

AFPA/N ACTION

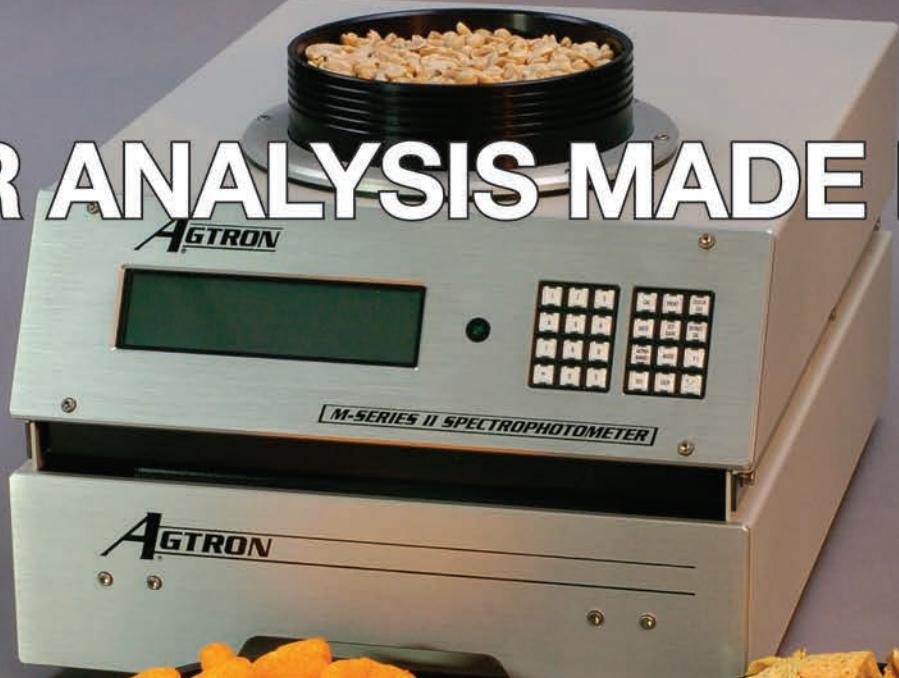
THE OFFICIAL MAGAZINE OF THE ALBERTA FOOD PROCESSORS ASSOCIATION

SUMMER
2024



PLEASE SHARE THIS MAGAZINE WITHIN YOUR ORGANIZATION

COLOR ANALYSIS MADE EASY



AGTRON food analyzers offer food companies a fast and easy way to measure and control product quality and consistency. They are self-contained and can analyze most products in their natural geometry, requiring little or no special sample preparation.

- Accurate Measurement of Product Color and Bake, Roast or Fry Processes.
- Large Area Viewing Window Accommodates a Wide Variety of Geometries.
- Intuitive User Friendly Screen Prompted Operation.
- Easy to Understand Test Results Combine Chromaticity & Saturation onto a Single Number Score.
- Fully-Automated Calibration Using Durable Calibration References.
- Excellent Linearity, Resolution, and Inter-Instrument Agreement.
- Sturdy Construction Suitable for the Production Environment.
- Over 60-Years of Experience in Food Quality Control and Process Applications.

AGTRON is a global company with representatives worldwide! Contact us if you are interested in becoming an Agtron Distributor for Canada!

Contact one of our specialists today for specific information about improving the consistency and appearance of your products.



Agtron Incorporated

9395 Double R Boulevard, Reno, Nevada, 89521

Phone: (775) 850-4600

Email: Agtron@aol.com

AgtronInc.com

To update your mailing information, please email info@afpa.com.

contents



AFPA IN ACTION
The official magazine of the Alberta Food Processors Association
Summer 2024

Up Front

5 Message From the Board

Cover Story

6 The AFPA Legacy

In Depth

10 SUPPORTING MEMBERS

Connecting the Industry Since 1974

12 CELEBRATING SUCCESS

Alberta Food & Beverage Awards

14 THROUGH THE YEARS AFPA's 50-Year Timeline

16 NEW OFFERINGS AFPA Partners with CPSA to Enhance Access to Industry Sales Training

17 MEMBER PROFILE Sunrise Bakery

18 INDUSTRY DEVELOPMENT

Food Processing Development Centre Celebrates 40 Years

19 LOCAL LOVE Celebrating Local Production

AFPA Services

21 AFPA Corporate Sponsors

22 Index to Advertisers

AFPA provides knowledge, leadership, and networking opportunities to grow your business and increase your company profile. And it's affordable!

To learn more about the many benefits of membership and to sign up online, visit <https://www.afpa.com/join-afpa>



AFPA in ACTION

Published for:

The Alberta Food Processors Association

5123 Marian Road NE
Calgary, Alberta T2A 2Y1
Phone: (403) 201-3657
Email: info@afpa.com
Website: www.afpa.com

Published By:

Matrix Group Publishing Inc.

Return all undeliverable addresses to:
309 Youville Street
Winnipeg, Manitoba R2H 2S9
Toll-Free: (666) 999-1299
Toll-Free Fax: (666) 244-2544
www.matrixgroupinc.net
Canada Post Mail Publications
Agreement Number: 40609661

President & CEO

Jack Andress

Operations Manager

Shoshana Weinberg
sweinberg@matrixgroupinc.net

Senior Publisher

Jessica Potter
jpotter@matrixgroupinc.net

Editor-in-Chief

Shannon Savory
ssavory@matrixgroupinc.net

Editors/Social Media Manager

Jenna Collignon, Kaitlin Vitt, Paul Adair

Finance/Administration

Lloyd Weinberg, Nathan Redekop,
accounting@matrixgroupinc.net

Director of Circulation & Distribution

Lloyd Weinberg
distribution@matrixgroupinc.net

Sales Manager

Jeff Cash
jcash@matrixgroupinc.net

Matrix Group Publishing Inc.

