Industry Corner

TOP TEN NEW FOOD TRENDS FOR 2010

Some key trends and developments are emerging that are likely to have a profound effect on the market over the next year or so and Innova Market Insights has identified its top ten new product trends for the coming year:

Trend # 1: Sense of Simplicity: The downturn in the economy seems to be making people nostalgic for simpler times, and simpler foods. The interest in “back to basics” has driven interest in natural and clean-label foods. More natural ingredients, including natural sweeteners extracted are on the rise. The natural trend has been particularly evident in beverages, with activity dominated by bottled water and fruit drinks.

Trend # 2: Sustainable Gathers Steam: Increasingly well-informed consumers are looking for locally-sourced, more sustainable and fairly-traded products. While the organic trend has flattened in the downturn, fair-trade new product activity is continuing to rise. The notion of carbon foot printing also looks set for a move into the mainstream.

Trend # 3: Inherent Nutrition: Consumers are becoming increasingly skeptical of foods that fail to provide an immediate benefit. Foods with more traditionally perceived benefits, such as fruit and vegetables and milk, will be pushed further as inherent health benefits are communicated.

Trend # 4: Functional Superstars: The European Food Safety Authority (EFSA) makes tough rulings on ingredients in functional foods. This makes it difficult to predict exactly which ingredients will triumph, but tough times are definitely ahead for radical and obscure ingredients making outlandish claims.

Trend # 5: Going Immune: Swine flu fears have fuelled a demand for immunity boosting products, and we can expect ingredients such as probiotics and various antioxidants to be marketed on this platform in 2010.

Trend # 6: New Delivery for Energy: “Energy” is the hot concept in functional foods, as stimulating ingredients are used in new applications. The “energy” concept is also increasingly hot in confectionery product activity, particularly for chewing gum.
**Trend # 7: “Free From” Rises:** The gradual move toward more “gluten-free” and other “free-from” foods over the past few years accelerated in 2009 to involve some of the major players and to focus more on taste and quality. High-quality brands are emerging positioned as “easy to digest,” “easy on the stomach” or “mild.”

**Trend # 8: Continuing to Cook at Home:** Grocery retailing is one of the few sectors smiling in the downturn and enjoying a boom in both budget and high-end products, while the mid-sector is squeezed. One of the catchphrases of 2009 was “Staying in is the new going out” and despite some indications of “green shoots of recovery” on the horizon, consumers do not have the confidence to foresee complete economic recovery as yet. Foodservice will continue to struggle for some time as consumers continue to rediscover their cooking and entertaining skills.

**Trend # 9: Extreme Flavors:** Rising levels of interest in very hot products are being reported, with major brands such as Pringles launching Extreme Flavors. New food varieties and styles will move to the fore.

**Trend # 10: Real Authenticity:** It is no longer enough to simply create a product with a regional positioning; the product should be based on ingredients from that region and ideally even be produced there. With the growing number of immigrants and a rising interest in authenticity, regionally-produced foods will undoubtedly be on the rise.

Source: www.foodprocessing.com

**LOBSTER FISHING IN SOUTHWESTERN NOVA SCOTIA**

Southwestern Nova Scotia started their lobster season with over 1,700 lobster boats leaving wharfs in the early morning hours of November 30th. The weather was suitable and there were no major mishaps.

Buyers expect it will be several days before they know what fishermen will be paid for their lobsters this season, but one can only hope that the price is better than it was last year when prices fishermen were getting for their catch dropped to a nearly two-decade low as many consumers stop buying lobsters because they consider them an extravagant purchase. In most cases fishermen usually get $5.00 at the start of the season and then $7.00 before Christmas, but last year the price at the wharf had fallen to $3.25 per pound.

In Southwestern Nova Scotia the lobster season is six months and runs from the last Monday in November to the end of May. The fishery is a major contributor to the Nova Scotia economy. The lobster sector alone contributes close to 400-million dollars annually.
This program offers food processing employers an opportunity to receive a wage subsidy to hire skilled youth. The Sectoral Youth Career Focus Program is open to all organizations of the food processing sector.

The Career Focus Program Objectives are to:
- Increase the supply of highly qualified people to the sector
- Promote the benefits of advanced food processing and other related studies to youth
- Demonstrate leadership, in partnership with the Government of Canada, by investing in the skills required to meet both the professional needs of youth and the labour needs of the food processing industry in and evolving economy and
- Help highly skilled young people transit from school to work in a rapidly changing labour market

For more information about the CareerFocus Program go to our website at www.fphrc.ca.

GET A JOB...POST A JOB

JobsinFood.ca is the only website dedicated exclusively to careers within the Canadian Food Processing industry. JobsinFood.ca provides small and medium sized enterprises with an effective resource to find candidates to match their employment needs. It's a valuable tool for candidates to offer their services to the broadest base of employers as well.

JOB POSTING BENEFITS
- Affordable – Anyone can post jobs and browse listings, and posting is FREE for the first six months, until March 31, 2010!
- If you are a member of the Food Processing HR Council reduce these costs by 30%!
- No fees are attached to hiring employees!
- Customize your postings to reflect the exact requirements of the job

For more information go to www.jobsinfood.ca.
FPHRC’s Employees and Council

The Food Processing HR Council (FPHRC) is a non-partisan organization formed to assist processors Canada with their HR challenges. The FPHRC is new, but has experienced staff in place who has been actively involved with the Sector Council Program for many years. FPHRC’s Executive Director is Johanna Oehling, who brings over 15 years of knowledge and experience, as the former president of the National Seafood Sector Council. Key personnel include; Susan Schumann in Finance, Lisa Ribot is our Adminstrate Assistant, and last, but not least Jennefer Griffith is our Senior Marketing & Communications Office also bringing many years of experience with Sector Councils.

