

March 3, 2004



## Sound Bites

The newsletter with a vision of regional food sustainability

Volume 3, Issue 1

## The first ever (that we know about) Electronic Annual General Meeting (AGM) February 8-14, 2004

The Small Scale Food Processor Association (SSFPA) incorporated on June 4, 2002, as a federal non-profit organization with a vision of creating regional food sustainability.

This form of organization allows the SSFPA to have two classes of membership. The primary constituent is the food processor with less than 26 Full Time Equivalent (FTE) employees. The processors value their suppliers, like the growers, and the markets, so a second membership is represented as 'supporter' members.

The SSFPA further extends the 'supporter' membership to all the goods and services

required of a successful food processing enterprise.

Specific outreach for 'supporter' members is active with growers, farmers markets, linked associations, food and business technical service providers, processor mentors, educational planners, economic development groups, large processors as mentors, organic and nutraceutical organizations, food brokers, distributors and retail partners.

### AGM agenda

1. Announcement of Opening of Discussion period,

2. Closing of Discussion Period, February 7, 04, 9:00 am
3. Opening of Voting Period February 8, 9:00 am
4. Declaration of commencement of meeting by Pattie Whitehouse

**REPORTS**—please note all reports are included as hotlinks in direct e-mails to members from Mary Murphy, membership development coordinator. The Board of Directors have participated in making and seconding motions required to fulfill our corporate obligations. These proposed motions are open for discussion to February 7, 2004, and will be adjusted if needed after discussion, and posted on a voting page in the Living Inventory. Members will be sent a reminder on February 8 to go to the Living Inventory to vote.

### Inside this issue:

<i>AGM Motions</i>	2
<i>Membership Development Coordinator report</i>	3
<i>Co-Chair Report Pattie Whitehouse</i>	4
<i>Co-Chair Report Godfrey Ferguson</i>	5
<i>Treasurer's Report Neil DeMaere</i>	5
<i>Project Coordinator Report Frank Moreland</i>	6
<i>Food Safety Report Phillip Watney</i>	7

## Voting Results of the Electronic AGM

Annual General Meetings are legal requirements for not-for-profit corporations in order to report to members on the actions taken by the Board of Directors. Based on this, the Board then must report to Industry Canada since the SSFPA is a federally incorporated body. Because the membership of the SSFPA is scattered all over BC and into Alberta, a face-to-face

meeting would be a very difficult goal to achieve. Thanks to our treasurer Neil DeMaere and our coordinator Frank Moreland, we came up with the idea of handling the AGM as an electronic event since our bylaws allow electronic communication and decision-making. Board member Phillip Watney and Pattie Whitehouse, with Membership Coordinator Mary

Murphy placed telephone calls to all members in advance to back up e-mail reminders and instructions to our members. The first AGM was successful, insofar as there was a quorum of members participating in accordance with the existing bylaws. All of the motions proposed passed with a strong majority although not all were

(Continued on page 2)

### Sound Bites:

- Watch the sound bits in your e-mail to find out more about the SSFPA business plan. If you do not receive the sound bits contact Mary at [memdev@ssfpa.net](mailto:memdev@ssfpa.net)
- If you are interested in receiving the complete SSFPA business plan for a shared services co-operative, send your request to [frank@ssfpa.net](mailto:frank@ssfpa.net).