Account Executives
Colleen Bell, Jackie Casburn, Rob Gibson, Jim Hamilton, Scott Hendren, Touhid Khan, Frank Kenyeres, Sandra Kirby, Charlie Langsford, Andrew Lee, Brian MacIntyre, Shaun Mennett, Lynn Murphy, Caitlin Nakamura, Mlada Radchenko, Wilma Gray-Rose, Luke Stevens, Joseph Ukachka

Advertising Design

James Robinson

Layout & Design

Travis Bevan

©2024 Matrix Group Publishing Inc. All rights reserved. Contents may not be reproduced by any means, in whole or in part, without the prior written permission of the publisher. The opinions expressed in this publication are not necessarily those of Matrix Group Publishing Inc. Printed in Canada.

Congratulations to AFPA on 50 Years!

Calgary Italian Bakery is proud to be a part of the AFPA family!



<https://www.cibl.com>



PEMBERTONS

WWW.PEMCOM.COM

Pemberton & Associates
Technology for the food industry



No matter how you slice it....
Pemberton is your one source
for all your meat processing
needs.
We supply high quality meat
processing equipment and first
class after-sales support.
Call us today to see how we can
help improve your bottom line.



PEMBERTONS

1-800-668-6111



The AFPA Advantage: Celebrating 50 Years

IN A PROVINCIAL

landscape dotted with hundreds of food-related organizations, AFPA continues to stand proud as *the* representative voice of the Alberta food and beverage industry. Over the past five decades, AFPA has expanded and changed, adjusting continually to a diversified industry, characterized by the ever-changing needs of its membership.

From its early days of simply promoting Alberta-produced food and beverage products, AFPA has grown to be an advocate for streamlined processes that facilitate business growth. Whether for a small business trying to establish itself in a highly competitive marketplace or a mature company looking to expand its reach, for 50 years, AFPA has been there to provide guidance and support to our members.

Our association's enduring success can be attributed to its unwavering commitment to building the competitive advantage of our members through quality training and effective promotion, and a shared desire to raise the standards of the industry and its members.

As we celebrate 50 years and look back on this remarkable legacy we have achieved, we do so with all eyes

"When it's 4 p.m., and the inspector calls, and you don't know where to turn, you look to AFPA. It's AFPA you call for advice and to get the answers."

— Eric Haak, Sunrise Bakery, AFPA Chair

on the future. Whether it's addressing labour market challenges, supply chain pressures and increased costs, or striving to promote our uniquely Made in Alberta brand to local consumers, AFPA remains positioned as the go-to source for industry information and training, and the place to make industry connections.

When asked what sets AFPA apart from other industry associations, one answer comes up time and time again. The AFPA staff are always there with assistance, whether to help apply for programs, provide direction, or as a knowledgeable voice on the other end of the phone to hear your concerns.

"When it's 4 p.m., and the inspector calls, and you don't know where to turn, you look to AFPA," says Eric Haak of Sunrise Bakery and AFPA Chair. "It's AFPA you call for advice and to get the answers."

After 50 years in business, we understand this industry's complex needs and remain accountable to our members for results. This is the AFPA advantage, and we look forward to serving our members and continuing this legacy for decades more to come.

The agri-food industry is the second largest in Alberta. Farm gate sales alone are greater than tourism and construction to name two big sectors. Agri-food exports are second only to oil and gas. We have all the ingredients to produce high-quality, wholesome food and grow this industry with the ingenuity of our people and the "can-do" spirit Alberta is well known for. We have all the raw materials, ancillary companies that can supply products and technology, a supportive government, and consumers who look for and buy local products."

— Bryan Walton, past AFPA Director



AFPA BOARD OF DIRECTORS

BDC
Michael Poynton

Byblos Bakery
Anis Muhammad

Calgary Italian Bakery
Louis Bontorin

Foothills Creamery
Brian Espiritu

Kuhlmann's Market Gardens & Greenhouses Ltd.
Dietrich Kuhlmann

MLT Aikins LLP
Scott Exner

MNP
Kelleen Tait, CPA, CA

Sani Marc Food & Beverage
Tim Hill

Sunrise Bakery Ltd.
Andrew Polturak

Sunrise Bakery Ltd.
Eric Haak (Chair)

Wolfe Honey Ltd.
Paige Rey (Vice Chair)

Wow! Factor Desserts Ltd.
Joe Swiston

OUR AFPA TEAM:

Executive Director: Bianca Parsons

General Manager: Melody Pashko

Project Manager: Meghan Rennick

Office/Technical Program Advisor:

Sheldon Wolfe

The AFPA Legacy

What enables an association to thrive through 50 years of ups and downs, particularly in a climate as diverse and complex as Alberta's food and beverage industry? The answer is *its members*.

Over the decades, AFPA has been privileged to lean into, call upon, and be supported by exceptional leaders — from both industry and government — who have been connected by a singular vision and a common mission: to improve, expand, and support the processors who work tirelessly every day to provide Albertans with quality food and beverage products. AFPA stands strong today thanks, in large part, to the contributions of five exceptional individuals.

50 YEARS OF EXCELLENCE

The year was 1974, and Peter Lougheed was just three years into his four-term mandate as premier of Alberta. A joint government- and industry-sponsored initiative known as Agri-Prom was initiated to promote Alberta-grown products on a year-round basis. With 20 members, the newly founded association embarked on a first-of-its-kind marketing initiative known as Taste of Alberta, aimed at highlighting the unique tastes and flavours representative of Alberta's food processors.

By 1979, Agri-Prom had grown its base to 53 members and undergone a name change to become AFPA. Within two years, Paul Murphy was hired on as full-time Secretary Manager. What ensued was a transformative era for the association, as Murphy spearheaded initiatives that would shape Alberta's food and beverage landscape for decades to come.

PAUL MURPHY

The early 1980s marked a pivotal moment for AFPA. Under Murphy's



Melody Pashko (middle), AFPA General Manager, stands with participants of 2014's FEASTival of Fine Chefs, an initiative that forged connections with the foodservice sector.

leadership, the association transitioned from its roots as Agri-Prom to the more encompassing AFPA, reflecting its evolving mission to support and promote Alberta-produced food and beverage products. This shift coincided with the introduction of the Better Buy Alberta campaign, aimed at encouraging consumers to choose locally sourced products.

