skill That Leads to 27% Higher Profits

A Gallup poll confirms there's one common trait that overshadows all others when it comes to effective leadership. **That trait: employee engagement.**

According to Gallup, companies with employees who have high levels of engagement enjoy (on average):

- 27% higher profits
- 50% more sales, and
- a 50% boost in buyer loyalty.

The same poll also revealed that 67% of salespeople feel they receive little or no recognition for the work they put in — which significantly reduces their level of engagement in their work.

How can managers respond to that? By offering rewards that acknowledge not only great results, but also the consistent behaviors that lead to those results. Salespeople can't control the outcome of every prospecting call or sales negotiation, but receiving positive recognition for endorsing the company's core values keeps them actively engaged in the selling process, which leads to increased confidence and, ultimately, more sales.



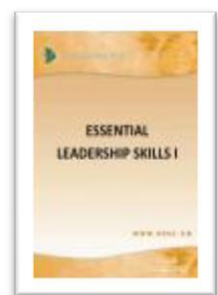
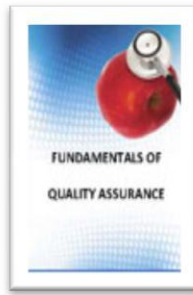
Source: www.businessbrief.com

FPHRC Resource Corner

Discover our Training Aids!

You can choose from a wide range of products and formats

- **Reports, posters, pocket cards**
- **Workshop leadership guides**
- **Multimedia training aids: CDs and DVDs**
- **Management and technical courses for the food sector**



Click on the link to learn about ALL our products

www.fphrc.ca/en/products/overview.aspx

Featured Item!

HR TOOL KIT FOR THE FOOD PROCESSING INDUSTRY

This Toolkit offers 10 full colour modules covering topics such as Staffing & Orientation, Compensation & Benefits, Managing Performance and a CD-Rom with customizable templates, in English or French. It focuses on the needs of micro, small and medium-sized food processing companies. The kit includes:

- A step-by-step component outlining how to develop and build an HR department,
- A module on how to make the workplace inclusive of minority groups: aboriginal, disabled, visible minorities, etc.
- A dedicated job board for companies in the industry
- A report which outlines government funding Assistance for Small and Medium Size Enterprises and
- A dictionary/lexicon for the sector with food industry acronyms and terminology, translated into a variety of languages.



Member: \$90.00
Non-Member: \$115.00

The toolkit provides a no-nonsense approach to recruitment, hiring, retaining, managing and termination or separation of employees. It includes implementation techniques and guidelines for companies to develop a stable, inclusive HR department and improve their HR management practices. Sound HR practices produce improved working conditions, employee satisfaction, and employee retention and performance. Costs are lowered and organizational performance is increased, resulting in increased profitability. The use of these tools will contribute to becoming an employer of choice, increasing your competitive advantage to recruiting quality staff even in a tight labour market. **www.fphrc.ca**

MEMBER BENEFITS

- **Access to a local Regional Representative** to assist with your HR Planning, information sharing and training
- **"NEW" Exclusive access to the NEW Food & Beverage Industry Intelligence Reports** – A current detailed supply/demand analysis and assessment.
- **Networking opportunities** through FPHRC events.
- **Access and assistance** to the Career Focus Program.
- Discounted up to date **Human Resources Solutions and Products.**
- **"NEW" 3 FREE Job Postings** on the Jobs in Food website – \$395 Value!
- **"NEW" Broadcast your products & services** by adding a short (200 character) description to your FPHRC online membership listing.
- **"NEW" Access to a members-only interactive portal** with newsletters, AGM minutes, pictures, events calendars, conferences, project updates, information PowerPoint's and much more!
- **Regular members** Entitled to become a member of the Board and receive full voting privileges
- **Priority placement** for course delivery, validation sessions, focus groups, and input to new industry programs.

FPHRC Membership

It is that time of year again where we ask Industry to invest in the **Food Processing HR Council** by becoming a member.

