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Calgary Co-op is improving their food business with curated, local offerings and a winning shopping experience.

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publisher's perspective

FreshCo Rolls Out Across the West



For years now, analysts have been bemoaning the lack of a Sobeys discount banner in Western Canada. Well, the wait is now over. Sobeys has finally launched the FreshCo banner in the West!

The roll-out of FreshCo gives Sobeys better access to a market that had eluded it in the West previously and provides a partial solution to the problems that had arisen after the merger with Safeway in that most of the FreshCo locations are either re-opened stores that had shuttered or under-performing stores that are being converted. The company has been struggling since it bought Safeway back in 2013. The transition has not gone smoothly. Sales have fallen, profits have dropped, and Sobeys has lost a significant amount of market share since then. Last summer, many of the struggling stores were closed.

In Winnipeg, where two FreshCo stores just opened, competing firm Loblaw's opened discount stores in Winnipeg in 2015, converting four Extra Foods groceries into No Frills outlets. Sobeys launched FreshCo in Ontario in 2010 and now has 92 stores in that province.

Discount grocers appeal to customers whose prime concern is price. The stores claim to offer lower prices by cutting services and product selection to reduce costs. Customers are also required to bag their own groceries. Such stores tend not to have in-store delis and bakeries, like conventional grocers, although there will be some butchering at FreshCo. They mostly sell meats and bakery products from an outside supplier. FreshCo will try to be different from other large discount grocers such as Walmart and Superstore by being smaller and easier to enter and leave, like a convenience store.

Will this be the panacea Sobeys management is looking for?

It should be remembered that Sobeys did operate a discount store in Winnipeg before under the Price Chopper banner. This closed two years ago but was divested by Sobeys with the Safeway merger. Since Michael Medline was hired by Sobeys as CEO to initiate a major turnaround plan, there is little doubt that significant results have been achieved. Indeed, the Globe and Mail announced Medline as 2018 CEO of the Year because of how he has already transformed the company's structure and culture, drove sales, stabilized margins and improved bottom-line results and share price. Not only did he set the strategy to expand the FreshCo banner to the West, he also invested in a partnership with Ocado to build a top-notch e-commerce solution and led the purchase of Farm Boy, one of the fastest growing food retailers in Canada.

So, in short, FreshCo is the way forward for the company in a rapidly changing western market. But whether significant market share can be re-built will be seen because there are certainly other players who have their eyes firmly set on building their share in the West as well.

Frank Yeo, Publisher & Editor



Robin Bradley
Associate Publisher &
National Account Manager
rbradley@mercurypublications.ca



Melanie Bayluk
Western Account
Manager
mbayluk@mercurypublications.ca

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market update

FreshCo Rolling Out in Western Canada



The first FreshCo location in Western Canada opened its doors in Mission, British Columbia. FreshCo is a discount grocery store that focuses on lowering food prices to help Canadians make every dollar count. FreshCo stores offer high-quality, fresh food at lower prices. The store features a bright and inviting store concept and layout that makes shopping the store and finding great savings easier.

The Mission FreshCo location is the first of 12 locations that are scheduled to open in Western Canada this year. Store construction and renovation timelines may modify the roll out schedule slightly.

"Canadians know the value of a dollar and so do we," said Mike Venton, general manager, discount. "Customers in Western Canada have been telling us they are hungry for discount shopping options and we're excited to introduce them to FreshCo one community at a time. Our FreshCo stores are bright, organized, and fully stocked with quality produce, meats, dairy, baked goods, a greater assortment of multicultural food products, and staple items from the brands customers love."

FreshCo has also just opened two stores in Winnipeg at former Safeway locations on Jefferson and Kildonan Crossing.

Bee Maid Honey Limited Welcomes New Employees to Their Sales Team



Jeri Hudson

Bee Maid Honey has announced that Jeri Hudson and Sharon Jones have joined their Sales and Marketing team. Jeri Hudson assumes the position of senior business development manager responsible for Costco West business, national UGI management, western regional accounts and Vancouver Island broker management. Hudson will also lead key international business development.



Sharon Jones

Save-On Foods Invests in Three Calgary Locations Within a Single Quarter

Western Canada's largest grocery retailer celebrated the grand opening of its seventh location in Calgary on Friday, March 29th in the Hunterhorn neighbourhood. This marks the second of three openings under the company umbrella within a single quarter. Save-On-Foods opened a location in Calgary's TransCanada Centre on February 9th and will be opening Urban Fare (whose parent company is Save-On-Foods) on April 26th. Additional locations at University District and Trinity Hills are already in motion.



These three stores, combined with the other Save-On-Foods locations, are providing more than 1000 jobs for Calgarians. With Calgary being the country's fourth largest city and the second largest market in Western Canada, it is strategically important for Save-On-Foods to continue to invest in the city with not only brick & mortar stores but through an expanded e-commerce network. Their e-commerce network allows customers the option of both at-home delivery or in-store pickup depending on the location.

For more information on Save-On-Foods, their waste diversion programs and progress on openings, please visit: <https://www.saveonfoods.com>.

Great Little Box Company Named One of Canada's Top Small and Medium Employers of 2019

Great Little Box Company Ltd. (GLBC) has again been recognized as one of Canada's Top Small and Medium Employers of 2019. This annual competition organized by the editors of Canada's Top 100 employers, has selected GLBC as one of the companies to be recognized for this coveted award. This annual award recognizes the small and medium enterprises that offer Canada's best workplaces and forward-thinking human resources policies.



Western Canada's largest goat dairy supplier

www.happydaysdairy.com

Mondelez International Welcomes Martin Parent as President of Canada Business Unit

Mondelez International has named Martin Parent as the president of Mondelez Canada, responsible for the oversight of the company's new Canada Business Unit. In his new position, he will lead one of Mondelez International's biggest markets and the second largest snacking company in Canada, with nine locations and more than 2,400 employees across Canada.

A veteran of the food industry, Parent most recently served as president and CEO of the largest Canadian yogurt manufacturer, Ultima Foods Inc. Under his direction from 2014 to 2018, the company experienced consistent improvement in market share of the branded portfolio and net sales growth, as well as leading growth for the entire category in Canada.



