



TABLE TALKS

SSFPA MONTHLY NEWSLETTER

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SSFPA News

Happy New Year! In 2022, the SSFPA looks forward to celebrating its 20th anniversary, creating new partnerships across Canada, and continuing to work on the Women's Initiative. Use our website to keep updated with all of the things the SSFPA has in store.



Buy BC app is live: The SSFPA BC e-commerce site, <https://buybcfoodanddrink.com/> has an app. Head to the app store and search "Buy BC" to download and shop local BC products from your smartphone!

Industry Highlights



Food Price Canada reports food prices will rise in 2022:

Food Price Canada has released their 2022 report, which details food prices and consumer purchase habits. Food prices are predicted to rise by 5-7%, which is the largest percentage increase since reporting began twelve years ago. A solution to rising prices is a focus on domestic production. Sylvain Charlebois, director of the Agri-Food Analytics Lab at Dalhousie, says "Over time, it will be critical to think about our food autonomy, and build some capacity domestically so we can grow more food all year...We could be producing more fruits and vegetables here with a concerted strategy to invest in more technology such as indoor farming techniques and R&D incentives to develop better technology that makes indoor farming more efficient and less costly." To read the full report, click [here](#).

President's Corner

Monthly musings from SSFPA President Pam Baxter

What are the issues for growers and processors in Canada? Number one is food safety. Consumers must be able to trust our food!

My official food-safe journey began in 2009 with taking a one-day Food Safe course. What struck me most was learning about cooling food quickly, and getting it out of the danger zone where microbes flourish. Next up was a two-day course, an introduction to Hazard Analysis Critical Control Point (HACCP), where we learned to analyze our kitchen, our methods, our storage, etc. to head off any foodie-dangers. I took those two workshops prior to starting my business (celiac-safe granola). The lessons and way of thinking permeated my business plan. From batch one I had traceability, and I could prove how clean and safely I operated. I looked forward to health inspections.



One hazard I didn't anticipate in my business plan was moths. You know, small non-descript moths that flutter into the kitchens and sit on the wall. They lay small orange egg masses on boxes or near bin lids. Their teensy larva can chew through boxes, or squeeze under bin lids. Then they mature inside and reproduce. Open the bin and there's a mass of squiggling and fluttering in your raisins. Then, you dash outside with the bin and throw away all the expensive contents. After that, I put binder clips on all the lids.

Food safety can become much more complicated. Many products need regular testing by specialized labs. Many companies want or need to be certified if they are selling into certain stores or markets. The push to food safety is huge – from your own personal commitment, to your local health inspector, municipal rules, provincial rules, Canada-wide and international rules. An easy way to keep learning about food safety is to subscribe to the Canadian Food Inspection Agency's [recall list](#).



The SSFPA helped to develop the Food Safe and Market Safe programs, and we always have a board member sitting on those committees. The HACCP workshop of long ago? An SSFPA offering. I joined the association immediately! We partnered with BioMedix to open a food-testing lab in the underserved Courtenay/Comox region. Our association has regular contact with CFIA, Health Canada, and Provincial departments that oversee food safety. A board member is a Director of the Canadian Supply Chain Food Safety Coalition. The SSFPA represents and assists YOU, the small and medium-sized growers and processors, in the ever-evolving food safety arena.

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](#).

Margaret Taylor - Nudemarkt

When Margaret Taylor started Nudemarkt in 2018, she had the goal of opening the conversation around circular economies and sustainability. The product: all-natural peanut butter. Says Taylor, "It's a pantry staple, and if I can connect with people through something everyone knows and understands, then I can start a conversation. That's why peanut butter came into play." Nudemarkt's peanut butter is made with the environment in mind; its packed in glass jars, and even the seals are made out of old labels. The peanut butter itself contains no filler ingredients, and is made using peanuts grown in United States. Last year, Nudemarkt sold over 21,000 jars of their peanut butter, and was able to educate consumers on sustainability practices regarding glass packaging, deforestation from palm oil production (a leading ingredient in many other peanut butters), and sustainable farming practices. In the future, Taylor wants to expand Nudemarkt peanut butter to be available across the US and Canada so that she can "make a difference, a real difference, in the supply chain."

To check out Nudemarkt, click [here](#).

