



SSFPA News

SSFPA Launches Learn to Earn Webinar Series: The Learn to Earn webinar series is a new monthly 30 minute webinar on popular topics for food processors. Attend live to ask questions to presenters, or watch the recordings on your own time.

- [Watch the February Learn to Earn](#) on Radiant Energy Vacuum Technology (REV™) with Enwave.
- The March edition of Learn to Earn will be on labelling with GSI. To watch on March 8 at 12:30 pacific time, click [here](#).

Farm Food Drink Business Planning Workshop: SSFPA partner [Farm Food Drink](#) is delivering a series of business planning workshops for those local to BC. These 2-day, in-person workshops are designed for micro-medium food processors looking to expand their operations, as well as farmers wanting to learn more about valued-added products. To learn more and register for the remaining March sessions, click [here](#). Note: SSFPA members get 40% off!



Industry Highlights

International Women's Day is here! March 8th is International Women's Day (IWD), and the theme is "Every Woman Counts." No matter your gender identity, you can participate in IWD; we have linked a variety of events below, many of which are specific to the food industry.

- Watch [virtual events](#) put on by the International Women's Day organization.
- Attend the Canadian Women in Food [Full Tilt Networking Event](#) if you are local to Ontario.
- Explore the Government of Canada's International Women's Day [resources](#).



Government of Canada release consumer purchase consultation:

In 2022, the Government of Canada ran a consultation entitled "[The development of voluntary guidance for providing food information for foods sold to consumers through e-commerce](#)." For food processors who sell their product online, this report has relevant information regarding what consumers look for when buying food products online, and how various aspects (labels, photography style, website layout) affect their purchase habits.



President's Corner

Monthly musings from SSFPA President Pam Baxter

Today's topic is our SSFPA Forum, also known as the List Serve. We know it's popular with the members, and is one of the greatest benefits offered by SSFPA. The other day at our monthly Board meeting we chatted about the List Serve, debating various ways of making it simpler, more stream-lined, and more useful.

Clearly, there are two kinds of communication passing through it. One, maybe the most fun, has directly to do with member-to-member Q&As; extra stock vinyl gloves for sale, offers to amalgamate orders to reduce prices, refrigerated trucks, storage space, jars or lids for sale, labels not sticking properly on jars, how to export to the US or Europe, kitchen space offered or wanted, where to source needed ingredients or equipment, etc. I really like seeing how members ask for help, and receive genuine replies!

The second kind of communication in the List Serve is information from SSFPA - new regulations applying to all, new CFIA requirements, new exporting rules, new labelling rules with deadlines, grants available, workshops coming up, Buy BC Food & Drink information, and more. This is all info you need to know! But we at SSFPA and Board worry that many of the members skip over this. Of course some of it applies to you, other, not so much.

The question is - do YOU read these posts and then do something about updating your labels, for instance? Or apply for the grants? Or sign up for selling through Buy BC Food & Drink? How can we make this type of information stick in your head, enough for you to act on it? We are looking for feedback to help you!



Food for Thought

A space for posting insights for food processors, ranging from business tips to words of affirmation!

Wondering if you should add to your product range? Or wondering why consumers may be drawn to your product? While doing your own market research is important, you can also learn a lot by looking at consumer purchase trends. Consumer purchase trends reflect the underlying values, desires, beliefs, and concerns that affect how and what people buy. For entrepreneurs, consumer purchase trends can reveal attractive markets with low competition, where your product can fill a void or solve a consumer problem. According to nourish network, some 2023 consumer purchase trends for food products include: plant-based products to reduce meat intake, food products with added health benefits, and locally-produced products. [Read the SSFPA Nourish Network Trend Report Summary.](#)



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](#).

Lyndsay Scott - Kindred Cultures

Lyndsay Scott was at a crossroads: she wanted the probiotic benefits of kefir to help her son's digestive issues, but he was allergic to dairy. Her solution? Water-based kefir. This idea blossomed into Kindred Cultures, a water-based, non-carbonated kefir. Lyndsay says her goal was to create a kefir that everyone can enjoy. "We have had conversations with people who have cried about what a difference our product has made in improving their health." Kindred Cultures kefir uses a natural fermentation process and is infused with a range of fruits to create an array of fun flavours. When asked about what advice she would give to other entrepreneurs, Lyndsay says networking is extremely important. "I think that to be able to make those industry connections, our ability to problem solve was incredibly improved because we had so many people to sound our ideas to, or even just ask around about pricing to make sure we were getting a good deal when we did something."