Martin Parent



Equal Exchange and Canadian Co-Op La Siembra Partner

Ottawa-based La Siembra Cooperative has partnered with Equal Exchange to bring small-farmer grown fair trade organic tea and coffee to the Canadian market. "Canadian consumers helped redefine what is fair for farmers of cocoa and sugar when they started supporting Camino 20 years ago. There are very few small-scale farmer tea organizations and even fewer that are democratic. These teas are a way for Canadians to once again lead meaningful change for growers in Darjeeling, Kerala, Sri Lanka, and Cederberg while advancing the standards of authentic fair trade," notes La Siembra Co-Executive Director and Equal Exchange worker-owner Tom Hanlon-Wilde.

Protein Demand Surges but There is Uncertainty and Volatility

Beef exports started 2019 with a bang! International demand is hot with beef exports up 22 per cent from last year in January and up 25 per cent in February. Big drivers have been Japan and mainland China.

Larger volumes going to Japan in the first half of the year were expected as reduced tariffs came into effect through the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Since December the Japanese beef tariff has dropped from 38.5 per cent to 26.6 per cent on both fresh and frozen beef. Countries, like Canada, that are a part of the CPTPP are now exempt from the 50 per cent tariff on frozen beef when the safeguard levels are triggered.

In March pork prices in China surged as the market had worked through the initial glut of product following the announcement of African Swine Fever (ASF). January inventories show that China has reduced their hog numbers by one million head. Smaller Chinese pork production throughout the rest of 2019 is expected to support global protein prices. However, large uncertainty on the supply

impact will contribute to volatile protein prices both abroad and in Canada – as demand for pork and substitutes is determined.



events calendar

May 21-23, 2019
Sweets & Snacks Expo
McCormick Place
Chicago, IL, USA
<https://sweetsandsnacks.com>

May 28-29, 2019
store2019
Toronto Congress Centre, North Building
Toronto, ON
www.storeconference.ca

June 2-4, 2019
IDDBA 19
Orlando, FL, USA
www.iddba.org

June 10-13, 2019
World Tea Expo
Las Vegas Convention Center, North Hall
Las Vegas, NV, USA
www.worldteaexpo.com

September 12-15, 2019
CHFA East
Metro Toronto Convention Centre,
South Building
Toronto, ON
<https://chfa.ca>

October 22-23, 2019
Grocery Innovations Canada
Toronto Congress Centre
Toronto, ON
<https://groceryinnovations.cfg.ca>

SIAL AND SET CANADA'S 16th EDITION IN TORONTO CONCLUDES WITH GREAT SUCCESS!

The 16th edition of the International Food Show (SIAL Canada) and the Equipment and Technology Sector (SET Canada), which took place from April 30 to May 2 at the Enercare Centre in Toronto, has just closed its doors on a real success! During the three days of the show, the major players in the agri-food industry set a record for attendance in Toronto, with growth of almost 10 per cent compared to 2017. With nearly 80 conferences and activities, SIAL Canada, the only "One Stop Shop" in the industry, is once again a must-attend event for the agri-food sector.

With 1130 exhibitors and brands from more than 50 countries spread over 280,000 square feet and some 25,106 professional visitors from over 60 countries, this edition of SIAL Canada and SET Canada topped records again both in terms of suppliers and visitors. According to Xavier Poncin, SIAL Canada's executive director, the 2019 edition proves the importance of such an alternating event in Canada's two largest provinces. Never before has local representation, co-mingled with exceptional international entrants, offered such numerous innovations. "Not only have we seen international business growth driven by Canada's international momentum, and the signing of multiple international agreements, but a significant achievement, Ontario businesses have proven – through a 20 per cent growth in participation, 20 per cent (record this year) versus 2017, and their record involvement in the SIAL Innovation Contest (more participants-that



SIAL Canada is the best platform to grow their business in Canada and internationally. We are definitely anchored in the Canadian landscape 'coast to coast'!"

On the first day of the show, the three big winners of the prestigious SIAL Innovation contest were unveiled in front of visitors and journalists! 117 entries were submitted to participate in this 12th edition of the

contest. For the first time this year, the Hopeful prize, dedicated to food start-ups, was added to the three traditional gold, silver and bronze awards.

Unbun Keto Foods won the 2019 SIAL Innovation Gold Grand Prize for its product Vegan Keto Buns, Yummy Doh won the 2019 SIAL Innovation Silver Grand Prize for its product Raw Cookie Dough, while

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exhibitors from 39 countries. Two thirds of exhibitors believe that their meeting will lead to a sale and 100 per cent of buyers have expressed their wish to return to the program next year. The program included the largest distributors in the United States, Mexico and China, such as Bozzuto's, Atalanta, Sigma Foodservice and Angliss Shenzhen, as well as major retailers in Canada, including Coleman's and Simply for Life. Many thanks to our official partners: OMAFRA, MAPAQ, Agriculture Canada and EDC.



SIAL Canada is also a celebration, that's why on the evening of the second day an ethnic networking evening was offered to exhibitors. It was in this festive spirit that the national and international exhibitors, international buyers and partners of the show have gathered. A colorful event sponsored by Candesa foods, during which David Bazzali, Italian tenor, charmed the guests along with the Bollywood dancers and belly dancer. ●

The 17th edition of SIAL Canada will be held n Montreal at the Palais des Congrès. Mark your calendar: April 15 to 17, 2020!

SIAL
INSPIRE FOOD BUSINESS

Canada

SIAL
Innovation

seti
INSPIRE FOOD TECHNOLOGY

Canada

CONGRATULATIONS

TO THE 10 FINALISTS OF THE 2019 SIAL INNOVATION CONTEST

VEGAN TOFU DIPS

A&M GOURMET FOODS INC.

These crowd-pleasing dips feature on-trend flavours and are made with vegan mayonnaise and locally produced organic soybean tofu.

INNOVATIVE FEATURE
Component, Recipe

TREND

Vegetal, Variety of Senses, Natural
Amgourmetfoods.com

BOOTH #1221



INSTANT MISO SOUP

ABOKICHI INC.

A unique warm, fermented drink that helps reduce food waste by using the byproducts of sake making in its formulation.

