



## Canadian Poultry and Egg Processors Council

Conseil canadien des transformateurs d'œufs et de volailles

### HIGHLIGHTER

November 19, 2020

#### CPEPC February 2021 Meetings



The meetings will be held by tele/videoconference.

Processor members and government and supply management agency representatives who attend regularly will receive the meeting information automatically and do not need to register.

Associate members are invited to attend the open portions of the Joint Egg, CHF (hatcheries), FPPAC (poultry further processing), Turkey Primary, Chicken Primary and Joint Poultry meetings. No-charge [registration](#) is required for associate members so the sector / committee managers will know they are attending.

Times are approximate and subject to change.

#### Wednesday, January 27

Chicken Primary - 1:00 PM - 4:00 PM

#### Thursday, February 4

CHF - 1:00 PM - 4:00 PM

#### Thursday, January 28

FPPAC - 1:00 PM - 4:00 PM

#### Friday, February 5

Joint Poultry - 1:00 PM - 3:30 PM

#### Monday, February 1

POTC Day 1 - 1:00 PM - 3:30 PM

#### Monday, February 8

Egg Grading - 12:30 PM - 2:00 PM  
Egg Processing - 2:30 PM - 4:00 PM

#### Tuesday February 2

POTC Day 2 - 1:00 PM - 3:30 PM

#### Tuesday, February 9

Joint Egg - 1:00 PM - 3:30 PM

#### Wednesday, February 3

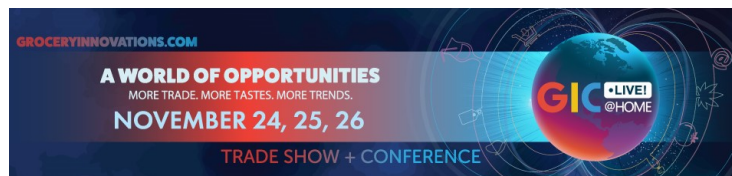
Turkey Primary - 1:00 PM - 4:00 PM

#### Wednesday, February 10

CPEPC Board - 1:00 PM - 3:00 PM  
(Directors/staff only)

#### Grocery Innovations Canada 2020 Virtual Trade Show & Conference

The Grocery Innovations Canada [GIC LIVE @ HOME trade show & conference](#) will be held virtually November 24, 25 and 26, 2020. The keynote speaker will be Matthew Boswell, Commissioner of Canada's Competition Bureau, who will speak about issues that have been prominent in the industry over the last few months, such as the the Grocery Code of Conduct, retail chain demands on suppliers and pandemic pay.



Other sessions include:

- Retail Foodservice with Gina Acosta from *Progressive Grocer*
- Data with Margaret Ngai from Connector42
- Content Creation with Deborah Sharpe from McCormick Canada

On Nov. 24, CPEPC President and CEO Jean-Michel Laurin will take part in a pre-recorded panel discussion around supply during the pandemic with Mary Robinson from the Canadian Federation of Agriculture and Mathieu Frigon from Dairy Processors of Canada. The session will take place Nov. 24 at 3:30 PM and will be moderated by Gary Sands, CFGI's VP Government Relations.

[Download the full schedule](#)

[Register](#)

[Exhibit](#)

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### Revamped CanExport program will help small agri-food businesses

In light of the challenges presented by COVID-19, the Government of Canada on November 6, 2020 announced the Canadian Trade Commissioner Service's CanExport SMEs program is pivoting to better support small- and medium-sized businesses by covering some of the costs associated with developing and expanding their e-commerce presence, attending virtual trade shows and other business-to-business events and, help them to navigate new COVID-19-related trade barriers.

CanExport SMEs offers small- and medium-sized businesses up to \$75,000 to assist with international market development activities in markets where they have little to no sales. Since international travel is currently restricted due to COVID-19, these new measures will help many of the agri-food businesses continue to promote their products internationally.

[Read more](#)

### Le programme CanExport amélioré aidera les petites entreprises agroalimentaires

À la lumière des défis présentés par la COVID-19, le gouvernement du Canada a annoncé le 6 novembre 2020 que le programme CanExport PME du Service des délégués commerciaux du Canada sera adapté pour mieux aider les petites et moyennes entreprises à assumer certains des coûts d'établissement et de renforcement de leur présence commerciale en ligne et de participation aux salons professionnels virtuels et à d'autres événements interentreprises, ainsi qu'à surmonter les nouveaux obstacles commerciaux liés à la COVID-19.

« CanExport offre jusqu'à 75 000 \$ aux petites et moyennes entreprises pour les aider à mener des activités de développement sur les marchés internationaux où leurs ventes sont négligeables ou nulles. Comme les voyages internationaux sont actuellement restreints en raison de la COVID-19, ces nouvelles mesures aideront de nombreuses entreprises agroalimentaires à continuer de faire la promotion de leurs produits à l'échelle internationale.