Collaboration was key to AFPA's success in those formative years. With support from industry stalwarts like Walter Makowecki of Heritage Foods, retailers such as Woodwards and Calgary Co-op, and the support of the Alberta Department of Agriculture, AFPA launched initiatives to showcase Alberta-made products in malls and supermarkets. Co-operative marketing funds provided a financial boost to member companies, while initiatives like FEASTival of Fine Chefs forged connections with the food service sector.

As AFPA's influence grew, so did its mandate. Recognizing the need to

adapt to changing consumer preferences, Murphy led the transition from Better Buy Alberta to Alberta Made, a move that resonated with both producers and consumers alike. Billboards emblazoned with the slogan Drink, Taste, Eat heralded a new era of promotion for Alberta food and beverage products.

The association's impact extended beyond marketing campaigns. Murphy's tenure saw AFPA forge partnerships with Alberta's tourism industry, deploying mobile units to events and campgrounds to showcase local products. University students played a vital role in driving this initiative, underscoring AFPA's commitment to nurturing the next generation of industry leaders.

AFPA's journey was not without its hurdles. Then, just as now, regulatory hurdles, competition from other provinces, labour shortages, and a host of other challenges loomed large on the horizon. Yet, under Murphy's stewardship, AFPA remained resilient, advocating for streamlined processes and

innovative solutions to industry-wide issues.

Murphy's departure from AFPA marked the end of an era, but his legacy endured. Through the formation of Food and Beverage Canada, Murphy continued to champion Western Canada's culinary exports on the global stage, leaving an indelible mark on the industry.

"The many years and opportunities as a member of the AFPA team opened many doors to business and communication opportunities of which were and are necessary to survive today in business," Murphy says.

"I learned the value of honest and open communication, respect for others, the need for organizational health and advantages such as strategy, technology, finance, and marketing, and I'm currently using some of those ingredients in our family business of 40 years today."

BRYAN WALTON

In 1985, Bryan Walton of Alberta Agriculture was appointed to the AFPA Board. His boss at the time, Lou Normand, suggested a larger promotional effort, including research on impact, market share, sales, and consumer awareness — in effect, to "give AFPA a fishing pole instead of a fish."

Strategy to Increase Market Share (SIMS) was a substantial multi-year effort that led to collaboration with Paul Murphy and his AFPA team to add Alberta Made shelf stickers in



Paul Murphy, dressed as Santa visiting the Alberta Legislature Building with locally made treats, became involved with the association in the 1980s.

retail stores, mall displays, and advertising. SIMS was complimented with a program that involved the District Home Economists in creating events that featured Alberta Made products.

Walton was instrumental in organizing, along with the Fresh for Flavour Foundation, the first Spring Salad Dinner, a forerunner to AFPA's FEASTival of Fine Chefs, which hosted around 600 guests at the Shaw Conference Centre, raising money for the Alberta Culinary Arts Foundation to send chef teams to the Culinary Olympics. He also helped develop the Directory of Food Brokers, a tool used by processors to list and market their products.

Walton left the Government of Alberta in 1987 to take a job in the private sector with the Canadian Council of Grocery Distributors as their Western Vice President, where he spent almost 20 years. After a hiatus of 17 years, Walton finds himself back in the food industry where he currently sits on the Board of Calgary Co-op.

"AFPA remains the preeminent organization for food processors in Alberta," Walton says. "It is the one place that has continued to offer the opportunity for local companies to gather, share experiences, and grow the presence of local products in the Alberta market and beyond."

LORI SCHMALTZ

Lori Schmaltz's journey with AFPA began when she was asked to be the

Agricultural Niche leader for MNP in Alberta, leveraging her background as a grain farmer and beef producer. Recognizing the importance of focusing on food processing within the agricultural sector, she joined the AFPA Board of Directors in 2007.

Schmaltz witnessed AFPA evolve to meet the changing needs of its diverse membership and adapt to industry demands over the years. Whether it was working on issues related to the Temporary Foreign Worker Program, developing food safety programs, or providing specific training to workers for whom English was a second language, AFPA has always tried to focus on current needs and provide programs and services to address those needs.

"What sets AFPA apart is its inclusive approach to supporting members of all sizes, from startups to established businesses," says Schmaltz, recognizing the association provides a point of contact for processors to reach out for answers. "Having a voice to bring concerns forward, whether to government, regulators, or industry, is important for all members, and AFPA provides that voice."

Schmaltz acknowledges the inspiration she drew from various individuals, including leaders at MNP, fellow board members at AFPA, and entrepreneurs who demonstrated vision and determination in the face of challenges.



Bryan Walton joined the AFPA Board in 1985.



Marilynn Boehm (second from right) became the AFPA president in 2014.

Collaborating with industry and government to address issues and effect policy changes stands out as rewarding experiences from her time on the AFPA Board.

Looking to the future, Schmaltz envisions AFPA as fully supported by industry and government and valued by members as a resource to assist with ever-arising and changing issues — ultimately, a group where all work together to find solutions.

MARILYNN BOEHM

Marilynn Boehm's journey with AFPA began in 1982, when she joined the Food Marketing Branch, a unit of Alberta Agriculture. Boehm worked with AFPA to coordinate mall displays and helped develop marketing initiatives.

Over the years, Boehm's role in government changed to a funder of programs, where she advocated for relevant and innovative programs to

meaningfully support the industry and assist growth in the sector. Programs included an annual operating grant, leadership and management training, workforce/labour training, a new product/market development program, and an out-of-province marketing program.

In 2014, Boehm retired from government, joining AFPA as president that same year.

Over the 40 years Boehm was involved with AFPA, she saw the AFPA Board evolve and grow.

"As entrepreneurs, they had managed numerous setbacks and opportunities through the growth of their own businesses, and they were able to use this expertise to guide the growth and sophistication of the association," Boehm says.