INNOVATIVE FEATURE
Component, Recipe

TREND

Medical
abokichi.com/pages/miso-soup

BOOTH #133



TODD'S PROTEIN CRISPS

EVOVA FOODS INC.

Defeating a technological barrier by discovering a new way to extrude egg protein, Todd's Protein Puffs are a truly unique crunchy snack.

INNOVATIVE FEATURE
Component, Recipe

TREND

Variety of Senses, Medical, Natural

BOOTH #149



ICE

LOFBERGS CANADA INC

Creating an oatbased creamy, smooth textured coffee drink is a big technical accomplishment but putting that drink into a sexy, cylinder-shaped cardboard package makes this product doubly noteworthy!

INNOVATIVE FEATURE
Packaging, Manufacturing Process

TREND

Variety of Senses, Natural, Solidarity, Ecology
lofbergs.ca

BOOTH #905



NATURALBLISS INFUSIONS

NATURALBLISS INFUSIONS

NaturalBliss is a line of specialty teas infused with fruit which would otherwise have gone to waste. Serve hot or iced; the fruit can also be eaten as a snack to deliver beneficial nutrients.

INNOVATIVE FEATURE
Component, Recipe, Marketing Positioning

TREND

Variety of Senses, Ecology
Naturalbliss-inc.com

BOOTH #133



LAMB

LES BERGERIES DU MARGOT / SEAWEED FED LAMB

Nourishing pasture raised lamb with a unique blend of seaweed, grains and grasses, Les Bergeries du Margot, have created a delicious, sustainable, gourmet meat product.

INNOVATIVE FEATURE
Manufacturing Process

TREND

Sophistication, Ecology
Agneauauxalques.ca

BOOTH #937



PARTAKE PALE ALE - CRAFT NON-ALCOHOLIC BEER

PARTAKE BREWING

Using a proprietary process, Partake creates a craft brewery quality ultra-low calorie, non-alcoholic ale that appeals to people on specialty diets who still want to enjoy great tasting beer.

INNOVATIVE FEATURE
Component, Recipe

TREND

Sophistication, Slimness
Drinkpartake.com

BOOTH #133



UNBUN - VEGAN KETO BUNS

UNBUN KETO FOODS

Unbun is truly unique. It is appropriate for consumers who seek products that are paleo, grain-free, starch-free, vegan, keto and gluten-free but it also taste great to consumers accustomed to eating conventional bread.

INNOVATIVE FEATURE
Component, Recipe

TREND

Vegetal, Health
ketobuns.com

BOOTH #1311



YELLOFRUIT

YELLOFRUIT

Yellofruit is a kid friendly line of banana-based non-dairy frozen desserts made using a continuous freezing process that turns recipes made with all Organic ingredients, in to creamy, dreamy treats.

INNOVATIVE FEATURE
Component, Recipe

TREND

Vegetal, Medical
Yellofruit.com

BOOTH #2145



RAW COOKIE DOUGH

YUMMY DOH

Two treats in one! Yummy doh is a vegan cookie dough product that is safe to eat raw and that can also be baked into crispy cookies.

INNOVATIVE FEATURE
Component, Recipe

TREND

Sophistication, Vegetal, Natural
yumydoh.com

BOOTH #949



Ken Keelor,
CEO, Calgary Co-op

Investing IN THE Future

Calgary Co-op is improving their food business with curated, local offerings and a winning shopping experience



ONE OF THE LARGEST MEMBER-OWNED RETAIL COOPERATIVES IN NORTH AMERICA, CALGARY CO-OP IS A COLLECTIVE OF BUSINESSES FOCUSED ON FOOD, FUEL, HEALTH, WINES, SPIRITS AND BEER. IT ALSO STARTED A CANNABIS BUSINESS IN 2018.

With a strategy of delivering exceptional customer experiences through inspired team members, Calgary Co-op seeks to provide value for its more than 400,000 Calgary area members, each of who pay just one dollar for a lifetime membership.

Current staff t-shirts boast “We were here before local” on the back, a nod to Calgary Co-op’s long-time connections to the Calgary community; their very first store opened back in 1956. Since the start they have always provided a local independent shopping experience, with deep roots dealing directly with local ranchers and farmers. Today, their food stores sell about 1,400 products from more than 140 local growers, producers and suppliers.

So, what has made Calgary Co-op so successful? What is the company investing in for future growth?

“It’s all about our local commitment,” says Ken Keelor, CEO of Calgary Co-op, who joined the company in

2014. With over 24 years of experience in the retail food sector, Keelor has a clear focus on how to move Calgary Co-op’s food business forward. “Our other lines of business are solid, but in an increasingly competitive Calgary food market, we need to improve the food business,” he states referring to the 23 food stores Calgary Co-op owns. The recipe for success is inspired by tenets behind the first Calgary Co-op store.

“Our food business was founded on fresh, local and community,” says Keelor. “Today this means a commitment to local producers and a local redevelopment program that provides economic returns to the Calgary area.”

The company’s ‘Only Alberta Beef’ program, in cooperation with JBS Canada, near Brooks, Alberta, guarantees that all Calgary Co-op’s fresh beef is from Alberta. Shoppers can be assured their beef comes from high quality breeds raised with care, in a sustainable, humane way.



Norman Bennie Retires After 50 Year Career at Calgary Co-op

It was May 1, 1969 when a young Norman Bennie, age 16 grade 11, was hired at #1 Co-op to do carry outs for the weekend because of a special event. "This was only to last for three days since it was downtown and I was in Grade 11, trying to struggle through school, the last thing I wanted to do was have a part-time job. I worked the Thursday night, Friday night from 5 p.m. - 9 p.m. doing carry outs and then from 9 a.m -6 p.m. on the Saturday. Salary was \$1.99 an hour which was very good back in 1969." He was told to check the board for his shift next week and found he was down for night crew. Bennie worked at it till September when someone discovered no paperwork had ever been done for him and they finally got him properly into the HR system. The rest, as they say, is history.

Bennie fondly remembers Alex Todd who was the Centre manager and an old friend of his father. "He sold meat to dad as a butcher at Bon Ton Meat Market downtown, when Dad's family first moved to Calgary in 1914. Alex became the manager when the Co-op was formed in 1956. Mom and Dad would shop there every Thursday night to support Alex and the Co-op and he always said when I was old enough to work, he would give me a job."

