



SSFPA News

SSFPA Supporter Member Named BC Top Employer

for 2022: SSFPA Supporter Member The Great Little Box Company has been named one of BC's Top Employers for 2022.

This annual competition organized by the editors of Canada's Top 100 recognizes employers in British Columbia who are not only industry leaders but who have also created exceptional workplace environments. GLBC specializes in custom packaging solutions; to read the full press release and learn more about GLBC, visit their website [here](#).



Industry Highlights



Forecasting the Food Industry - 5 Important Metrics:

Farm Credit Canada has released their forecasting predictions for Canada's food and agriculture industry, and it includes five important metrics for producers to watch in 2022. They are Canada's inflation and interest rates, ongoing supply chain challenges, labour shortages, supply-demand imbalances, and strength in meat demand. Highlights from the report include higher than average inflation rates, strong demand for many commodities due to COVID-19 and extreme weather events, and increases in meat demand as restaurants begin to reopen. "While there are many challenges on the road ahead, there are also many opportunities for Canadian agriculture and food producers, processors, suppliers, and service providers" says J.P. Gervais, FCC's chief economist. To read the full report, click [here](#).

President's Corner

Monthly musings from SSFPA President Pam Baxter

For small-scale growers and processors, what are the broad issues? We all have countless small issues. But there are categories that affect all of us. Last month I talked about Food Safety as the number one issue. This month I want to talk about labeling and leveling the playing field.



Labeling is lots of fun. Not! The Safe Food for Canadians Act, is long, its regulations longer. It's frightening to even start reading it, but actually, it's well organized. You can skip right into the parts that are relevant for you. They guide you about listing your ingredients by weight, serving sizes, nutrition facts, as well as label sizes, fonts, etc. There's the front label, too. Usually, there's not a lot of real estate, so we have to be imaginative about what goes on it. Did you know Canada Revenue Agency also has a say? In 2010

when I started my business, my first front label said "Granola". Everyone knows granola is a breakfast cereal, right? Not CRA. One of our members had a shocking run-in with CRA - they insisted that she put the word "cereal" on her granola labels. She had to have stickers printed and apply them to all her packages. She alerted the membership via our forum.

But wait - that's not all! I asked CRA for a formal ruling for my granola to be "zero-rated". That is, because it's a basic grocery, it would not attract GST/PST/HST. The agent actually went to a store and looked at my granola, and he phoned me. "Pretty attractive" he said, inferring that he might rule that it was a taxable snack. He gave me the option of withdrawing my request for a ruling. I withdrew it, nothing further happened, and no tax was collected.

So, how does all this labeling business relate to a "level playing field"? It relates to imports. Imported food is supposed to comply with Canadian standards and labeling requirements. The Canadian Border Services Agency, along with CFIA is supposed to ensure this. They have passed along many of those responsibilities to importing distributors, who communicate the requirements to their suppliers. But, it's a leaky ship. There isn't the manpower to adequately provide enforcement. A lot of food gets into Canada that does not meet our standards. The first clue is often the incorrect label, resulting in our Canadian food competing with non-compliant imports. So, labeling and leveling the playing field is one of the main issues where SSFPA has been agitating (AKA advocating) to have the rules fairly applied to EVERYONE. We, the SSFPA, are consulted, we sit on committees, we have the phone numbers of people in charge, we meet face-to-face with people drawing up the regulations, we submit briefs. We do have an influence! Glad you belong?

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](#).

Susan Kirkpatrick - Kirkaberry Farms

After retiring to British Columbia after running a successful hay farm in Alberta, Susan Kirkpatrick was ready for her next endeavor. After much research, Kirkpatrick settled on the elusive Haskap berry, which is similar to a blueberry, but with many additional health benefits. "Not only is it 2-5 times higher in antioxidants than various types of blueberries, but it also contains a high concentration of Cyanidin 3-glucoside (C3G), which is a flavonoid, a strong antioxidant that reduces inflammation, which may prevent type II diabetes and fight cancer." When first creating products with the Haskap berries, Kirkpatrick had to get creative in order for the pasteurization process to not destroy the bulk of the berry's antioxidants. The solution ended up being to freeze-dry the berries, rather than heat them. "It's the only process we're aware of that retains 97% of the antioxidants." Today, Kirkaberry Farms makes various products using their freeze-dried Haskap berries, including ice cream, yogurt, cheesecake, and more.

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