"After 50 years of contributing to industry growth and being an advisor to governments and other partners, AFPA has developed a position of trust with all stakeholders. The perspectives and opinions of the board and its members are sought out and respected. When AFPA speaks, it speaks on behalf of all its members. With the rich history of representing industry, AFPA can speak with authority."

LOUIS BONTORIN

Louis Bontorin's parents, Myrl and Louigi, started the Calgary Italian Bakery in 1962, having arrived here from Italy in 1952. His father instilled in him a passion for the industry, a passion that has been passed down to Louis' own children, who have all worked, at some point, for the family business, now run by Louis and his brother, Dave. What started as a corner store bakery is now a 40,000-square-foot facility employing over 80 Albertans. Like all food processors, Bontorin and his team put in the work, 10 to 12 hours, six — sometimes seven — days a week.

Despite the long days, Bontorin continues to find time to give back, serving on the AFPA Board, the Membership Committee, and as Chair of the Bakery Association of Canada.

Celebrating 40 Years as a trusted supplier to the Alberta Food Processing Industry.

Protecting Food, Extending Shelf Life, Reducing Food Waste.

Olaf Packaging
Sustainable Solutions



Louis Bontorin (right) and his brother, Dave (left), run the Calgary Italian Bakery, which their father, Louigi (centre), and mother started in 1962.

"I stay involved because I have a passion for the industry and want to be a voice in changes that happen," Bontorin says.

Bontorin has seen AFPA through some down times and overseen its "rightsizing" into a place where membership can sustain the association. He sees a future with more industry collaboration.

"If we come at it together as one voice, we collectively represent an industrial force that simply cannot be ignored."

— Louis Bontorin

"If we come at it together as one voice, we collectively represent an industrial force that simply cannot be ignored," he says.

Bontorin is a long-term thinker. On the topic of industry labour challenges, the question isn't how to find workers today, but how to attract people to the industry long-term. It's not, how do we invite youth, but how do we make them see jobs in the food and beverage industry as valued professions.

"If you go to Europe and become a master baker, you are regarded as a professional," he reminds us.

Louis sees the influence of new people and cultures as an asset to our industry and suggests that we

should be doing as much as possible to attract and welcome them.

Like Bontorin's product lines offered up at the bakery, Alberta's food and beverage landscape is made better by the interesting influence of tastes and flavours from around the world.

"When Mom and Dad first started, it was all white bread," Bontorin says. "Today, we offer so many options."

After his parents' passing, the Calgary Italian Bakery introduced the Famiglia bread line, made of fresh, local ingredients, with nothing you can't pronounce.

"Bread is a staple," Bontorin says. "It's something that is shared in all countries, across all cultures."



QMS
INTERNATIONAL INC.

SUPERIOR EQUIPMENT FOR THE MEAT INDUSTRY

FRT-A

- A legacy of speed consistency and reliability
- Servo drivers reduce wear and increase up time



FRT-MF

- Automated trussing for meat, poultry and seafood
- e.g. cured, marinated or coated meat cuts



CHICKEN
TYING

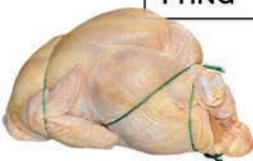


MEAT STRING

- We supply colored, white and elastic twine



ROAST TYING





Connecting the Industry Since 1974

For 50 years AFPA has served as a steady voice of reassurance and guidance, helping members navigate the ebbs and flows of a complex industry. Beyond training and advocacy, AFPA supports its members by connecting them to the people, businesses, and services that make the whole thing function.



Last year, AFPA was proud to launch AB Food Connect, an online industry resource dedicated to connecting food and beverage producers with co-packing partners throughout the province of Alberta. Our searchable database includes tools to find co-packers, re-packers, or processors with excess capacity, as well as a database for small Alberta processors to find available commercial and commissary kitchens to make their products.

This vital industry tool was made possible by our funder Prairies Economic Develop Canada and through support of our partners ATB, BDC, FCC, and MNP. Just over one year since its launch, AB Food Connect has connected over 120 seekers and co-packers throughout the province, and continues to grow.

A recent AFPA Labour Market Study revealed that our industry is faced with a significant shortage of skilled labour, particularly in relation to youth entering the industry. AFPA's Food Futures program, made possible by funding from the Alberta Government to support Work Integrated Learning (WIL) placements in the food processing industry, supports up to 90 student placements per year by offering wage subsidies of 50% for employers to hire current post-secondary students and recent grads (within six months) for temporary work experience placements in any area relevant to the industry.



So far, participating employers have largely been Small- and Medium-Sized Enterprises (SMEs) with 50% of employers having fewer than 10 employees and 89% fewer than 100 employees. As well, 76% of employers reported that this was the first time their company had offered a WIL placement. In our conversations with

employers, we heard of skilled labour needs to meet rising demands of local food and beverage products and to grow businesses. This program has allowed many small businesses in our industry to discover the benefits of a largely untapped student workforce.

Food Futures has successfully placed learners from 14 Alberta post-secondary institutions. The program has assisted employers by advertising placement opportunities on post-secondary job boards as well as the program website and by connecting employers with appropriate post-secondary career services to recruit learners for desired placements.

As we continue to promote the program and expand our employer network, we are confident in projecting substantial growth in Year 2 of the program. As we have received extremely positive feedback from employers and learners, we hope to have many returning employers.

30 YEARS OF FOOD SAFETY & WORKPLACE SAFETY FOOD SAFETY & QUALITY

Ensuring robust food safety training is crucial for the success of your company's food safety management system. Compliance with regulatory standards and meeting

customer-driven food safety requirements necessitate ongoing training programs. In collaboration with Food Safety Solutions and SGS, AFPA is dedicated to offering extensive training and consulting services, available to members at discounted rates. Our commitment is to equip you with the necessary solutions to meet all your food safety and quality needs efficiently and effectively. Whether you are looking to enhance your existing food safety protocols or seeking guidance to implement new strategies, our services are designed to support your goals and ensure you remain compliant with the highest food safety standards. Take advantage of our partnership benefits and ensure your team is well-prepared to uphold the safety and quality standards essential for your business's success.