Laurie Bennie, Norman's wife, says you could always count on him having a joke or playing pranks on fellow workers and managers such as the "disappearing desk" or the "complaining customer". Laurie says "He believed in greeting each of his staff every day to keep the rapport going and hired or trained many of the current grocery managers and even centre managers."

HISTORY AT CALGARY CO-OP

1969 -1972# 1 Downtown Co-op - Night Crew
1972 - 1982# 4 Brentwood- Receiver, Grocery Supervisor
1982-1987# 7 Dalhousie- Asst Grocery Manager
1987-1989# 2 North Hill Grocery Manager
1989 - 1991# 4 Brentwood Grocery Manager
1991-1992# 11 Deer Valley Grocery / Acting Centre Manager
1993# 14 Shawnessy - Grocery Manager
1993Canadian Scout Jamboree - Operations Manager
1993-1995# 3 Macleod - Merchandise Manager
1996-1999# 5 Forest Lawn - Operations Manager
1999 - 2007# 17 Hamptons - Grocery Manager
2007 - 2009# 1 Midtown Grocery Manager
2009 - 2015# 10 Beddington Grocery Manager
2015Head Office - Special Assignment
2015-2017# 15 Monterey Grocery Manager
2017 - Present# 7 Dalhousie Grocery Manager

Bennie's last day at Calgary Co-op was May 3rd, 2019 and the company honoured him for what was a truly remarkable and dedicated career.

"We are committed to supporting local suppliers and we're proud to be the first major retailer to guarantee all our fresh beef will be from Alberta," says Keelor. "When you think about beef and barbecues, it's about entertaining. It's about getting together. It's about friends and neighbours. That's what Calgary Co-op is. We are that neighbour."

Calgary Co-op is making the shift to become even more local given how it resonates with shoppers. Keelor talks about locally-roasted coffees as an example. "In the last year, we've been increasing the number of locally sourced coffees from producers such as Phil & Sebastian and Fratello. These are not inexpensive coffees, but they are great quality. Our members are voting with their wallets and loving our new coffee offerings. This only gives us more inspiration to increase the number of local products that we carry."

Other store products come from well-loved, long standing family businesses such as Calgary Italian Bakery, serving the community since 1962. The bakery's Famiglia line of breads are available in white, whole what, oat bran and a multi grain called 14 Field. All breads are free from preservative, additives and no sugar.



"Engaged and happy employees absolutely bring the pride to the store, which serves the community and really ultimately results in an excellent customer experience."

The focus on being acutely local is not to the exclusion of trusted national brands that members know and love, explains Keelor. "Category by category it's about balance for the greater good of our members and the overall growth of our business."

And of course, wines, beer and spirits always accompany good food. The Calgary Co-op Wine, Spirits, Beer is renowned for its in-house sommeliers and its local beer selection. In the past year, they acquired two new liquor locations and built two new stores, including the boutique-style "World of Wine". The additions bring Calgary Co-op's Wine Spirits Beer Store count to above 30.

Increased sales are dependant on customer education and the larger stores have tasting centres, with seats for up to 35 people. Recent classes have included Guess the Expensive Wine, involving blind-taste testing; Bordeaux for Beginners and the Wines of the Rhone Valley.



When customers shop at the stores, they know they are putting money back into the community. "Investing locally is also part of our community approach, in what we give back to Calgarians."

The co-op's petroleum business is a stalwart of the brand, providing fuel options at close to 35 locations, many of which offer a full service fuelling option. "In an era where other businesses are reducing service offerings, we're thrilled to offer our members extra service at no extra cost," notes Keelor. Members currently earn eight cents a litre toward their annual patronage refund.

And then there is Cannabis. "It's been a while since Calgary Co-op entered a new line of business," says Keelor. "We studied the cannabis business very closely. Our intent is to provide a trusted service, have informed members and understand the needs of members in that business; we're not moving too fast." The first Co-op Cannabis location opened in October last year and more locations will be opening over the course of 2019."

To keep members engaged, Calgary Co-op has the Me-Rewards digital loyalty and savings program for food and liquor shoppers. Members register for the program via email and get weekly savings and inspiration directly to their in-box. "It's part of our overall goal to become more digital," says Keelor.

In keeping with this, Calgary Co-op uses social media for both promotion, information and even contests. One lucky winner was able to take several guests to a Paradise Hill Farm, an exclusive local supplier to Calgary Co-op of market fresh tomatoes, to experience the tomato harvest and enjoy lunch.

Another reason customers continue to visit the stores is the staff. Part of being a co-operative means providing a meaningful and rewarding workplace. "We believe if we take care of our team members, our team members will take care of our customers and members," says Keelor. Calgary Co-op's attractive compensation and benefits program is second to none in the retail industry. "We treat our team well and we have many long-term staff. We just celebrated a 50-year work anniversary for one. You don't typically see people have such a long career in retail," says Keelor.

In 2018, Calgary Co-op was named one of Alberta's Top Employers. "It inspires an organization to continue to strive," says Patricia McLeod, board of directors chair for Calgary Co-op, and a corporate/ commercial lawyer and corporate director, with over twenty years of experience. "Engaged and happy employees absolutely bring the pride to the store, which serves

the community and really ultimately results in an excellent customer experience."

And, when customers shop at the stores, they know they are putting money back into the community. "Investing locally is also part of our community approach, in what we give back to Calgarians," says McLeod.

Five big mixed-use redevelopments are in the near-future for Calgary Co-op, with two planned to breaking ground this year. The developments will bring residential opportunities for the first time to Calgary Co-op's sites. For example, the Oakridge location in the city's southwest was built back in the 1970s. "This surrounding community has declined in terms of population and what we are doing, which is in line with the City of Calgary's mandate, is trying to increase the population of the area through the addition of new condominium options for community members," says Keelor.

The store location will include a 56,000 square-foot food location, with 270 new condos, as well as 35,000 square feet of new office space and 35,000 square feet of new retail space, both for rent. And the gas bar, convenience store and car wash that are currently at the location will remain.