Members in the past and new members of the FPHRC will directly benefit from numerous initiatives including the following:

- **The Career Focus Program** – was fully subscribed, giving companies \$18,000 worth of funding in the previous year. This is a program for employers to hire recent graduates, giving youth the opportunity to work in the sector.
- **Outreach & Communications**
 - Provides membership with the services of a regional representative who met with hundreds of companies, coordinated monthly newsletter, industry training, hosted events and conferences, created working partnership with industry stakeholders, gathered information to help create the HR tools needed for success
 - Up-skilled approximately 4800 workers via training materials, workshops and programs to date
- **Food Process Operator Partnership**
 - Creation of our first *Industry Based Standard* for the position of a Food Operator
 - Partnered with Conestoga College's new Institute of Processing Technology in development of their first online food safety course, which meets FPHRC's Standard for Food Process Operators
- **Labour Market Information (LMI) Research Project** – In the final stages of actualizing the Food and Beverage Industry Intelligence Reports. Over 400 companies, from all major sub-sectors all across Canada responded to various survey questions surrounding: demographics, processing trends, human resources, newcomers to Canada, education, recruiting, industry promotion, compensation, innovation, and more. This study will produce 11 food commodity sub-sector reports.
- **Sanitation Training Program** – Can be used as an in-plant training tool which includes instructions guide with customizable resources, glossary of sanitation terms, and a step by step DVD translated in Spanish and Cantonese.

There is an Annual Fee to be a member of the FPHRC and the fee structure is below. If you are interested in becoming a member please contact me or go to our website at www.fphrc.ca.



JOIN TODAY!

It's EASY...

Just CLICK...

Visit us online at: www.fphrc.ca and click on **BECOME A MEMBER**



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Upcoming Events & Announcements

SIAL Canada 2011 is being held in Toronto on May 11 – 13, 2011 at the Metro Toronto Convention Centre. This showcase will highlight the latest products related to the latest food plants and machinery processing; it will provide a powerful business platform to the food industries. SIAL Canada is an annual event of Canada in the agro food and products sector. For more information go to www.sialcanada.com. **Atlantic Canadian Pavilion** at the SIAL Canada 2011 - The Atlantic Provinces, with funding through the International Business Development Agreement, are planning an Atlantic Canadian Pavilion. The Atlantic Pavilion will consist of 20 booth spaces including a chef station, and meeting area. Please find attached an overview of the show and application. Send the completed application and payment to Taste of Nova Scotia (our industry partner in this project). If you have any questions, please contact Janice Ruddock, Executive Director, Taste of Nova Scotia at (902)492-9291 or Janice@tasteofnovascotia.com.

Manufactured Right Here Trade Show will be held at the ReMax Centre, St. John's on June 3 – 4, 2011. This event is your best opportunity to showcase your products and to network with other manufacturers and exporters from around the province. It's a great chance to introduce or test new products, reacquaint with customers, or meet old friends. For more information contact Jackie at 709-772-3227 or 1-888-772-3227, or nl.cmemec.ca/mpower/event/loadevent.action?e=167

The Sausage & Processed Meats Course is being held September 20th - 22nd, 2011. Please see the attached flyer and registration form. Should you have any questions or concerns, or require assistance with flights, accommodations, or car rentals please contact Holly Balsler by phone 905-852-5100, Ext. 116 or by email at holly.balsler@helacanada.com.

The Canadian Meat Council 91st Annual Conference is being held on May 4 - 6, 2011 at the Halifax Marriott Harbourfront Hotel in Halifax, Nova Scotia. For more information contact the Canadian Meat Council at 613-729-3911 or info@cmc-cvc.com or go to the website: www.cmc-cvc.com

The 9th Atlantic Conference on the Food Industry will be held in Moncton on September 27-28, 2011. More information contact the Atlantic Food and Beverage Processors Association at 506-389-7892 or info@atlanticfood.ca

If you have any questions regarding the Food Processing HR Council, our products or services please do not hesitate to contact me.

Canada

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