

January 3, 2012

2012 Competition Consolidation Schedule

The WCO will be consolidating wines for select international and domestic competitions. The memo including details and dates will be distributed to wineries by Monday, January 9, 2012. For more information contact Linda Watts.

Export Seminar

Are you interested in exporting to international markets? Exports play an increasingly important role in Ontario's economy and it could play an important role in the future of your company.

PROFIT International

January 24 & 25, 2012

Ontario Investment & Trade Centre

250 Yonge Street, Toronto, Ontario

Early Bird Pricing Available Now

The two-day seminar, **PROFIT International**, is intended for Ontario-based manufacturers of consumer oriented food and beverage products who wish to expand their export sales into international markets.

PROFIT International is an extension of our long running new-to-exporting seminar, PROFIT, which focuses on exporting food products to the US. PROFIT has been successfully running for over 25 years and hundreds of Ontario food manufacturers have benefited from attending. The **PROFIT International** program is intended to take this success and focus on key international markets outside of the US (e.g. Mexico, Japan, China etc.). The program will include a series of presentations from industry experts over a two-day period.

General Sessions

- ☐ Canada Branding program
- ☐ Following a retailer internationally...the Walmart example
- ☐ Global food safety
- ☐ Government support & funding
- ☐ How to incorporate international trade shows into your export strategy
- ☐ International cash flow
- ☐ Strategies for export market development
- ☐ Working with a freight forwarder & consolidator

Market Specific Session

- ☐ Situation Western Europe
- ☐ Situation Developing Markets for Canadian Foods (India & Middle East)
- ☐ Situation Mexico & Latin America
- ☐ Situation Asia

OMAFRA Food Processors' Workshops

OMAFRA will be holding a number of ***Good Manufacturing Practices workshops for Ontario food processors*** in the new year. These workshops explain food safety practices and help processors apply them at their facility. Using real-life, practical examples, attendees will learn how to improve food safety where they work from objective instructors with industry experience. The following 2 workshops run from 9:00a.m. to 4:00p.m., and cost \$45.00 plus HST:

Sanitation and Pest Control

Learn the importance of: an effective sanitation program, the 7 Sanitation Steps to minimize food safety hazards and apply them in your facility, the significance and incorporation of a pre-operational inspection and the strategies for pest identification and prevention activities.

- February 8, 2012 – Guelph, ON
- February 15, 2012 – Mississauga, ON

Preventative Maintenance & Calibration, Environment

Learn how to apply preventive maintenance and calibration practices to the equipment and devices in your facility that may impact food safety and how to implement practical control measures to address interior and exterior areas of concern in your facility.

- March 19, 2012 – Guelph, ON

In addition, you may book a **FREE** one-on-one session with a Guelph food safety advisor to review good manufacturing practices, HACCP, traceability and food defence plans specific to your facility, obtain tools to train your employees or practice preparing for an audit.

For more information on workshops or the one-on-one sessions, contact info is:

Telephone:	1-877-424-1300
E-mail:	advantage@ontario.ca
Website:	www.ontario.ca/foodsafety

Friends of the Ontario Hostelry Institute:

As the holiday season approaches and the demands on our time are increased, a reminder regarding the 2012 TOP 30 under 30 nominations is very much in order. The closing of nominations for this important accolade, December 31st, is fast upon us.

Please take a moment now to access the OHI site and make that nomination by clicking on www.theohi.ca

CBC Television is looking for more participants for the show “The Big Decision”.

Please see attached document for full details. Please feel free to call or email Katie Cumbie with any questions.

Also, if you like, follow them on Twitter @thebigdecision or check them out on Facebook.

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