As a promise to their loyal members Keelor says, "We will keep our store open throughout construction." It is estimated the food store will take three and a half years to completion.

In combination, Calgary Co-ops five new redevelopments, along with a slate of other gas station, food store, liquor and cannabis builds and retrofits will see total investment from Calgary Co-op and its development partners of some \$2.5 billion over the next 10 years. "These are large projects and we are approaching them in a way that manages the financial commitment and risk for Calgary Co-op," explains Keelor. Calgary Co-op's piece of that investment total will be about 10-15 per cent, with the balance being funded by our development partners and their financial backers."

By continuing to invest in local foods, customer engagement, staff satisfaction. community and expansion projects that combine retail, commercial and residential housing Calgary Co-op has the plan for greater future success. ●



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Whether you are a manufacturer, distributor or investor in the food and beverage sector, MNP understands the challenges you face — and has invested more time and resources into understanding your industry than any other chartered accounting and consulting firm in Canada. From the farm gate to the consumer's plate, MNP delivers the innovative strategies you need to create a recipe for success.

For a fresh perspective, contact Eben Louw, B.C. Leader, Food and Beverage Processing, at 604.853.9471 or eben.louw@mnp.ca



MNP Proud Recipients of BCFPA Member of the Year Award

MNP was honoured as the Member of the Year at this year's BCFPA (BC Food Processors Association) FoodProWest Awards Gala dinner. This Award, accepted by Nina Jauernig and Ken Bulthuis on behalf of MNP, recognizes a BCFPA Member that demonstrates a high engagement level in BCFPA activities and has made a contribution to industry.



*B.C.'s food sector
preps for continued
growth and innovation*

Aiming High

B.C. grocers have always benefited from the province's diverse agricultural bounty and companies that transform it into innovative products, thus fulfilling consumer thirst for new food experiences as well as the compulsion to buy local.

But consumers are also increasingly seeking something different in their shopping experience, with one factor being affordability — not surprisingly, considering that everything from housing to gasoline prices in B.C. have marginalized the disposable incomes of even high-wage earners.

Following the massive success of the No Frills brand, Sobeys in April opened B.C.'s first FreshCo store in Mission, and the company has also closed Safeway stores (in Richmond, Surrey, Aldergrove, Chilliwack, Ladner, and Maple Ridge) in order to convert them to the popular bargain brand.

Another new retail grocer in B.C. accommodates consumers' increasing desire to minimize their carbon footprint. Nada's supply chain structure allows it to sell hundreds of products without single-use packaging. (Bins and vats abound in the store, and companies with products in containers such as ice cream or milk are charged a deposit fee in order to be sold at Nada.)

The venue is regarded as part of a new wave of entrepreneurs opening no-waste food markets across Canada, and Nada founder and CEO Brianne Miller told the press in January, "There's absolutely a huge demand for this type of shopping." She added that she plans to open more stores in Greater Vancouver in the next few years.

The other fundamental shift in B.C.'s grocery sector driven by consumers is the desire to purchase more than food. "That's why we decided to augment some of our stores with a licensed foodservice venue as well as a gift shop," says Noel Hayward, president of Quality Foods.

Hayward goes on to note that, "Initiatives such as ours are a way of counteracting the fact that Canadian independent grocers have experienced a fairly flat two per cent growth over the past 10 years, with people going to the big box retailers for value and shopping around the perimeters of their neighbourhood stores with hand baskets."

THE PATH TO GROWTH

Meanwhile, growth has also slowed in the B.C. food processing industry, according to James Donaldson, CEO of the BC Food Processors Association: "But 2019 continues to see new business

come into the fold, especially microprocessors.”

Indeed, the most recent figures available from Statistics Canada show approximately 2,800 processors in BC in 2017, an increase of over 800 in the past five years. “An increase in start-ups has created a diverse range of innovative products,” says Donaldson. “But the challenge isn’t in starting up; it’s in the ability to successfully grow business.”



James Donaldson, CEO, BC Food Processors Association

Donaldson cites distribution, the regulatory environment, and access to affordable production equipment and space as some of the challenges facing small business, plus “getting a listing in grocery stores is hard enough, but a number of costs are associated with marketing a product in store that many small processors don’t have.”

That’s why Donaldson is so keen on the BC Ministry of Agriculture recently committing to develop a food innovation network to support early stage companies. Lana Popham, B.C.’s minister of agriculture, describes the B.C. Food Hub Network as a collaborative initiative that will foster growth and innovation by improving access to facilities, equipment, and business supports.

She says, “We launched the pilot regional food hub this past February, at Commissary Connect’s location in Vancouver. This



Honourable Lana Popham, minister of agriculture, BC

facility serves as test site for proponents of future regional food hubs to explore and visit...the goal is to see regional food hubs in various locations throughout the province, addressing the unique processing needs of the local agricultural and food processing industry.”

As the grocery sector continues to expand and evolve, the people who comprise B.C.’s food sector are determined to evolve with it by offering products that are unique, niche, and specialized. Now, with government support, they stand a good chance of getting widespread exposure in large retail channels — with shoppers being the biggest beneficiaries. ●

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BC egg

ISLAND INNOVATORS

Ken Schley, John Briuolo and Noel Hayward were only in their mid-twenties in 1982 when they opened Qualicum Foods in Qualicum Beach, B.C., and they were still relatively wet behind the ears in 1986 when the addition of partner Bruce Robertson resulted in the first Quality Foods store in Parksville.

Today, the partners’ strategy of serving small towns has led to 12 Quality Foods stores across Vancouver Island. Hayward, who is president of Quality Foods (now wholly owned by the Jim Pattison Group), points out that one of the reasons for the brand’s early success is “we made our customers’ shopping experience as positive as possible, and we also became heavily involved in the communities we served.”

Hayward also credits the proclivity of his partners being “early adopters” as another asset and cites the ‘My Daily Special’ program as a prime example. Under this program, shoppers choose what item in their basket they want discounted by activating the bar-coded item at a special kiosk in any Quality Foods store or while shopping online; the price of the item is automatically discounted.

This innovative spirit continues with the recent opening of Quality Foods’s new Harewood store, a 40,000 square



Quality Foods’ Harewood store recently opened in a 40,000 square foot location.