Our inaugural Board of Directors is as follows and we have members from the various food sectors representing Canada from coast to coast.

For more information about the council and to view our membership list, please go to www.fphrc.ca.

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<th>CHAIR</th>
<th>VICE CHAIR</th>
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<td>Mike Timani</td>
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<td>Avalon Dairy, CEO - BC</td>
<td>Fancy Pokket, President - NB</td>
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<td>Bryan Neath, Co-Chair CFIC</td>
<td>Mark Pickard, President</td>
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<td>United Food and Commercial Workers Union - ON</td>
<td>InfraReady Product Ltd. - SK</td>
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<td>Gary Fulcher, Professor and Head</td>
<td>John Swan, Owner</td>
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<td>University of Manitoba, Dept. of Food Science - MB</td>
<td>Knol Farms Limited - NS</td>
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<td>Steve Martin, Owner</td>
<td>Phil LeBlanc, President</td>
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<td>Martin’s Family Fruit Farm Ltd. - ON</td>
<td>IMO Foods Canada Limited - NS</td>
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<td>Nick Johnson, VP of HR</td>
<td>Lise Perron, Directrice</td>
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<td>Maple Leaf Fresh Foods - ON</td>
<td>Comité sectoriel de main-d’oeuvre en transformation alimentaire - QC</td>
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<td>Greg Smith, VP of HR</td>
<td>Sherri Deveau-Gibbs, Director of HR</td>
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<td>Campbell Soup Company - ON</td>
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<td>Dave Pashley, Plant Manager</td>
<td>Brenda Murray Willson, Director of HR</td>
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<td>Marine Harvest Canada - BX</td>
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<td>GOVERNMENT</td>
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<td>Gen Leblanc &amp; Shelly Binch</td>
<td>Johanna Oehling, Executive Director</td>
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<td>Human Resources and Social Development - QC</td>
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Membership

FPHRC Membership

There are many benefits to being a member of a National Organization like the FPHRC including expanding your professional reach, solving short and long-term challenges, and building your business base. Not only do you broaden your own intellectual and social network, but you become part of a National Team working toward common goals.

In this inaugural year, we are inviting you to join us in the efforts to build a stronger and safer food processing industry through our most important resource...people!

Your representation, input, expertise and knowledge are critical to the success of this council. Membership is simple and a free investment until March 31, 2010! Log onto www.fphrc.ca and click on the “Join Now” button on the homepage to begin saving today!

As a member you will gain access to:

The Career Focus Program – which enables you to hire a recent graduate and receive up to $15,000.

Human Resources Solutions – receive 30% discounts on all of our products and course materials.

Regional Representative Services – one-on-one aid in improving, modernizing, and achieving the best results from your HR management practices and employee skill development strategies!

Networking Opportunities – Interact with your industry by attending FPHRC events and make those important contacts, share best practices and the latest industry information.

Priority Seating – Seats for you and your employees at regional evaluation sessions of the most up to date workshop materials and resources, in areas such as food safety, sanitation, quality assurance, leadership, HR and more.

Industry Information – Receive monthly e-blasts, quarterly newsletters, and industry updates from the national office and your regional representatives.
WELCOME TO OUR INITIAL NEW MEMBERS!

**NOVA SCOTIA**
- ACA Co-Operative Limited
- Clearwater Seafoods
- Cotter's Ocean Products Inc.
- Duncan Consultant
- Fireside Kitchen
- Galloping Cows Fine Food
- High Liner Foods Inc.
- IMO Foods Limited Canada
- Kings Processing Ltd.
- Knol Farm Ltd
- PCF Consulting
- Premium Seafoods Limited
- Quality Seafood Ltd
- Robertson's Candy
- St Mary's River Smokehouses
- The Flower Cart

**NEWFOUNDLAND**
- A-1 Pest Control Inc
- Bungat's Green Depot Inc.
- CCRW's Partners For Workplace Inclusion Prog
- Central Dairies
- Country Ribbon Inc
- Fisheries and Marine Institute
- Government of NL
- Marine Institute
- Neptune Sea Products Ltd
- Newfoundland Aquaculture Industry Association
- Quidi Vidi Brewing Company
- Quin-Sea Fisheries Limited
- Sani Pro Inc
- Sap World
- Shorefast Foundation
- The Navigator

**PRINCE EDWARD ISLAND**
- Cavendish Farms
- MacAulay's Bakery and Deli
- Malpeque Seafoods Ltd
- PEI Food Technology Centre
- PEI Mussel King Inc.
- Prince Edward Aqua Farms Inc.
- W.P. Griffin Inc.

**NEW BRUNSWICK**
- Elite Consulting Inc
- F & B Control Inc
- Fancy Pokket Corporation
- Ganong Bros. Limited
- Soft Drink Manufacturing Company

Go to: www.fphrc.ca and click on "JOIN NOW"

### Upcoming Events and Training

**How to Implement the BRC Global Standard for Food Safety** - December 14 and 15, 2009 at the Delta Beausejour in Moncton, New Brunswick. For more info: Barbara Hunt - Marine Institute at 1-800-563-5799 or Barbara.Hunt@mi.mun.ca.


The **8th Atlantic Conference on the Food Industry** - Delta Beausejour Hotel in Moncton February 10 & 11, 2010. For info: Luanne Killam at luannekillam@rogers.com.

The **Marine Institute Career Fair** will be held on February 10 – 11, February 2010 at the Hampton Hall - MI Gymnasium. For more information please contact Darlene Foote at Darlene.Foote@mi.mun.ca or 709-778-0596