



# TABLE TALKS

SSFPA MONTHLY NEWSLETTER

FEBRUARY 2023 ISSUE

## SSFPA News

### SSFPA partners with PARO to deliver

#### "Foodpreneur Biz Camp": Put on in

partnership with PARO Centre for Women's Enterprise, the FOODPRENEUR BIZCamp is designed to provide entrepreneurs in the Commercial Packaged Goods (CPG) industry with a comprehensive understanding of the foodpreneur journey from ideation to scale-up, to exporting your product. The FOODPRENEUR BIZCamp will take place over the course of 12 weeks, approximately 2-4 hours per week starting February 16, 2023. Participants will receive the tools, insights and information they need to scale up their business, build traction, and establish a dynamic, safe, food or drink product on-shelf. Click [here](#) for more information and to register.



## Industry Highlights

### Canadian Food Innovation Network launches Innovation Booster + other events:

The Canadian Food Innovation Network has launched their Innovation Booster, which "provides flexible and rapid support on a cost-shared basis to enable Small- or Medium-sized Enterprises (SMEs) to advance their food innovation and research outcomes." There are 3 rounds; 2 with an open theme, and 1 with the theme "Personalized Nutrition and Improving Human Health Through Food." For more information, refer to the pre-recorded [info session](#).

The CFIN also has the following upcoming events:

- International Women's Day Webinar - Feeding the Future: includes a panel with three successful women food entrepreneurs to hear how they created scalable and profitable companies
- Foodtech Next Project Showcase: Hear from the winners of CFIN's Foodtech Next Project, who will be showcasing innovations that impact all aspects of the food value chain, including increasing automation in commercial kitchens, enhancing food safety, developing sustainable packaging, and more.



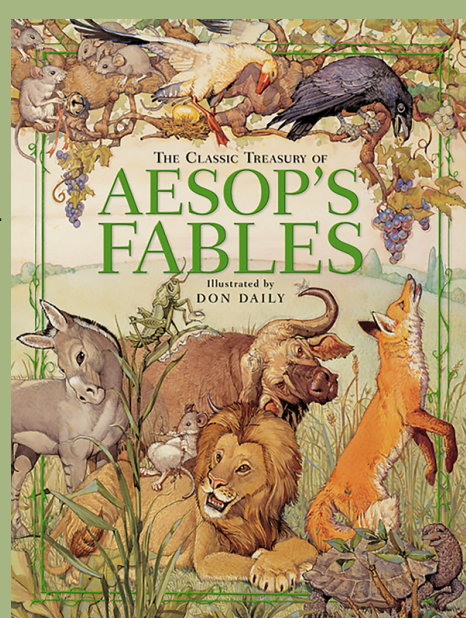
## President's Corner

*Monthly musings from SSFPA President Pam Baxter*

Last month, I talked about maintaining your body. We have physically demanding jobs! Anybody in a food business has muscles! Using a block of wood under a foot while standing is a good leg and back-saver. The Royal Canadian Air Force exercises, only eleven or twelve minutes per day, are great for maintaining flexibility and strengthening your core.

Then there's the inner you. We all know that we must maintain every aspect of our health - exercise, getting outside, taking breaks and vacations, paying attention to our loved ones and friends, doing what we need to do to stay sane and "balanced". But we so often put ourselves at the bottom of the to-do list. We all know that our health is the bedrock on which the rest can flourish; without health - the business can crash. So put yourself and your health first!

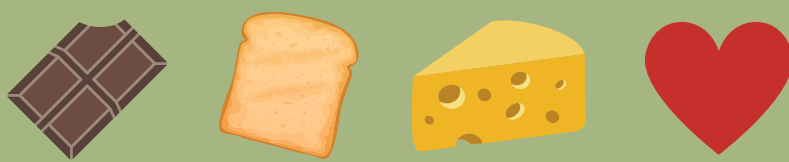
At night, when I go to bed, with worries, to-dos, deadlines, problems - it's kind of hard to fall asleep and stay asleep. First, I read my book-on-the-go. If I'm still wound up I attempt to change the subject before turning off the light. I get out my old copy of Aesop's Fables and read a couple of the stories, and then think about the lessons imparted. Another good one to read is some of the old children's books, such as Beatrix Potter, to appreciate her stellar writing and beautiful artwork. What might calm you down?



## 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.*

There are a host of fun, specialty holidays that happen every day. Just in February, there is Valentine's Day, Groundhog Day, Nutella Day, Chocolate Day, Cheddar Day, Toast Day, and many more. Not only are these holidays fun, but they are a great marketing tool! Pick a special day that aligns with your product and post a shoutout or fun recipe. Click [here](#) for a full list of Canadian specialty holidays.



## 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](#).*

### Donna Denison - Little Creek Dressing

Seeking to spend more time at home with her twin daughters, and create a product that was kind to the planet, Donna Denison launched Little Creek Dressing. Today, the dressing is still made in small batches, with high quality organic ingredients, paired with hand crafted vinegars to create unique artisan flavours. Check out the video below to take a tour of the Little Creek Dressings facility!



Check out [Little Creek Dressing](#).



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