Noel Hayward, president, Quality Foods

foot location featuring two cafeterias (one downstairs and one upstairs, both with indoor and outdoor patio seating) as well as a second floor called Upstairs, where the cafeteria is augmented by a gift shop offering kitchen wares, two conference rooms, and a licensed pub, which also serves Starbucks coffee and snacks. This is in addition to Harewood’s upscale grocery elements such as an expanded deli with a wood stone oven.

Hayward says, “We’re always looking for ways to attract shoppers, and we’ll be applying the Upstairs template when we replace our Parksville store next year.” He adds that nine Quality Foods stores have cafes that this year will sell an estimated 200,000 breakfasts.

To enhance the Quality Foods brand even further and improve its bottom line, Hayward and his colleagues have begun selling their gift shop wares on Amazon with promising results — and this, combined with a razor-sharp focus on catering to the changing needs of shoppers, ensures that the company will continue to expand on Vancouver Island well into the future.

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GSF 2019

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Over two days, the who's who of the grocery sector gathered at Vancouver's Convention Centre East Building for conferences, workshops and trade exhibition. As a fast-paced industry valued at \$120-billion, GSF 2019 is proud to be the trusted epicentre where thousands of thought-leaders gather to network, to learn and to collaborate in shaping the future of the Canadian grocery industry.

Workshops were buzzing as attendees took in speakers with expertise in data, HR and more.

On the trade exhibition floor, local products shined in the Buy BC, Canada Connect and Ministry of Agriculture, Fisheries and Food Quebec pavilions.

Save the date for the upcoming Grocery Innovations Canada 2019 show in Toronto, October 22 & 23, 2019 | www.GroceryInnovations.com. Next year, Grocery & Specialty

Food West takes place April 27 & 28, 2020 at the Vancouver Convention Centre East. For any exhibiting/sponsorship questions, contact: info@cfig.ca

Top 10 In Grocery for 2019 announced at Grocery & Specialty Food West

Western Canada's largest B2B grocery trade show and conference, the Grocery & Specialty Food West (GSFW), returned for its monumental 30th anniversary at the Vancouver Convention Centre EAST (999 Canada Place) on Monday, April 1, 2019 and continued until April 2, 2019.

Day one of GSFW brought it over 2,000 attendees to discover the latest industry trends, new products and networking opportunities the show had to offer. The show also featured 300 booths featuring grocery suppliers, foods, technologies, appliances and the plethora of international and local foods.

In addition to its various exhibits, workshops and keynote sessions from grocery industry professionals, the GSFW also incorporated its highly anticipated Top 10 in Grocery contest into the show. Items from the New Product Showcase were to be judged by local food experts on attributes such as practicality, packaging innovation and more.



L to R: Tom Shurrie, CFIG; Christy McMullen, Summerhill Market; Gary Sands, CFIG; Ron Welke, FCL officially opened the trade show



Sunday's opening reception at Steamworks was a great time had by all.

WINNERS OF TOP 10 IN GROCERY FOR 2019 (listed in no particular order)

BEST HEALTH AND WELLNESS:
EPIC PROVISIONS EGG PROTEIN & MEAT
PROTEIN BARS (GENERAL MILLS)

BEST FROZEN:
FROZEN ORGANIC, GLUTEN-FREE BEEF & TURKEY
LASAGNAS (MCLEAN MEATS)

BEST BEVERAGE:
GINGER BEER, ROOT BEER, GRAPEFRUIT, ORANGE
CREAM SODA, CREAM SODA, BLACK CHERRY COLA
(GRIZZLY PAW SODA COMPANY)

BEST SPECIALTY:
ZEN ZINGERS CANNABIS GUMMY CANDY
MAKING KIT (PARACANNA)

BEST CONVENIENCE PRODUCT:
EGGS2GO! OMEGA-3 60PK RESEALABLE POUCH
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BEST DESSERT:
COOKIE BLUFF (TREE OF LIFE)

BEST LOCAL/MADE IN CANADA:
SWEET, SAVOURY AND SPICY PRESERVES
(SALTSPRING KITCHEN CO.)

BEST SAUCE/CONDIMENT:
NANDO'S PERINAISE (I-D FOODS)

BEST SUSTAINABLE:
COMPOSTABLE CUPS (DART CANADA)

BEST SNACK PRODUCT:
MADEGOOD FOODS GRANOLA BITES, GRANOLA BARS
(I-D FOODS)

JUDGES FOR THIS YEAR'S TOP 10 IN GROCERY:

Kristin Laird - Canadian Grocer

Frank Yeo - Western Grocer

Rich Won - Daily Hive



Best Marketed: Kraft Heinz Canada - Booth 715

BEST BOOTH WINNERS INCLUDE:

Best Marketed: Kraft Heinz Canada - Booth 715

Best Single Booth: Bear Essential Oils - Booth 722

Best Double Booth: Solo Cup (Dart Canada Inc.) - Booth 1120

Best Multi Booth: Rational Canada - Booth 1001

As a fast-paced industry valued at \$120-billion, GSFW is proud to be the trusted epicentre where thousands of thought-leaders gather to network, to learn and to collaborate in shaping the future of the Canadian grocery industry.

Next year's Grocery & Specialty Food West returns to Vancouver April 27-28, 2020 at the Vancouver Convention Centre EAST. ●

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COCONUT

By Carly Peters

COCONUT PRODUCT INNOVATION IS KEEPING CUSTOMERS INTERESTED IN THIS ESTABLISHED CATEGORY

Everyone is Nuts



Celery may be having a beverage moment, but no one can deny the coconut has firmly established itself as the go-to, better-for-you beverage for Western Canadians. Considered a mainstream beverage, there is now a coconut water for every level of shelf life, purity and price point, and the competition for space in an already small area is getting tougher. In order to gain more market share, coconut product companies are serving up new innovations hoping to spike sales and keep consumer interest.

Nielsen data ending 2018 shows a slight growth in the overall coconut water category at three per cent. Within that growth, value-added coconut products are doing extremely well and growing as the consumer's desire for 'better for you' products has been elevated, says Rebecca Ginsberg, new business development for Blue Monkey.

