



TABLE TALKS

SSFPA MONTHLY NEWSLETTER

DECEMBER ISSUE

SSFPA News

SSFPA Launches Buy BC Food & Drink E-Commerce

Platform: The SSFPA has launched an e-commerce platform, <https://buybcfoodanddrink.com/>. The platform gives consumers the ability to purchase locally produced food and beverage products made by BC SSFPA members. SSFPA members located in BC may join the platform to sell their products and create their own online storefronts.



SSFPA Announces Launch of New Website: Our new site is live! Additional resources such as education courses for food processors, blog posts breaking down current industry trends, and information on our women's initiative are now available. Click [here](#) to be directed to our new homepage.

Coming up: The SSFPA is set to celebrate its 20th anniversary in the fall of 2022. To mark the occasion, the SSFPA will be releasing a series of webinars. The webinars will focus on learning tools for ssfpa's, as well as education about our women's initiative. Make sure to sign up for our newsletter so you can be notified when the dates are released.



Industry Highlights

FPT Meeting Statement Released: Canada's federal, provincial, and territorial (FPT) Ministers of Agriculture wrapped up their annual conference on November 10. The purpose of the meeting is to set the direction for the next agricultural policy framework to successfully position agri-food producers and processors. Their report focused on 5 areas of interest: climate change and the environment; science, research and innovation; market development and trade; building sector capacity and growth through realizing the potential of value-added agri-food and agri-products; and resiliency and public trust. To read the full report, click [here](#).



President's Corner

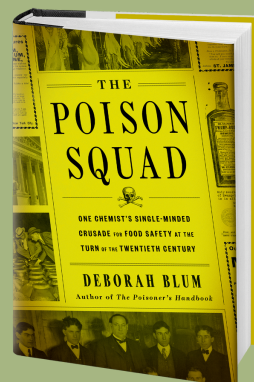
Monthly musings from SSFPA President Pam Baxter

Dear Members – Welcome to the inaugural issue of the SSFPA Newsletter! Recently I read a riveting book by Deborah Blum – *The Poison Squad*. In the late 1800s the USA Department of Agriculture recruited Dr. Wiley as its chief chemist. He was tasked with investigating food and drink fraud. Milk, for instance, was often watered down. It looked off-colour, and chalk was added as a whitening agent, and maybe some molasses to make it look a little creamy, and maybe a squirt of calf brains on top as a pretense of cream. Since milk went bad, formaldehyde was added as a preservative. Children died. Honest dairies could not compete on price.

There was butter that had not seen a cow (it was processed animal fat), honey that never knew a bee, wine that never heard of a grape, catsup that was tomato-free. Bread contained sawdust. Spices like pepper were concocted of ground coconut shells. Confectioners used lead, arsenic and copper to colour candy, sickening and killing children.

Dr. Wiley published his scientific findings and he was popular with the public. But he was up against wealthy growers and processors who contributed generously to their elected politicians. Politicians shot down almost all attempts to regulate food production.

Today, we have pretty safe food. We are still having battles about additives, preservatives, pesticides, and dyes and the labeling of such. I'm proud that our SSFPA members are kind of crazy about producing good safe food!



Stories of Innovation

Each month, we choose one of our Stories of Innovation entries to highlight the creativity and entrepreneurial spirit of our members. To access our full catalog, click [here](#).

Kristin Zerbin - Hoochy 'Booch Kombucha

After using kombucha to improve her digestion, Kristin Zerbin decided she wanted to educate others on gut health and the benefits of kombucha, a probiotic fermented tea. In 2015, she launched Hoochy 'Booch Kombucha, a tea-infused Kombucha. Hoochy 'Booch is infused with tea, herbs, and essential oils for flavour, as opposed to juice. "It was important to me to make a product that is all tea-herb based, that doesn't have any juice, to not only keep the sugar low, but to also provide even more healthy benefits to a bottle of 'booch. We've made health fun with our unique flavour profiles such as our Bellini and Blue Valentine." Hoochy 'Booch is currently available in over 100 stores in BC, spanning cafes, restaurants, and local grocers. After having to pivot her business model during COVID-19 from selling to businesses to selling directly to consumers, Kristin has big goals for Hoochy 'Booch, and hopes to have Hoochy 'Booch in Whole Foods and bigger grocery stores throughout BC.

To check out Hoochy 'Booch, click [here](#).