#	MOTION
1	<b>Co-chair’s Reports</b> Pattie Whitehouse moves acceptance of her report as posted. Godfrey Ferguson seconds.
2	Godfrey Ferguson moves acceptance of his report as posted. De Maere seconds
3	<b>Treasurer’s Report</b> Neil De Maere moves acceptance of his report as posted. Pat Reichert seconds Neil De Maere moves acceptance of the financial statements of 2002. Pattie Whitehouse seconds. Neil De Maere moves acceptance of the financial statements of 2003. Ken Stefanson seconds
4	Neil De Maere moves that the Board of Directors be directed to engage the services of an accounting firm to carry out a ‘ review engagement’ ( a less costly form of accountability than an audit) of our financial affairs for the year 2004 and report to members in 2005. Pattie Whitehouse seconds
5	<b>Co-ordinator’s Activity Report</b> Frank Moreland moves acceptance of his report as posted. Pattie Whitehouse seconds
6	<b>Membership Report</b> Mary Murphy moves acceptance of her report as posted Godfrey Ferguson seconds
7.	<b>Food Safety Committee Report</b> Philip Watney moves acceptance of his report as posted Donna Dennison seconds.
8	<b>Bylaw amendments</b>
9	Moved by Donna Dennison and seconded by Dale Sokoloski to amend the bylaws using gender neutral language throughout to replace the existing masculine gendered terms.
10	Pat Reichert moved and seconded by Dale Sokoloski that Section 2 of the bylaws be changed to read “that the head office for the corporation is to be designated from time to time by the Board of Directors” (changed from designation of Victoria in section 2 of the current bylaws)
11	Pat Reichert moved and seconded by Dale Sokoloski that Section 14 of the bylaws be changed to read “that quorum for Members meetings be a majority of sitting board members and 10% of the general membership.” (changed from 33% of members in the current bylaws)
12	<b>Members’ Motions: (if any) To be entered Feb 7</b>
13	<b>Nominations Committee report</b> Dale Sokoloski and Marsha Andrews move acceptance of the Nominating Committee report as posted. Seconded by Godfrey Ferguson
14	<b>Election of Directors</b>
15	<b>Completion of Business: Philip Watney moves adjournment upon completion of business on February 14 at 4:30 pm (no seconder or vote needed)</b>

(Continued from page 1)

unanimous.

We can celebrate the fact that our corporate obligations have been fulfilled however; there was a learning curve. We discovered that most people had trouble with remembering their login and password. Mary helped everyone that communicated that they needed assistance but we are not sure if this helped everyone sufficiently as we do not know who voted, just that enough bona fide members did vote. From this experience we learned that our members-only service is not being well used as people are finding it to be too complicated. We will change it as soon as we can.

Secondly, although all of the motions were on links, these links weren’t attached to the actual voting page so those who wished to go back to the motion discussion as they voted had a challenge going back

and forth. Thanks to John Plough for pointing out how this problem could be overcome ‘next time’.

Thirdly, the effort the board made to encourage discussion was not successful. Clearly, the approach that was suggested by the board didn’t seem user friendly—we will try other approaches to find a way to generate the questioning that we are sure would have taken place in a face-to-face situation. As explained, the vote tally could only be accessed in summary form by our two vote counters. Treasurer Neil DeMaere was assisted by Linda Chase Wilde (see bio below). The Board felt that a former board member and the Treasurer could carry out this task together to ensure impartiality. Our two remaining former board members were unable to accommodate us at the last minute so Linda agreed to step in. As many of you remember, she was of major assistance to the SSFPA in her previous role. She carried out her responsibility of printing out the vote tally sheet and forwarding this to Pattie.

(Continued on page 8)

# MEMBERSHIP DEVELOPMENT COORDINATOR'S REPORT Submitted by Mary Murphy

## Sound Bites



- Writing occasional press releases.
- Composing or transcribing letters and other communications to members, potential members, various government agencies, and organizations.
- Composing, editing, and distributing a monthly newsletter for SSFPA, "*sound bits*."
- Reviewing and proofreading reports, proposals, and "Sound Bite" publications.
- Performing a variety of other administrative or communications tasks as required by the volunteer staff and the Board of Directors.

In April 2003, I was hired as Membership Development Coordinator by the Small Scale Food Processor Association. My wage has been paid through SSFPA's participation in an 11-month Job Creation Project, sponsored by CEDCO Victoria, in partnership with Human Resources Development Canada. This has meant that for the last ten months, I have been the Association's only paid staff member.

During this time I have worked on many aspects of SSFPA's development and operations including the following:

- Processing the registrations of new members.
- Entering information into the membership database.
- Attending most Board and Executive meetings and taking minutes.
- Attending team meetings with Frank Moreland, Sandra Mark, and other volunteers.
- Surveying members on their needs and answering their queries.
- Contacting food processors and producers in the Victoria area (CRD) and passing on the SSPFA message during a concerted Outreach Program conducted in May/June. This message stressed sustainable regional food economies and concerted group activities by those in the small-scale food sector.
- Attending other relevant workshops and meetings (such as SSFPA's Access to Finance Meeting, the CRD Regional Consultation Meeting, the BCCA conference/AGM, and the BC Community Economic Development conference).

Membership has held steady during the time of my employment. This could be seen as a negative, i.e., why has there not been more actual "development" in the membership rolls? In large part, this has resulted from a policy decision by SSFPA – not to actively embark on a membership drive until it can provide the opportunities and services its existing members have asked for. We hope that, because of our concerted efforts during the past year, SSFPA will soon have the infrastructure in place to make these desired opportunities and services a reality.