EMPOWERING WORKPLACE SAFETY

AFPA is proud to be a certifying partner of Alberta's COR/SECOR program. We offer customized development, instruction, and professional guidance for all your workplace safety needs — whether developing your program (and manual), making improvements, or maintaining the program that you currently have in place. AFPA can assist your team by creating, developing, and implementing your health and safety management system for compliance, and our new website

will make it easier than ever to register for the courses and training you need to take your business to the next level. Contact AFPA today to take advantage of our expertise!

WHERE INDUSTRY LEADERS UNITE

AFPA continues to serve as the connecting force that binds our industry together. Whether its celebrating the best our industry has to offer through signature events of the past or current calendar highlights like AFPA's Annual Golf Classic, conferences, the Made in Alberta Lounge at the Calgary Stampede, and the Alberta Food and Beverage Awards, members know that attending an AFPA event is a great opportunity to gain insight into current trends and challenges and connect with the who's who in food and beverage processing from all across the province.

As we look ahead to our next 50 years, your team at AFPA is determined to keep the fun coming with a focus on offering more networking opportunities throughout the calendar year. New partnerships offer exciting opportunities to support and engage a growing number of companies. Thanks to the success of our Made in Alberta program, AFPA is serving hundreds of Made in Alberta partners and is proud to have seen dozens of companies come on board as members.



UPCOMING EVENTS

AFPA ANNUAL GOLF CLASSIC

FRIDAY, SEPTEMBER 13, 2024
KANANASKIS COUNTRY GOLF COURSE

This September, we are heading to Alberta's Rocky Mountains and the majestic Kananaskis Country Golf Course for what has become a much-anticipated AFPA tradition.

Ticket price includes 18 holes, power cart, drink tickets, cocktail reception, steak dinner, prizes, Kananaskis Golf Shop voucher, and a custom boodle bag for each golfer.

Visit www.afpa.com/events for full event details.

DID YOU KNOW?

AFPA members receive discounts on group property and auto insurance, employee benefits, safety products, marketing and packaging services, and more.

Thank you to our partners:



St. John Ambulance



YOUR EASIEST PATH TO OHS COMPLIANCE IN CANADA



A division of People Corporation



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION





AFPA's Alberta Food and Beverage Awards have a long and prestigious history as the premier industry awards, recognizing the best food and beverage products in our province. In celebration of 50 years, AFPA is proud to host the official return of this much-anticipated event.

Applicants from across the province have submitted their products to be judged by an independent panel of industry experts for a chance to be named Alberta's Best in one of 12 food and beverage categories. Products have been judged on four criteria: Quality, Taste, and Appearance, Packaging and Overall Appeal, and Unique Selling Features.

WINNERS PACKAGE

In addition to being awarded the Alberta Food & Beverage Awards trophy, winning products from each category receive a custom Best of Alberta label to display on their

winning products and marketing materials, along with a feature ad on the Made in Alberta website, mention in the Fall/Winter edition of AFPA's *In Action* magazine, and a special profile in *Western Grocer* magazine. Winners also receive one hour with an expert advisor at MNP.

All companies who submitted an application to the Alberta Food & Beverage Awards were entered into a draw to be part of a Made in Alberta commercial with Fields to Forks, a CTV/Bell Media program that offers consumers an inside look at the industry that feeds us. By participating in Fields to Fork, Made in Alberta gains access to CTV's extensive reach and dedicated viewership, allowing it to effectively educate a larger and more diverse audience about the importance of supporting local businesses and their products. This unique marketing opportunity is valued at \$15,000.

AWARD CATEGORIES

Award categories include:

- Alcohol;
- Beverages;
- Cereal Products;
- Condiments & Sauces;
- Dairy Products;
- Growers;
- Meat & Seafood;
- Oils & Seasoning;
- Prepared Meals;
- Snack Foods;
- Sweets & Candy; and
- Most Innovative.

THANK YOU TO OUR PRESENTING SPONSORS!

Alberta



MNP

bdc*

ATB



FCC Food and
Beverage Financing

Edmonton Global.



CENTRE FOR
CULINARY INNOVATION

YEG EDMONTON
INTERNATIONAL
AIRPORT

SANI MARC.
Hands-on Hygiene.

AFPA's 50-Year Timeline

- **1974** Agri-Prom established; 20 members
- **1979** Name change to AFPA
- **1981** Paul Murphy hired as full-time Secretary Manager
- **1984** Be Choosey Campaign
- **1985** First Great Ski Away; AFPA now has 190 members; SIMS (Strategy to Increase Market Share) was approved; Melody Pashko joins AFPA
- **1986** First Golf Classic and the introduction of Stan Ballard "Better Buy Alberta" Scholarship Fund; First MLA Dinner and the MBA (Marketing Beyond Alberta) Campaign; June was initiated as Buy Alberta Products Month "June Taste Bud Bloom" campaign
- **1988** First FEASTival of Fine Chefs
- **1989** Alberta Made campaign introduced
- **1991** TEAMS (To Increase Alberta Market Share) introduced.
- **1993** Demand the Brand and Taste Alberta Made Campaign introduced; AFPA jumps the pond to attend the England Trade Show
- **1994** Food and Beverage Canada is formed
- **1996** AFPA's new Health and Safety Program is launched
- **1998** Alberta Made Ambassador Program launched as AFPA partners with 4-H; AFPA forms partnership with AB Advanced Education and Career Development; Janet Henderson joins AFPA
- **1999** AFPA introduces new Food Safety Staff in partnership with AB Ag; CARDF and AVAC
- **2001** A new message for a new era Good Food Prepared with Pride is launched; Leadership Development Program launched
- **2002** AAFRD in partnership with AFPA launches the SDI (Skills Development Initiative)
- **2003** AMPA amalgamation; AFPA now has over 350 members
- **2004** AFPA turns 30
- **2007** Formal coalition Food Processors Alliance of Canada (FPAC) established; first edition of *AFPA in Action* magazine
- **2010** AFPA rolls out online food safety management system
- **2011** AFPA Partners with Food Safety Solutions
- **2012** AFPA goes back to its roots: Buy Alberta program launched with Safeway
- **2013** AFPA launches first-ever food awards
- **2014** Marilyn Boehm joins AFPA
- **2016** AFPA LEAP (Leveraging Efficiencies, Accelerating Profits) program launch; AFPA breaks into the Chinese market
- **2020** AFPA moves to home-based work environment
- **2021** AFPA on Demand launched via first-ever Creative Sentencing funding
- **2022** Made In Alberta labelling program; Bianca Parsons joins AFPA; Food Futures Program initiated
- **2023** Alberta co-packing portal launched and Labour Market Study; Meghan Rennick joins the team
- **2024** Sheldon Wolfe joins the team

