



TABLE TALKS

SSFPA MONTHLY NEWSLETTER

JANUARY 2022 ISSUE

SSFPA News

Happy New Year from the SSFPA! The SSFPA wants to congratulate everyone on another year in the books! While this year posed many challenges for food processors and entrepreneurs, the tenacity and perseverance of these groups is unmatched. We look forward to continuing to advocate for Canadian ssfps in the year ahead, and expanding on the resources and benefits offered to SSFPA members. As we look towards a new year full of new possibilities, we also reflect on what we accomplished in 2022:

- The SSFPA celebrated its 20th anniversary.
- Broke ground on a gender and rurality-intelligent investment fund (more info to come!)
- Published a Policy Brief in conjunction with 5 Canadian universities
- Collaborated with many wonderful partners on webinars and training courses

We wish a peaceful, productive, and profitable year to all!



Industry Highlights

Federal government launches consultations on "Sustainable Agriculture Strategy": Federal Minister of Agriculture and Agri-Food, Marie-Claude Bibeau, announced the creation of a "Sustainable Agriculture Strategy" on December 12. The strategy, which is set to improve Canadian agriculture's environmental performance and sustainability, will be separate from the Next Policy Framework that was signed in this year, and is open for comment until March 31, 2023. The goal of the strategy is:



1. The agriculture sector is resilient and adaptable to short and long-term climate impacts.
2. Environmental performance is improved, with ag contributing positively to environmental, economic, and societal benefits for Canadians.
3. Agriculture contributes positively to Canada's GHG targets from 20203 and 2050.
4. An integrated approach is used to solve problems, combining policy, programming, and value chain partners.
5. Data gaps are improved and the capacity to measure, report on, and track environmental performance is expanded.

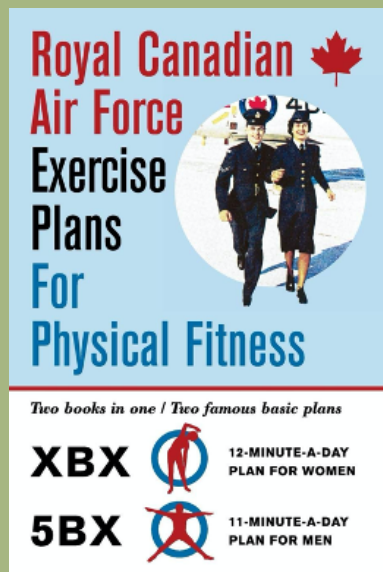
President's Corner

Monthly musings from SSFPA President Pam Baxter

Happy New Year Everyone! Do your thoughts turn to plans for your business? How to reduce costs, how to make changes that are beneficial for the business, where to source supplies now, where to produce and process, putting a push on retail and/or on-line sales. All good to ruminate about.

Then, there is you personally. To run your business or projects, you need to be as healthy as possible. It's necessary to put yourself at the top of the list. From bottom to top: Wear good shoes. If you stand in one place a lot, get a brick size piece of wood scrap to put one foot on - 4" high is enough, and you can kick it around easily to change feet. That helps your knees and legs, and hips and back.

Your back - a very strong but easily hurt part of you! That was my particular weak spot; several years ago I said "Never Again!" I was finally motivated to do back exercises daily. Prince Phillip, William and Kate, and Helen Mirren are several of the famous devotees of the program I chose, developed by our own Royal Canadian Air Force. It takes me about 12 minutes per day, before or after breakfast, and I now maintain flexibility everywhere, strength in my core, and I'm not afraid to lift things.



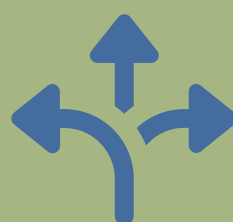
How do you keep a clear head? Do give yourself permission to take a break, take a walk, indulge in a pleasant activity, and remember to kiss your loved ones!

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.

While many people set New Year's resolutions with the best intentions, they often fall short of enacting them; in fact, studies have found that up to 80% of New Year's resolutions are abandoned. Below are some achievable resolutions entrepreneurs can set to help them have a mindful and productive upcoming year.

1. Continue to be flexible and adaptable: If the last two years have taught us anything, it is to expect the unexpected. Many businesses, especially food businesses, had to pivot their businesses models due to COVID-19. Continued supply chain and logistics issues make it imperative to stay flexible in order to adapt to ever-changing market conditions.
2. Take time off: No matter how much you love your business, if you don't take time off to do other things you enjoy, you will eventually fall victim to burnout! Burnout will not only negatively impact your mental health, but also your productivity - so remind yourself that taking time off is an investment in your long term success.
3. Utilize social media to your advantage: One of the easiest ways to grow engagement and awareness is through social media. Now more than ever, we are in a digital age, and not properly utilizing online platforms could mean losing out on customers.
4. Learn something new: Whether its marketing, finances, a new type of packaging or production - there is always something new to learn! While this can feel overwhelming, there are a plethora of online resources that make learning quick and accessible. Tip: keep an eye on the SSFPA website for new training courses, or visit our business readiness page to learn more about the vital components in a food processing business.
5. Stay healthy: Physical and mental health play an incredibly large role in being successful. Having the stamina and concentration to be productive each day can be difficult if your mind and body aren't healthy. Whether it's getting outside once a day, practicing yoga or meditation, reading, or crushing it at the gym, taking the time to care for your body and mind will pay off.



SMALL SCALE
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ASSOCIATION

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