In the meantime, my role has been to solidify the membership base, assist in the smooth running of the organization, and spread the word about SSFPA and what it stands for. In terms of this last objective, the regular publication of "*sound bits*" has been a particularly useful tool. It has grown from a brief e-mail sent to a few dozen people into a frequently-updated electronic newsletter that reaches 400-500 processors, producers, retailers, government representatives, and food-related organizations every month. Several of its recipients feed back news and information to SSFPA, and each month there is more news to impart and more members in the listserve. I believe it has helped to establish SSFPA as an acknowledged source of information and inspiration to people in the small-scale food sector, and it can be a useful tool in the membership drive to come.

My contract with HRDC and with SSFPA will be ending at the end of February. By that time it will be necessary to evaluate whether or not a paid staff member can be kept on and, if so, how that wage can be paid. "*sound bits*" itself could be placed on a fee for service basis, through advertising, subscription, or both. To that end, it will soon be necessary for a formal assessment of "sound bits," and members will soon be asked to do this via an evaluation form.



As the achievements and progress made by the Small Scale Food Processor Association over the past year are covered in the other reports submitted to this Annual General Meeting, it falls to me to take on the pleasant task of acknowledging all those who have helped us arrive where we are today.

First on my list is our Board of Directors. Small-scale food processors lead busy lives; but our directors make time not only to participate in board teleconferences, but also to do the reading and research necessary to prepare for them.

Discussion is thoughtful and thorough, with the result that the decisions made, so far at least, achieve unanimous support.

The Executive Committee of the Board meets between Board meetings to make decisions about the day-to-day business of the SSFPA, to discuss and prepare recommendations on policy issues for Board consideration, and to give direction to our consultants according to Board policy decisions. The SSFPA benefits tremendously from the wide range of knowledge represented by our Executive, as well as from their commitment to consultation, co-operation and the association.

Speaking of our consultants, Frank Moreland and Sandra Mark, I would be very remiss if I didn't express our appreciation for not only their paid efforts on behalf of the SSFPA, but the many hours of volunteer time they put in to help us achieve our vision. We could not possibly have come as far as we have in the short time since we incorporated without their knowledge, creativity and dedication.

We have been fortunate, too, to benefit from the hard work of Clare Yazganoglu and Maria Stepanyk, students of Sandra's from UVic's School of Social Work who have been doing a practicum with us, gathering and organizing much of the information that we have used to inform our decision-making.

Much of that information has come from the various meetings and studies the SSFPA has organized and undertaken, and we are indebted to the many volunteers who have participated so willingly in them.

The Field to Table events held in 2003 were invaluable as sources of information and providers of networking opportunities for small-scale food processors. We are indebted to the local sponsors of these events both for their efforts in putting them on and for their ongoing support and interest.

Those regional hosts are: Lillooet Learning Communities Society, Lifecycles Victoria, the Peace Value Added Ag & Food Association, BC Association of Farmers' Markets and Community Futures Development Corporation South Fraser. We have had amazing support from our organizational

partners. Many thanks to:

- CEDCO Victoria, for the partnership that has allowed Mary Murphy to work with us as our Membership Coordinator. Mary has taken on a sizable portion of the workload of the SSFPA, and we are lucky to have her competence and capability on our side.
- Farm Folk/ City Folk for their strategic assistance, and the work they've put in to create an ongoing relationship with the SSFPA.
- Growing Green for their support of our work, their advocacy on behalf of the small-scale processor, and their assistance in identifying key legal issues that affect small-scale processors.
- The B.C. Co-operative Association for their partnership, allowing us to hold, as a part of their founding annual general meeting, a one-day symposium to study co-operative options. A feature of that symposium was an address by Terry Ackerman, general manager of OntarBio Organic Farmers' Co-operative. Our thanks to Terry for the inspiration and encouragement he provided.

Much of what we've accomplished would have been impossible without the funding assistance we have received. Many thanks to 2003 funders:

- The Community Economic Development Technical Assistance Program (CEDTAP), which provided funding for our business plan development.
- VanCity Credit Union, which has supported us not only with core funding, but through hands-on involvement with us in our efforts to smooth the path to finding finance for our members.
- Investment Agriculture Foundation funding contributed to the SSFPA business case that is now being used for developing a business plan.

