



## SSFPA News

**SSFPA Partner CAPI Releases Sustainable Agriculture Strategy Report:** The Canadian Agri-Food Policy Institute has released their 2023 Sustainable Agriculture Strategy Report, which is part of their environmental initiative, Spearheading Sustainable Solutions. Canada's federal government has placed an emphasis on sustainable agriculture, but coordinating federal, provincial, and regional levels of government can be a challenge! In this report, CAPI weaves a complex web that outlines the relationships between each level of government, and what it will take in order to achieve Canada's goals. Read the full report [here](#).



## Industry Highlights

**CIFST Announces Dates for Annual Conference on Food Sustainability:** The Canadian Institute of Food Science and Technology will be holding their annual conference on Food Sustainability on June 7-9, 2023. The conference covers the latest trends, innovations, and challenges within the food sector. Events include speaker panels, in-person networking events, pitch competitions, and more.

- For those interested in attending in person, the event is held in London, ON. Learn more about tickets [here](#). For those interested in attending virtually, consult the [schedule](#) to see which sessions will be recorded and broadcasted.

### *Inspiring Sustainable Food Innovation*

**CANADIAN FOOD SUMMIT**  
JUNE 7-9, 2023, RBC PLACE, LONDON



## President's Corner

*Monthly musings from SSFPA President Pam Baxter*

Rules. Last week I read a newspaper article about a charitable foundation whose charitable status was revoked by the Canada Revenue Agency. A mega-wealthy individual, with the help of a corporate lawyer, had set up a charitable foundation, a non-profit corporation and a for-profit corporation. Money could flow between the three entities, providing that strict conditions were met.



SSFPA at one time also had a non-profit corporation, a charitable foundation and a for-profit corporation. Our corporate lawyer gave the Board a workshop and outlined all the conditions that had to be met when funds flowed between the three entities. Each entity had its own board of directors. Why did we set up this arrangement? Because granting bodies often prefer to give grants to charitable foundations, and because we sold some of our courses to outfits in the United States for profit. We played by the rules when billing or transferring money between the entities! An aside – not long ago we wound down the for-profit corporation and the charitable foundation. Rules have been relaxed and we can get by handily with just our non-profit SSFPA. The mega-wealthy company gamed the rules regarding the flow of funds, and CRA didn't like it. Thank you CRA!



Rules, also known as Acts and Regulations, give us a level playing field. One issue we and Health Canada and the Canadian Food Inspection Agency have been working on for ages is the labelling of food coming into Canada. Canadian processors must meet strict criteria with labelling, yet food coming in is supposed to conform to our rules, but too often does not. Therefore our made-in-Canada products face unfair competition with off-shore products that have deficient labels. Rules are one thing, enforcement is the other. CRA did it. And we are all working on assisting CFIA with their enforcement protocols.

## Food for Thought

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

Summer is officially here! As the weather gets warmer, people spend more time outside foraging for fresh produce and frequenting farmers markets. Farmers markets are a great way to meet your community, but it is important to factor in a couple of things when deciding whether or not a farmers market is worth selling at:

- Farmers markets usually have a fee to rent out a spot or stall. Some markets even have a fee to apply!
- If your products require refrigeration or freezing, it can be difficult to keep temperatures consistent at a farmers market without proper equipment.
- Remember to factor in your own time and labour: when calculating profitability, many entrepreneurs forget to factor in their own time and labour costs – know your worth!



## 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](#).*

### **Alana Elliott- Libre Naturals**

After her daughter was diagnosed with multiple allergies, Alana was looking for snacks that could keep her daughter safe at school. This led her to create Libre Naturals, which manufactures allergy free cereals and snacks. Libre Naturals is a game-changer for consumers with Celiac disease or any of the top 14 allergens. Says Alana about attending her first trade show, "We had moms, in particular, who came to our booth and started crying. Crying because it was a product their kids couldn't have at that time, and we were the first. It's probably the most heartwarming trade show that I've ever been at. It was amazing." When asked about her challenges in creating a new and innovative product, she said "It isn't easy to be first. it's not that you shouldn't be first on something, but just as long as you carefully understand the kind of – what my husband calls 'missionary work' – that has to happen when you are first, or when you are innovative." After 20 years in business, Libre Naturals closed in 2022.