Is your product Traceable and Identifiable?



Product codes accurate?



Codes designed to identify product?



Cases clearly marked and labelled?



WE ARE CANADA'S CODING AND IDENTIFICATION SPECIALISTS

Every installation is designed to meet our
customers' own unique application requirements.



1.877.Harlund sales@harlund.com www.harlund.com

INDUSTRIES LTD.

Advertise Here!

Book your space now for
the Winter 2024-25 issue
of *AFPA in Action* to con-
nect your products and
expertise with Alberta's
food and beverage
industry.

866-999-1299
sales@matrixgroupinc.net



We know
group insurance.

A division of
People Corporation

LAPOINTE

Your partner in agrifood engineering

PROCESS | MECHANICAL | ELECTRICAL | AUTOMATION |
PACKAGING | REGULATORY COMPLIANCE

laporteconsultants.com

JB's Sausage Maker Supplies Ltd.

425 Maxwell Cres., Regina, SK, S4N 5X9
Phone • (306) 359-6500 • Fax • (306) 359-9929
734 45th Street W., Saskatoon, SK, S7L 5X1
Phone • (306) 382-4789 • Fax • (306) 668-6171

SALES • PARTS • SERVICE

Slicers • Saws • Grinders • Mixer Grinders • Mixers
Vac Pac Machines • Scales • Label Printers • Stuffers • Patty Machines

Pure Spice • Seasonings • Binders • Cures • Marinades • Food Additives
Specialty Blending • Natural Casings • Collagen Casings • Fibrous Casings
Complete Line of Hog, Sheep & Beef Casings

E-mail • info@jbsausage.ca
Website • www.jbsausage.ca

Cultivating Collaboration:



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION

AFPA PARTNERS WITH CPSA TO ENHANCE ACCESS TO INDUSTRY SALES TRAINING

AFPA is excited to announce a new partnership with the Canadian Professional Sales Association (CPSA).

With the introduction of preferred rates on CPSA membership, AFPA members can now access a robust suite of services and benefits to improve sales and business performance.

Over the years, CPSA has transformed the sales industry, bringing in rigorous standards, ethical guidelines, designations, and skills-building programs that support Canadian businesses in achieving their revenue goals.

A registered non-profit, CPSA is your trusted partner for training, resources, educational events, and professional designations to help your sales team and your business become more successful through more effective sales. The CPSA's 10,000+ members also benefit from a wide range of exclusive cost-savings benefits.

As part of the partnership between CPSA and AFPA, a series of customized virtual programs are in the works to deliver maximum value to AFPA members throughout 2024.

In the meantime, sign up for a CPSA membership to enjoy a wide range of member-exclusive benefits for your business, such as:

- Webinars and virtual events:** Connect with experienced thought leaders for industry insights and actionable best practices on the latest issues and opportunities in sales.
- Free online sales training:** Improve sales skills with unlimited access to self-guided, online training programs.
- 24-7 resources:** Struggling with a sales challenge? Find quick resolutions by tapping into our learning hub resources, including templates, tools, videos, podcasts, and more.
- Sales performance management:** Unlock access to sales skills assessments and comprehensive reports for your team, tied to our industry-backed competency



framework. Understand where your team needs to improve so you can make smart investments in their development.

- Exclusive savings:** Savings from negotiated rates on hotels, car rental, insurance (business, home and auto), fitness memberships, prospecting software, credit cards, and more cover the cost of your annual membership.
- Marketplace credibility:** Align your business and team with a community of professionals who are committed to delivering the highest level of ethics and excellence in sales.

SAVINGS FOR AFPA MEMBERS

AFPA members can now access a CPSA membership for the discounted rate of \$149/year.

AFPA members who join CPSA save 10% on all public training courses (promo code **AFPAPD10**) and 25% off exclusive virtual training sessions. Starting in Q2, CPSA members will have FREE access to all online and self-guided sales courses.

Visit the Member Discounts page on the AFPA website to learn how you can take advantage of this member benefit today!

HAJAR'S HALAL MEAT

We "Meat" your needs

Alberta Beef & Lamb, Farm Chicken,
Mackanek, Soujouk and Marinated chicken

Khaled Hajar

Phone: (780) 406 - 2225
11320 - 134 Avenue
Edmonton, AB, T5E 1K5



BrokerLink
Insurance

50 years / ALBERTA
food processors association

**Exclusive discounts on
home and auto insurance**

Ask us about commercial insurance

1.833.998.3798

albertagroups@brokerlink.ca

BrokerLink.ca/AFPA

Sunrise Bakery: Commitment to Community and Industry

Reliability, quality, and putting people first — these core values have served as the heart of Sunrise Bakery's business philosophy since its inception in 1963. For owner Eric Haak, those five words are much more than a slogan; they are a way of life.

A family-run operation for more than 60 years, Sunrise Bakery is one of the largest manufacturers and wholesalers of baked goods in the province, offering custom food manufacturing solutions and product recipe development, and employing more than 100 Albertans.