Thanks as well to the Ministry of Food and Fisheries, and in particular, Food Industry Specialist Debbie Hellbach, for the assistance provided in supporting our Board teleconferences. A lot of hard work has gone into bringing the SSFPA to the exciting position we find ourselves in today, with most of the groundwork behind us, poised to begin bringing our vision into tangible reality, steps away from providing the services and creating the infrastructure our members and other small-scale processors have told us are needed.

Certainly for me, and I'm sure at times for the others involved in doing this work, the task has sometimes seemed overwhelming, the barriers insurmountable, the challenges too great.

What has kept us going has been the enthusiasm of small-scale processors, our members and those we hope will soon become members have shown for our work. Their interest, their support, and above all the heartening energy they bring to SSFPA events.

I never fail to be inspired and re-energized when I get together with other small-scale processors. With that foundation to build on, how can we do anything but achieve the greatest heights?

Pattie



The SSFPA first began its interactions with Investment Agriculture Foundation (IAF) by participating in a forum called by IAF on October 9, 2002. Out of this a Steering Committee was formed, with its first meeting at the BC Institute of Technology on October 30, 2002. One of its primary mandates was to determine how the IAF should distribute a \$1.5 million dollar fund to support the food-processing sector in British Columbia.

The objectives to be considered by this committee were to:

1. Consider input from the October 9/02 forum and confirm the committee terms of reference.
2. Identify the Industry needs and issues that an umbrella organization might address.
3. Identify the major challenges facing development of an umbrella organization.
4. Identify the target groups and strategies for ongoing communication and participation.
5. Prepare an outline of the committee work plan.

The Steering Committee chose Pieter Vanderpol as its Chair, and then prepared a REQUEST FOR PROPOSALS so a consulting firm could be chosen to assist in further planning. At subsequent meetings, consultants from two firms were selected and asked to work together. Each displayed certain characteristics and strengths that seemed best to address the required issues. These very able people were Dan Wong and Valerie Jenkinson. The reports prepared by them included

interviews of many of the members of the SSFPA, and the principle consultants Frank Moreland and Sandra Mark.

The results have been illuminating for me. Many of the strategies that the consultants brought to the IAF Steering Committee, are actually strategies the SSFPA already has in planning stage, implementation stage, or ready to be evaluated for further development, like the Living Inventory. In fact, the majority of the objectives that are currently in the SSFPA business plan are items the IAF Steering Committee is including as strategies to support with the processors' Ag Futures Fund.

There were several steering committee meetings (usually at the Sheraton in the Guilford Mall, Surrey), two telephone conferences, and one in-depth questionnaire. All the travel costs were paid by IAF with some costs for telephone etc. born by the Writer. There was no remuneration for services.

The next meeting of the IAF Steering Committee is February 11, 2004. This committee requires some things from the SSFPA in March, and they are:

1. A letter of support from the SSFPA for the Strategic Plan For the Food and Beverage Processing Industry submitted by the BC Food and Beverage Processors Steering Committee towards 1.5 million dollars available from the Agri-Food Futures Fund.
2. A recommendation for a SSFPA board representative for the proposed BC Food Processing Council. Council member's expenses **WILL NOT** be covered by the Council until such time that funds are available. Quarterly meetings are anticipated.
3. A recommendation for a SSFPA board or member representative for the adjudication committee of the BC Food Processing Council to adjudicate proposals coming in towards fulfillment of the strategic plan. Adjudication committee's expenses **will be** covered by the administrator of the fund (IAF was selected as the administrator by the committee)

Respectfully,  
G. Ferguson, co-Chair

### Treasurer's Report

Since joining the Board of Directors and Executive of the SSFPA, in September, a number of activities have taken place to help move the SSFPA forward. Over the course of the last 4 months we have had the opportunity to go through our financial records and ensure that all of our records are correct and up to date. A thorough analysis of SSPFA monies has also been done on a project by project basis. The following projects have been undertaken by the SSFPA and have come in on a balanced budget:

- SSFPA Market Scoping
- Field to Table
- SSFPA Capacity Building
- The June 2003 Conference
- CEDTAP Travel

In addition to the above listed projects, the financial status of the SSFPA's Business Plan Development project is also looking very positive.

The past number of months has also yielded the opportunity to closely examine our 2002 financial records. I am pleased to report that these documents are in line, and accurately represent the business undertaken by the SSFPA in that year.