While Blue Monkey's ORGANIC Coconut water is a leader in the category across all channels of trade, the brand is also focusing on their Tropical Collection, which includes variety of new items including Sparkling Coconut Water with five per cent pure fruit juice not from concentrate.

"Sparkling beverages in general are trending and have been now for the past year. This trend has spilled over into the coconut water category, creating a demand and need for innovation on the shelf," she states, adding sparkling water and exotic flavours add to the taste profile of products while staying

away from unproven additives or enhancements.

Craig Flemming, general manager, Canada, for Vita Coco, says convenience and on-the-go nutrition is playing a role in consumers' purchasing decisions.

Vita Coco is set to start shipping new Pressed Coco and Pressed Coco Pine in a slim 500 ml PET format. "The packaging serves a single-serve cold opportunity while the flavours are a delicious infusion of the same premium coconut water consumers are used to with some of the coconut meat in a puree form that provides a slightly sweeter and delicious healthy alternative," he states

Many coconut waters in the market have distinctly different taste mostly because of their country of origin, states John Kapralos, COO Canada/Caribbean for Obrigado, which owns its own sustainable farms in Bahia, Brazil to grow young, green coconut trees to ensuring the freshest coconut water taste.

Obrigado launched in Canada in late 2018 with their 100 per cent pure natural Coconut Water but have added skus including coconut water with exotic 100 per cent juices, and most recently coconut milk beverages (a blend of premium pure coconut water and coconut cream) in original, straw-banana, and mango passionfruit.

The company is already finalizing their next wave of innovation — functional coconut water beverages which include things like fibre for balance, green coffee with lime and ginger for energy, and green vegetables for detox.

While coconut has infiltrated the beverage aisle, it's also begun to make its mark in baking. Coconut sugar has been used as a traditional sweetener for thousands of years in South and Southeast Asia, and the demand for it in North America is

growing as customers want a clean sweet. “In general, we are seeing more demand on natural sweeteners, while artificial sweeteners demand is declining. We are seeing strong growth in demand in coconut based sweeteners with a category growth of six per cent,” states Jinny Lok, director of marketing for Lantic and Rogers Sugar, which launched an organic coconut sugar in 2017. “Consisting of dehydrated coconut flower sap, our coconut sugar is 100 per cent natural, does not contain any artificial flavours

or preservatives, and is not chemically altered in any way.” As with other sweeteners, consumers need reassurance or education on how to inspire them with ideas on how use the sugar, states Lok, so they offer in-store recipes to provide ideas how to use the product. Coconut products have firmly planted themselves as grocery staples, and as innovations continue to expand the category there will be even more opportunities for customers to go nuts. ●



Cool Tips for Merchandising Coconut Water and Milk

Impulse Looking

“If you want to grow the category, the highest velocity will be at the front of the store either at the cash and/or in the beverage coolers where consumers either have a lunch beverage or buy on impulse looking for a healthy beverage.”

- John Kapralos, COO Canada/Caribbean for Obrigado



Eye Level

“My No.1 suggestion is to bring the product down to eye level. Consumers need to be able to grab a tetra and read the label feeling good about what they are buying. The feedback we receive is that our customers sometimes can’t even reach the product to purchase it.”

- Craig Flemming, general manager, Canada, for Vita Coco



Quick, Beneficial Sales

“The produce department is an excellent area to merchandise coconut waters, as this area denotes freshness and purity, and is typically one of the first areas the consumer shops in when entering a store. Chilled Grab and Go and the deli area also represent the best areas to merchandise coconut waters for quick, beneficial sales.”

- Rebecca Ginsberg, new business development, Blue Monkey



COMPANY PROFILE

By Melanie Franner



The Weight of History

More than a century of quality

When Russ Schroeder purchased Nunweiler’s Flour Company in 2016, he knew he was taking on more responsibility than just that of producing a quality product. He was taking on the responsibility of carrying forth a tradition that spanned more than a hundred years.

“You don’t worry about just your reputation,” says Schroeder. “You also worry about your predecessor’s reputation. That’s a big responsibility.”

In Schroeder’s case, it is a responsibility that he has handled well. Yes, he has called upon his predecessor, Ross Nunweiler, for advice over the years (at least once a month he reports!). But he has also found his own way in the organic foodservice business — setting the company on a path that will soon reap its own rewards.



Russ Schroeder, owner



Russ and his father Dennis Schroeder at groundbreaking last summer.



Early Days

The Nunweilers' history as pioneer farmers in Western Canada dates back to 1910. The family's natural traditions remain at the heart of the company. To this day, Nunweiler's Flour Company mills whole grain flour, without separating the bran and germ from the original kernel. It also uses the entire whole grain kernel, with no additives or preservatives.

Only Certified Organic Grains are used in the milling process for the production of all the retail products.

The company's flour products are all Kosher Check certified, and Certified Organic by Pro-Cert Organic Systems certified.

The private company may have changed

hands in 2016 but the atmosphere remained the same.

"Maintaining that family feel at the company came relatively easy to me," says Schroeder. "Our values aligned right from the beginning."

Schroeder got his start in the food-service industry in 2002 when he began working at a distribution company in Saskatoon. Nunweiler was one of his suppliers at the time.

"Ross was one of the first suppliers I met in the industry," recalls Schroeder. "We sort of struck up a friendship over the years."

Still, when the call came in 2015, Schroeder was a caught a bit off guard.

"I was surprised to get the call," he

says. "Ross told me he was retiring and he wanted to know if I was interested in buying the company."

All of that is water under the bridge today.



Nick Miller at the manufacturing facility

Full-speed Ahead

Schroeder has been busy since he took over ownership of the company. He has already added 12 new skus, including light spelt flour and oats to the original eight and will be adding more.

"We introduced them in the fall of 2018," says Schroeder. "They are getting good reception from our partners. It's a long-term investment so it will take a while to build momentum."



Two other new products slated for a 2019 introduction are a light rye flour and an "almost white" flour. The latter offers the nutritional benefits of a whole grain with the consistency and flavour of a white flour.

Another significant introduction that Schroeder has implemented — and that has been met with great success — additional transparency and traceability for the grains purchases from his local farming partners.