In addition to overseeing the production of more than 30 million brownies every year, Haak has dedicated countless hours and resources to ensuring AFPA's survival and ultimate success, by serving a record nine consecutive terms as Chairman of the AFPA Board.

CREATING OPPORTUNITIES

Haak's connection to AFPA stretches back three decades. He credits much of his own success to the relationships and connections he has made through AFPA and is proud to give back to the organization and the industry.

Having someone you can call to connect you to what you need has been critical to Sunrise's success and growth over the decades. From navigating regulatory issues, accessing training, and building relationships, "the connections we have made through AFPA have been instrumental in moving us from a small, local company to where we are now," Haak says.

"When it's 4 p.m., and the inspector calls, and you don't know where to turn, you look to AFPA. It's AFPA you call for advice and to get the answers."

He recalls a major contract opportunity back in the earlier days of his AFPA membership.



Eric Haak (second from right) is the owner of Sunrise Bakery, a family-run operation for more than 60 years.

"We had just landed a big contract with a major fast-food retailer, and they required us to have a certain food safety certification we did not have," Haak says.

Slightly panicked as to how they could get there, he picked up the phone.

"To my great relief, a call to AFPA set us on the right track. Help was there to work with us and set up what was needed."

Within eight months, Sunrise completed its accreditation, and the contract was saved.

"It takes a lot of work to earn those accreditations, but once you have them, it opens up so many doors."

Expanding market access and opening opportunities for small companies to remain competitive is a

major driver for Haak and a reason he continues to be so involved in AFPA.

ADAPTING WITH THE INDUSTRY

When asked what has led to the association's continued success, Haak points to one word: adaptability. AFPA has always adapted to meet the changing needs of the industry — to create space and fill those gaps where it's needed. We are connected, we are involved, and we band together to rally around our members and to do what's right for the industry.

"That ability to make ourselves useful is the reason we are still going strong after 50 years," Haak says. "My hope for AFPA is that it continues to do exactly what it has done for my company — be an integral part of making a small company a larger one and speaking to the issues that affect us all."

Food Processing Development Centre Celebrates 40 Years:

FOSTERING GROWTH AND COMMERCIALIZATION OF FOOD, BEVERAGE, AND INGREDIENT COMPANIES



The Food Processing Development Centre is a 6,000-square-metre facility in Leduc, Alberta, and has supported more than 3,000 industry projects since it opened in 1984.

In 1984, Alberta's Food Processing Development Centre (FPDC) opened for business as a 2,800-square-metre facility and has supported more than 3,000 industry projects since.

"We're excited to be celebrating our 40-year legacy in 2024," says Ken Gossen, Executive Director of FPDC. "It's been incredibly rewarding to assist agri-food businesses in developing food and beverage products and bringing them to markets at home and abroad."

The FPDC has evolved and is now a 6,000-square-metre facility.

"We have a culinary lab, product development and analytical laboratories, and a commercial pilot plant with more than \$20 million in specialized food processing equipment," says Gossen. "Our facility meets federal food-regulation requirements, which allows client companies to prepare products for sale within Canada and other countries."

The FPDC has more than 40 team members with a range of expertise. They include food scientists, product development and food processing

technologists, food safety and business development specialists, and administrative support.

Food, beverage, and ingredient companies of all sizes work with the FPDC as clients on a fee-for-service basis.

FPDC's team provides support with industry-driven research; product and process development; scale-up; and interim processing to introduce a product to market before graduating to Alberta's Agrivalue Business Processing Incubator, their own facility, or a partnership with a co-packer.

For the past four decades, the FPDC has played an important role in driving economic growth and change in the agri-food industry by helping start-ups to well-known food companies make products and expand into new markets. Research partnerships with food companies and post-secondary institutions have inspired innovation and growth in the agri-food industry.

"We also collaborate with the Alberta Food Processors Association (AFPA) to help ensure food

companies in the value-added processing industry are aware of the food safety and quality assurance training programs and other supports AFPA provides. AFPA also works with us to administer the province's Made In Alberta voluntary labelling program that helps shoppers identify food and beverages produced here," Gossen says.

"For the past 50 years, AFPA has played an important role in representing food processors in Alberta and helping them gain a competitive advantage. We're looking forward to continuing our work together, and we congratulate AFPA on its golden anniversary!"

"It's been incredibly rewarding to assist agri-food businesses in developing food and beverage products and bringing them to markets at home and abroad."

— Ken Gossen



Celebrating Local Production: Made in Alberta Program



IN DEPTH:
LOCAL LOVE

Launched just over one year ago, the Made in Alberta label has swiftly become a symbol of quality and pride synonymous with Alberta's local food and beverage scene.

Created by the Alberta Government's Agriculture and Irrigation department, and run by AFPA, the voluntary labelling program helps shoppers identify local products more easily, supporting Alberta's agriculture sector and helping producers and processors sell and market products across the province.

Through strategic marketing initiatives such as billboards and commercials and an ever-growing supply of products sporting the iconic black and white label appearing in retail stores across the province, the Made in Alberta program spreads awareness, connecting producers with consumers seeking locally made food and beverage products.

Over 350 companies have joined the program so far, with more than 500 products proudly displaying the Made in Alberta label on their packaging. This widespread participation reflects the commitment of Alberta's



producers to local manufacturing and quality. Main events, including the Calgary Stampede, Farm Fair, markets, conferences, and retail initiatives, serve as pivotal platforms to promote the program.

The Made in Alberta website (visit www.madeinalberta.ca) plays a central role in facilitating the program's success. Producers can easily sign up and check if they qualify, while consumers can explore a glossary of products that have joined the program, discovering new local brands to support.

For consumers, the Made in Alberta label serves as a trusted indicator of authenticity and local pride. It not

only denotes the origin of the product but also signifies the craftsmanship and care invested in its production.

Made in Alberta embodies the spirit of Alberta's entrepreneurialism and innovation. As the program continues to gain momentum, it invites consumers to embrace local production and celebrate the diverse array of foods and beverages produced within the province. Whether you're a producer dedicated to showcasing your products or a consumer eager to support local businesses, Made in Alberta invites you to join the movement and champion the spirit of local production in Alberta.