Neil DeMaere  
Treasurer



I am writing this report as the project coordinator for the SSFPA, and yet I also realize I could not coordinate so much without the collaboration with my partner in business and life, Sandra Mark.

The Small Scale Food Processor Association (SSFPA) strategy includes benchmarks, so a snapshot of the SSFPA was published January 10, 2003 to indicate to the public at large, the SSFPA Vision, the Current Activities and answers the question 'What does the SSFPA bring to the Community?' As you read the activities that were coordinated during 2003, consider how the SSFPA has achieved, or is in the process to achieve, the one-year goals as stated January 10, 2003.

#### **One-Year Goals**

Develop a strategic plan; Conduct baseline industry research; Establish an information clearinghouse; Develop a communications plan; Define geographic food cultures; Build strategic partnerships; Develop and promote commercial kitchen incubator support program; Develop advocacy strategy regarding regulations. See <http://www.ssfpa.net/Documents/Vol2Iss1.pdf>

The planning for the Field to Table workshops was reported for the year 2002 AGM. The actual first Field to Table workshop was in Rycroft Alberta on January 16-17, 2003. Our regional host was the Peace Value Added Ag & Food Association. As with all of the workshops, the process we used was to record participants' quotes on sticky paper, draft the exact quotes into headings and circulate with participants for approval to use the quotes. Next, the Victoria Field to Table workshop was held January 21, 22, 2003 in partnership with LifeCycles Victoria. The Lillooet Field to Table workshop was held February 10, 11, 2003, hosted by Lillooet Learns at the Fountainview Academy. And the Mission Field to Table workshop was held March 7-8, 2003, hosted by Community Futures Development Corporation of South Fraser, in partnership with the BC Association of Farmers' Markets.

The results of the Field To Table workshops are that about 150 participants helped identify a SWOT analysis for the infrastructure needed for small-scale food processors. We documented what each region thought were the infrastructure issues for them, and we looked at those Strengths, Weaknesses, Opportunities and Threats. The SSFPA Strategic Business Case was published from these regional feedback loops. The Living Inventory was introduced, and people were encouraged to use it for decentralized informal peer-to-peer networking. (With the added bonus that the Living Inventory is

now being used for the Innovative AGM electronic voting process.)

The SSFPA also was able to introduce the AFIF Margins Software. It is a business tool for food processors that helps during operations, and can be used for 'what-if' scenarios. This software is now part of the SSFPA business plan. Jodi Koberinski reviewed the demonstration program and reported how it worked for her at <http://www.ssfpa.net/Documents/Vol2Iss3.pdf>

One outreach project required very minimal time on my part, and is a great pilot on how regions can begin to self-organize. Mary Murphy, Clare Yazganoglu, and Maria Stefanyk conducted outreach calls and visits throughout the month of May 2003. They spoke to over 100 producers and processors on the Saanich Peninsula. If you are wondering how to organize your region, I highly recommend this report. <http://www.ssfpa.net/Documents/June%20th%20Vol2%20Iss9.pdf> The Siska Traditions team attended the Lillooet Field To Table workshop, and invited us to attend a 'Search' workshop a few months later, that included many Fraser Valley First Nations, and different levels of government. Our presentation was the SSFPA strategies and how there may be opportunities for partnership in the future.

The SSFPA was also represented at the Sto:lo Nation Agricultural conference. Discussions have continued and Sandra and I met with an Aboriginal Group that is interested in organizing and collaborating with the SSFPA strategies. They are planning a March meeting, with Sandra and I invited as presenters, to explore the possible partnership issues. I coordinated the logistics for the finance meeting, with Sandra getting the right people to attend. The Access to Finance meeting was held at the VanCity Head Office in Vancouver on June 11, 2003. The purpose of the meeting was for participants to gain insight on how to overcome access to finance problems for small-scale producers/processors. This report will be revisited once the SSFPA business plan is complete to look at next steps. See <http://www.ssfpa.net/Documents/June%2011%20Vol2%20Issue%2010.pdf>

In one week in June 2003, we had the Victoria outreach meeting, the Access to Finance meeting, and at the end of the week, on Friday the 13<sup>th</sup>, the workshop in partnership with the BC Co-operative Association. The "Co-operation and the Small Producer: Creating Regional Food Economies" presentation gave SSFPA a strategic opportunity to put forward its vision for small and regionally-based food economies. And, just as importantly, it enabled a large, diverse and motivated group to learn about this goal and discuss how it can be developed. An important MOU with FarmFolk/CityFolk was signed at this meeting, that is a general agreement to partner when feasible to achieve common mission objectives. See <http://www.ssfpa.net/Documents/June13Vol2Iss11.pdf>