[En savoir plus](#)

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## Confidence in Canada's Food System at an All-Time High



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

*Despite a global pandemic, Canadians are trusting and optimistic about their food*

According to new research from the Canadian Centre for Food Integrity (CCFI), Canadians are optimistic about their food supply, even as Canada's food system faces exceptional pressure and public scrutiny due to the global pandemic of COVID-19 in 2020.

The recently-unveiled 5th edition of the [2020 Public Trust Research Report, Trends in Trust & The Path Forward](#) indicates that of the 2,903 Canadians sampled, the proportion of Canadians who feel that Canada's food system is headed in the right direction has reached a five-year high. 47% of Canadians are confident about the overall direction of

the food system, after a significant 12-point increase compared to 2019.

[Read more](#)

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## Canadian Centre for Food Integrity Webinar - Exploring the 2020 Public Trust Research

The Canadian Centre for Food Integrity (CCFI) is presenting a webinar, [Exploring the 2020 Public Trust Research](#), Wednesday November 25th, 2020 at 1:00 p.m. EST. This webinar will examine the 2020 Public Trust Research results and provide insights into how the metrics can be utilized to inform the food system's public trust initiatives. Following the webinar, a panel discussion will be held with CCFI's Research Advisory Council to discuss the key perceptions.

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## Piller's Fine Foods plans \$19.1M expansion in Brantford, Ontario

Piller's Fine Foods has announced plans for a \$19.1 million expansion to its processing facility in Brantford, ON.

The city said November 5 in a news release that Piller's Fine Foods planned to build a 27,000 square foot addition with automated processing equipment and more production equipment.



The facility currently employs 130 full-time staff, but that number is expected to rise to 145 once the addition opens. After starting the project last month, officials expect it to be up and running by Q4 in 2021.

[Read more](#)

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## Maple Leaf Foods Ranked Second Globally in 2020 Collier FAIRR Protein Producer Index of Environmental, Social and Governance Performance

One year after achieving carbon neutrality, Maple Leaf Foods ranked second globally in the Collier FAIRR Protein Producer Index, the world's only comprehensive sustainability ranking of the 60 largest publicly traded animal protein producers

Maple Leaf Foods Inc. announced November 12, 2020 that it has been ranked second and one of only three 'low risk' investments globally in the 2020 Collier FAIRR Protein Producer Index, marking another key step in the organization's purposeful journey to become the most sustainable protein company on earth.

The Collier FAIRR Protein Producer Index is an award-winning environmental, social, and governance (ESG) ranking of the world's 60 largest publicly traded protein producers. Companies are assigned scores against ten sustainability factors including: governance, greenhouse gas emissions; deforestation and biodiversity loss; water scarcity and use; waste and pollution; antibiotics; animal welfare; working conditions, food safety, and alternative proteins.

[Read more](#)

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## Associate Member Spotlight

Associate members play an important role in our success as an association. The *Highlighter* now includes short associate member features highlighting the work they do to support our industry.

## Riverdale Poultry Express

Riverdale Poultry is the leading live haul and catching service provider in Ontario. We exist to “FEED THE COUNTRY” – a purpose we’ve been proud of for 65+ years, and especially so in a global pandemic. We deliver a critical service to major poultry processors, and we believe in:



- “Get it Done Right” – We get the job done. The right way. Probably the hard way.
- “Learn to Improve” – We’ve always focused on perfecting our craft. Each day is an opportunity to learn and push the yardstick
- “Accountability to All” – We’re accountable to all stakeholders – our team, customers, growers, animals, industry partners, and our communities
- “Kick Ass and Have Fun!” – We do whatever it takes to win, but never compromise safety, animal welfare, integrity, or our values.

Let’s talk. 519-669-5168.

## Tewari De-Ox Systems, Inc.

**TEWARI DE-OX SYSTEMS, INC., has commercialized its GAME-CHANGER, Zero-OxTech® SHELF-LIFE EXTENSION PROCESS [12+ US/CANADA/INTERNATIONAL Patents] with CANADA as well as overseas meat packers. The process preserves the natural enzymes within meat & poultry and as a result extends the shelf-life by NATURAL & ORGANIC means.**



**Zero-OxTech®** is an economical and revolutionary packaging process that extends the shelf-life of your fresh chilled CASE-READY PORTION meats, UPTO 70+ days, reducing your risk of spoilage during storage, transportation and retail sales, and 12-20+ days for chilled poultry, depending whether full-bird or parts, with or without PAA. With the **Zero-OxTech®** shelf-life extension process [patented and regulatory approved (FDA, HEALTH

CANADA, CFIA, and MIDDLE-EAST)], there will be a positive change in your distribution systems and market expansion.

See [advertisement 1](#) and [advertisement 2](#) for details. For more information, please contact Dr. Gaurav Tewari at [gtewari@tewarisystemsglobal.com](mailto:gtewari@tewarisystemsglobal.com).