HARCO
ENTERPRISES LTD.

Equipment, Parts & Supply Distribution Center
Supply House to the Processing Industries Since 1964

www.harcosupply.com

675 The Parkway, Peterborough, Ontario K9J 7K2

800-361-5361 | 705-743-5361
sales@harco.on.ca



Strategically
Sourcing globally
 to guarantee the delivery of
high-quality,
fully certified ingredients
 tailored to customer needs.

WE SPECIALIZE IN

- Bakery
- Dairy
- Confectionary
- Nutritional
- Beverage
- Animal Nutrition
- Plant-Based and Savoury
- Gluten-Free
- Cereals and Grains
- Specialty Foods
- Organic and Natural Foods



Over 90 years of providing excellent products, sales and services in three key categories within the food industry.



Ingredients



Packaging



Equipment & Accessories

Contact us for samples and more information:

604.681.3554 | info@bcimporters.com | www.bcimporters.com



CONNECT WITH AFPA

Website

www.afpa.com

Email

info@afpa.com

Facebook

[www.facebook.com/
ABFoodProcessors](http://www.facebook.com/ABFoodProcessors)

X

[@AFPA_food](https://twitter.com/AFPA_food)

Instagram

[@abfoodprocessors](https://www.instagram.com/abfoodprocessors)

Connect with AFPA members

Did you know there is a directory of AFPA members online? This directory provides a listing of AFPA members, contact information, and a listing of the company's products and services. The membership directory is a resource for AFPA members, making it easier to connect with partners and find new products and/or services.

<https://afpa.com/directory>

AFPA CORPORATE PARTNERS

AFPA would like to recognize our 2024 corporate sponsors and associate partners. If you are interested in becoming an AFPA Corporate Sponsor or Partner, contact info@afpa.com.

For more information, visit www.afpa.com/about_sponsorship.

CORPORATE SPONSORS



FCC Food and Beverage Financing



PARTNERS



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION



BAKERY Calgary Italian Bakery	4
BUTCHER SHOP Hajar's Halal Meats	16
COLORIMETERS/SPECTROPHOTOMETERS Agtron Inc.....	IFC
EMPLOYEE BENEFITS CONSULTING AND ADMINISTRATION People Corporation	15
FOOD AND BEVERAGE, PHARMACEUTICAL, AND INDUSTRIAL ENGINEERING Laporte Engineering	15
FOOD PROCESSING EQUIPMENT Pemberton and Associates Inc.	4
GREENHOUSE GARDEN MARKET Kuhlmann's Market Gardens and Greenhouses Ltd.	20
INGREDIENT SUPPLIERS, PACKAGING, EQUIPMENT, AND ACCESSORIES British Canadian Importers	20
INSURANCE SERVICES Brokerlink	16
MEAT AND POULTRY PACKING EQUIPMENT QMS International.....	9
PACKAGING SERVICES OLAF Packaging Group.....	8
PROCESSING AND PACKAGING SOLUTIONS Reiser Canada.....	OBC
PROCESSORS Nossack Fine Meats Ltd.	IBC
PRODUCT AND IDENTIFICATION Harlund Industries Ltd.	15
RETAIL FOOD SERVICES Rockport Flour Mills.....	22
SANITARY PROCESS EQUIPMENT AND SUPPLIES Harcos Enterprises Limited.....	19
SPICES, HOG, SHEEP, AND BEEF CASINGS JB's Sausage Maker Supplies.....	15
SUSTAINABILITY CONSULTING Enviro-Stewards Inc.....	22

SPECIAL ADVERTISING SECTION



VAN GIessen GROWERS INC.

Gerda Van Giessen
P.O. Box 222
Coaldale, Alberta
T1M 1M3
Email: gerda@vangiessengrowers.com
URL: www.vangiessengrowers.com
Tel: 403-345-2626

Van Giessen Growers Inc. has been providing Alberta and British Columbia with fresh, locally grown vegetables for over 35 years.

ENVIRO – STEWARDS
engineering *change*

Achieve Your Sustainability Goals, Profitably.

Our customer results:

- ✓ Helping 7 Unilever facilities affordably achieve **zero emissions** by 2030
- ✓ **\$192,000/yr** of product, energy & water savings (Concord Premium Meats)

info@enviro-stewards.com

**CONGRATULATIONS
ON 50 YEARS!**

Rockport Flour Mills is proud to be a member of the Alberta Food Processors Association



 Habitat-Friendly Certified 30% Winter Wheat habitatwheat.ca

Made with the Natural Goodness of Canadian Whole Grain Wheat www.coyotepancakemix.com



Congratulations on your 50th anniversary, AFPA!



At Nossack, we create Fine Meats and Gourmet Foods for Canadians in both Foodservice and Retail.

With Red Deer and Innisfail facilities, we have been a proud part of Central Alberta for over 40 years.

We strive to fulfill our mission 'to create quality food and honest relationships with Canadians, for Canadians, while supporting LOCAL,' while preserving our family traditions of skill and hard work, that have been passed down for six generations.



100 - 7240 Johnstone Drive
Red Deer, AB T4P 3Y6
403-346-5006 | info@nossack.com



Stay Social!
www.nossack.com

A versatile combination



Cut, mix, portion, and link a wide range of high-quality products with the Seydelmann K60 MC Ultra Cutter and Vemag HP1L

- Short batch times – pre-cut and mix in less than one minute!
- Gentle stuffing and filling with in-line grinding
- 24 customizable recipes – repeatable quality
- Sausages with all casing types
- Burgers, bricks, chubs, even pulled pork
- Favorable financing
- **Arrange a test today!**



Watch
video

www.reiser.com

Reiser Canada • Burlington, ON • (905) 631-6611

Reiser • Canton, MA • (781) 821-1290

Reiser UK • Milton Keynes, Bucks • (01908) 585300

2024

REISER **REISER**