Sandra and I were hired as consultants to work with the West Coast Learning Network and the Bamfield Huu-ay-aht Community Forest Society in a three-day symposium (May 29-31, 2003) on non-timber forest products and small-scale food processing business opportunities for Bamfield residents. We helped them in their community organizing efforts, and we presented how the SSFPA was addressing some of the same challenges the non-timber forest product sector is identifying. See <http://www.ssfpa.net/Documents/Vol2%20Iss12%20Bamfield.pdf>

*(Continued on page 8)*



## Farm Gate to Dinner Plate Conference Identifies Small-Scale Food Safety Challenges.

Driven mostly by trade requirements and liability issues, Canada's major commodity groups and large food processing companies have addressed food safety issues. They have had relatively little difficulty in determining food safety risks and putting effective programs in place to minimize this risk. They have had the resources to do this well. Unfortunately, the same does not appear to be true for the smaller players in Canada's food industry. Recently, several trial programs for small-scale producer and processor have been completed. Three major obstacles to the implementation of food safety programs for small operators were identified. The first obstacle to getting smaller producers and processor to implement food safety is one of attitude. The real importance of food safety often goes unrecognized; with public interest in food safety is often interpreted as a media-driven fad. However, food safety is a real concern that is here to stay. A combination of globalization, increased media exposure, better scientific detection methods, and increased liability issues will cause people who purchase and consume food products to be more and more wary. Increasingly, the only way to assure them of your product's safety will be to show them a proactive food safety program. Simply put, in the future if you do nothing you will lose sales. Many owners/managers already understand this and are on side. For instance, they can often clearly see that their efforts in managing food safety can generate other savings. The problem often comes when employees do not feel that they need to fully participate. All of the trial programs have shown that if you do not get all employees motivated, your program is bound to fail. This is why voluntary, industry-developed plans are viewed as being more likely to succeed than enforced bureaucratic ones. The second problem for small-scale food safety is that programs are often too complex or impractical for day-to-day use. This is (understandably) often the source of poor employee attitude; it is also the reason that many very enthusiastic companies' HACCP plans have fallen into disuse. To make things worse, the use of incomprehensible terms like HACCP, FSEP, or GAPs and GMPs in describing food safety programs has caused many to ignore it all in the hope that it will go away if ignored. Again and again, groups implementing food safety programs have found that it is better to start simple and slowly build a

complex plan than to start complex and lose momentum right away. The final obstacle is one of resources. Food safety often loses to other competing demands on the limited resources of the small-scale producer. Most small-scale food producers are in a tough labour of love, where they wear a dozen hats and work over 70 hours a week. It is easy for them to consider food safety to be secondary to marketing or sales. There is a limited amount of time, manpower and money available to small producers for developing and maintaining a food safety system. Food safety is just another program, competing for attention with Environmental Farm Plans, Identity Preservation/traceability paperwork, taxes, licences, animal welfare or organic requirements, and government inspections. With increasing demands (and paperwork), owners are rightly wondering how they can pay for it all. Previously the increased cost of having higher quality or safety would be offset by increased price premiums or increased market access. Now, a higher standard is the norm, and the price premiums offered have almost disappeared. So what can be done to overcome these obstacles? For producers and processors the trials have shown that practical, more straightforward food safety plans are easier to implement. This in turn creates more buy-in from all levels within a company. Very recently, there have been several very good models developed specifically for small companies. Nova Scotia small-scale farm producers have successfully used simple OFFS, plans modeled after the Canadian Horticulture Council plans. For small processors, the most promising food safety model is the Ontario Ministry of Agriculture's "HACCP Advantage" program. Currently undergoing a 'Proof of Concept' trial in industrial use and validation within the government, this program is expected to rollout and be available for use in 2004. This is a very straightforward HACCP-Based model that is easier to use than most, while still being complete and meeting regulations. But what about the lack of resources? There are concerns from large and small producers about the resources needed to implement and sustain food safety programs. The days of governments footing the bill are gone, replaced by member-supported industry initiatives. The costs have been shifted to the producers, and as mentioned before, the price premium that used to be fetched for having these programs is disappearing.

