



# TABLE TALKS

SSFPA MONTHLY NEWSLETTER

NOVEMBER 2022 ISSUE

## SSFPA News

**20th Anniversary Recording:** The SSFPA 20th Anniversary was celebrated on Friday, October 21! The anniversary celebration included a live statement from Provincial Minister of Agriculture Lana Popham, as well as an update from the strategic planning session. To watch the recording, read statements from supporters, and see who was given an award, visit the [Anniversary webpage](#).



## Industry Highlights

**Canada Post Fuel Surcharge Continues to Rise:** With tensions between Russia and the Ukraine causing global fuel prices to skyrocket, many corporations have used fuel surcharges as a way to displace the increased costs. While Canada Post has had a fuel surcharge in place since the 1990s, in October 2022 it reached a new high of 38.5% for domestic services. Canada Post changes their fuel surcharges weekly to correlate with fuel prices; check out their [website](#) to see the up-to-date surcharges.



As a consumer, one way you can combat fuel surcharges is to shop local and utilize store pickup and in-person shopping options. As a business owner, fuel surcharges are difficult to work around. One possible solution is to optimize shipments and delay less time-sensitive shipments in order to fill a full truckload, rather than relying on LTL shipping. Also make sure to take advantage of shipping discounts that you may qualify for depending on the total amount of goods you ship yearly. A benefit of membership with the SSFPA is discounted shipping rates with Canada Post; click [here](#) to learn more.

## President's Corner

*Monthly musings from SSFPA President Pam Baxter*

These days, with the war in Ukraine and resulting shortages in Europe and far-flung domino effects, and also the devastation wrought by extreme events like floods, droughts, fires, and Covid – I have been thinking about food security. By that, I mean Canada's ability to feed its own population. There have been problems with globalization especially lately – such as the demise of once strong Canadian agricultural products like apples, and problems with global supply and the movement of goods.

Let's have a look at what happened in Britain during World War II. By 1939 Britain was importing 60% of its food. With the War, they were looking at possible starvation. Food was rationed. Farming became a priority industry. The government gave the farming industry technology (tractors instead of horses), subsidies, and support to put more land into crops and to become much more efficient – the aim being to feed their fighters at the front and the nation.

We aren't nearly as reliant on imported foods as Britain was – we produce 70% of what we consume – but the importance of food self-sufficiency has the attention of federal and provincial governments. New technologies such as vertical farming, and remote sensing for crop analysis are being supported. We have a long way to go, but we small growers and processors are demonstrating innovation and profitability, and pushing that 70% statistic up!



## Affirmation Station

*Each month, we will be posting something new to remind food processors how incredible their tenacity and work ethic are, even in the face of incredible challenges.*

Nothing is quite as invigorating as hearing your favorite song! In fact, [music has been shown](#) to increase the brain's production of dopamine, thus increasing one's mood while decreasing depression and stress. The next time you are processing, throw on your favorite tunes to help boost your mood and pass the time. The SSFPA has created a [playlist](#) of all of our favorite pump-up songs to listen to while we are working! Try it out and let us know what your favorite songs are.



## 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](#).*

### Mal Paterson – Seedz Crackers

What is now a bustling business for Mal Paterson started off as a recipe she shared with family and friends. "Family and friends loves the results so much that literally, from a few tiny seeds, a business idea grew." Seedz Crackers are made with certified organic sesame, flax, sunflower, and pumpkin seeds. They are popular with those looking for a healthy, tasty cracker, and especially those with dietary restrictions, as they are gluten free, wheat free, sugar free, dairy free, nut free, and soy free. While this is not the first business that Paterson has started, she says that she is still constantly learning new things. Getting her face out there, she says, has been integral to the success of her business. "Farmers Markets, people know me. They know who I am. They know they can trust me. They know when they come to me, I'm going to give them quality and I'm not just a nameless faceless product on a shelf." Now, Seedz Crackers is sold in over 120 retail stores across Western Canada and Ontario. Mal is also excited about their newest product, which is a sugar-free chocolate covered nugget.



**Check out [Seedz Crackers](#).**



SMALL SCALE  
FOOD PROCESSOR  
ASSOCIATION

[ssfpa.net](https://ssfpa.net)

1-866-547-7372

[info@ssfpa.net](mailto:info@ssfpa.net)