## BC Food Quality and Safety (FS&Q) Initiative Offers Funding Support.

The BC Food Quality and Safety Initiative is a new Agri-Food Futures Fund, established to assist small-scale producers and processors financially with their food safety programs.

The three main goals of the initiative are to:

- Develop and deliver education and awareness programs to BC's food industry
- Facilitate and promote the development and delivery of recognized safety/quality standards and programs to the BC food industry
- To research and prioritize food safety risks

This \$1.7 Million dollar joint federal/provincial trust fund will be disbursed over the next five years, with funds available from spring 2004 to 2009. These funds will be used to match industry contributions dollar for dollar. However, since this fund has small-scale producers in mind, genuine "in-kind"

*(Continued on page 8)*

*(Continued from page 2)*

Pattie declared that Neil's and Linda's record were identical, thus closing the voting process.

We welcome any further questions or comments about the electronic AGM. Please be in touch with Neil, Frank or Mary who are collating comments. Many people were enthusiastic about this idea but not really sure about how it would work—and some were puzzled about the whole idea. We are learning together!

frank@ssfpa.net memdev@ssfpa.net  
ndemaere@uvic.ca

### **Linda Chase-Wilde mini-bio:**

I was with Ministry of Agriculture, Food and Fisheries from Nov.1991 to Mar.01, starting in regulated marketing policy (working with the regulations governing marketing boards) and moved on to the Food Industry Branch, where I began work with small scale food processors - and met Sandra and Frank. I supported their efforts that led to the first conference of small-scale processors in Richmond - spring 01. This was the origin of the SSFPA. While with MAFF, I also collaborated with the Northern Development Commission to develop a tool for assessing community needs for a small-scale commercial kitchen facility. Mar/01 - Sept.01 I managed The Co-op Advantage program in the Ministry of Community Development, Cooperatives and Volunteers. Sept.01 - Now I've been with the Ministry of Small Business and Economic Development (formerly Competition, Science and Enterprise), where I do policy work in a variety of topics related to competitiveness, including film and air policy.

*(Continued from page 7)*

contributions of time, labour and materials may be considered to be the same as a cash contribution. Interested groups will be required to submit an application (available by summer 2004), including details of the plan's goals and financial particulars. Projects approved by the FS&Q committee will then receive funding, subject to continued monitoring and auditing.

To view the initial work of the FS&Q steering committee and the strategic plan for delivery of this funding, please visit the BC Agriculture Council's website at <http://www.bcac.bc.ca/Announcements.asp>.

To be put on a mailing list for an e-mail update and application when the program is formally in place, please send a message to [philipwatney@foodaudit.com](mailto:philipwatney@foodaudit.com), with the subject line: FS&Q mailing list.

*(Continued from page 6)*

We were also hired as consultants by the BC Farm Womens' Network in October. Saving the family farm and the agricultural lifestyle was the focus of this conference. Local processing of beef and other products, stemming rural population decline, and dealing with the special issues of farm women were among the themes. The SSFPA strategies being developed was shared with them so they can consider future partnerships with the SSFPA. See [http://www.ssfpa.net/Documents/Farm\\_Women\\_Vol2%20Iss15.pdf](http://www.ssfpa.net/Documents/Farm_Women_Vol2%20Iss15.pdf)

I continue to meet with the Food Processor Alliance of Canada, and as a group of provincial associations, we are looking at incorporating as a national non-profit so we can apply to national programs that are now exclusively for producers. There is national support for producers, but no support for processors, with the exception of Quebec.

yours frankly  
Frank Moreland



### **Team Meeting showing the SSFPA value of Celebration**

(from left to right)

Maria Stefanyk  
Clare Yazganoglu  
Sandra Mark  
Mary Murphy  
Frank Moreland

The newsletter with a vision  
of regional food sustainability

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## Sound Bites

### **Mission**

The Mission of the SSFPA is to represent the interests of small-scale food processors by:

- ❶ Establishing an industry identity
- ❷ Supporting regionally based small-scale food processor systems
- ❸ Providing relevant and timely information
- ❹ Advocacy for supportive policies
- ❺ Creating programs to support development and growth of small-scale food processors.

### **SSFPA Values**

**Project by project, viability will be determined on the basis of the following Values of the SSFPA:**

**Food safety**

**The right to a living wage**

**Food security for all**

**Regional capacity**

**Collaboration and co-operation**

**Sector support**

**Best nutritional quality possible**

**Local community sustainability**

**Celebration to mark milestones**