"We have introduced a field-to-fork concept in our products," explains Schroeder, who says that the company now adds the name of the farmer that grew the grain on the actual packaging. "I did it because it was something I was interested in and we were redesigning the packaging anyway. I didn't think it would gain that much traction but I was very pleasantly surprised when it did."

The new packaging was introduced in the fall of 2018.

Other big news from Nunweiler's Flour Company is the May 1st opening of the company's new manufacturing facility in Hague, Saskatchewan.

The 10,000 square foot facility will replace the aging 20,000 square foot one. New efficiencies and modern equipment, however, will increase the capacity significantly.

"We will be going from producing 10 metric tonnes of flour per day to producing 24 metric tonnes of flour per day," states Schroeder. No jobs will be lost in the transition.

The new \$2 million facility will also provide Nunweiler's Flour Company with precious capacity.

"There will be lots of room for growth," says Schoeder.

Way Forward

The quality and reputation of Nunweiler's Flour Company and the products it produces, bode well for the future.

Schroeder's short-term goals include increasing the current retail side of the business to 40 per cent, while maintaining the bakery side as the mainstay.

He also has a few other ideas up his sleeve. But one thing he won't change is the transparency of the company's supply chain and the quality of the product produced.

"In five to 10 years, I would like to be running at full capacity," he enthuses. "I would like to continue to have a happy work force, a collaborative partnership with our farmers, retailers and distribution chain. And I would like to have sales of \$10 million a year."

Not too much to ask for, given the company's long-standing history and continued success. ●

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Maximizing Impulse Purchases

Shoppers seek cookies and crackers to respond to their desire for an indulgent snack

Canadians are consciously choosing when to indulge, when to be healthier, and which options to avoid entirely. This has created an extremely interesting evolution in the cookie and cracker categories. “Consumers want snacks to serve different purposes dependent upon the time of day, what they are doing or even what week it is,” says Emilie Huard, shopper marketer, Mondelez Canada Inc. “Within snacking we’re seeing top growth in value and portion control, healthy snacks, indulgent offerings as well as creative twists on popular brands.”

The industry is responding to these needs by proactively using their ingredient list to respond to the consumers needs. According to Mintel Global New Products Database (GNPD), there has been a 366 per cent increase in the number of GMO-free claims on natural food drink launches within the last ten years (2007-17). In addition, the no additives/preservatives claim category grew to 21 per cent.

“Customers are looking for a treat for themselves, with real, simple ingredients that they can identify,” says Lisa Zdunich, Canadian distributor, Walkers Shortbread. This



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A Twist on an Old Favourite

Oreo, the No.1 cookie brand, continues to delight shoppers with it's new and innovative flavours including Carrot Cake, Dark Chocolate and Oreo Thin Bites in White Fudge Dipped and Latte Cream.



Better for you Indulgence

Misura's Fibreextra whole-wheat cookie is ideal for those shoppers who are looking for a fibre rich treat that is full of flavour.



includes scanning labels for ingredients that shoppers can identify including real butter, sugar and eggs. Mathieu Terreault, product manager, I-D Foods Corp agrees, emphasizing that consumers are looking for better for you cookies, including non GMO, less or no calories, and with less sugar, "But more importantly they want to go back to regular fats, like butter, and real ingredients," says Terreault.

Shoppers are looking to these categories to satisfy both their snacking needs and their desire for indulgence. As a direct result, they expect to pay more for quality products and are more than willing to do so. "Retailers should know that there is no need to deep discount these value-added products," says Zdunich. "People will continue to make space to have these indulgences."

To satisfy the needs of a variety shoppers, retailers should be seeking out a balance between legacy brands (tried and true) and innovation. "Local brands are great, national brands are very common, but global brands offer an amazing opportunity both for curious Canadians and those who have immigrated from their homelands to find a piece of home that they grew up with in their grocery aisle,"

says Anthony Morello, president, Aurora Importing and Distributing.

In the cracker category, shoppers are seeking savoury options with innovative flavours, while segments, like gluten free, continue to grow and evolve. "Crackers are a three-billion-dollar category," says Jason Galante, director of sales, Mary's Gone Crackers. "Plant protein is one of the big trends that consumers are seeking, and the cracker category is responding to this need." Innovation in the cracker category, shares the Marketing Insight Team from Tree of Life, includes leaning towards



Shoppers are seeking savoury options with innovative flavours, while segments, like gluten free, continue to grow and evolve.

cleaner, higher quality ingredients including crackers that include seed, alternative flours, cheese and even dried fruit.

Entice Movement into the Centre of the Store

One of the core challenges of this category is that traditionally these products are in the centre of the store, and this challenge is compounded by the fact that crackers and cookies are frequently impulse purchases. "Half of all cookies

and crackers purchases are non-planned," says Huard. Retailers can help drive purchase expansion by displaying Limited Edition flavour varieties in high traffic areas including the entrance, main alley and perimeter of the store.

Secondary displays in adjacent regions, such as cheese, spreads, coffee, juice, or wine, can also help drive purchases for this category. "These displays when strategically placed in a store are magic for building basket size with that incremental unplanned purchase," says Morello.

However, to truly increase the basket

size, the goal should be to entice shoppers to wander through the aisles. "If you are able to create excitement throughout the store, including encouraging them to enter the centre aisles, you will increase their basket size and overall sales," says Galante. One way to do this is through product sampling and demonstrations, creating both awareness of the product while showcasing possible pairings.

Canadians want to know what is in their food. This includes actively seeking simple ingredient lists, non-GMOs, and products that have no additives and

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Wheat Free Wheat Thin

Mary's Gone Crackers expands their gluten free cracker line with Real Thins. Available in four flavours including sea salt, garlic rosemary, cayenne pepper and sweet onion.



Perfectly Paired

Customers will fall in love with Colussi Caffelatte — the perfect biscuit to dunk into a cup of milk, coffee or tea.



preservatives. The cracker and cookie category has evolved to respond to Canadians desire for innovation, better for you options, and a nostalgic treat. However, this category is still an impulse purchase. To maximize sales retailers should highlight both new and traditional products throughout both the perimeter and centre of the store including incorporating strategic product placement and in-store demonstrations. ●



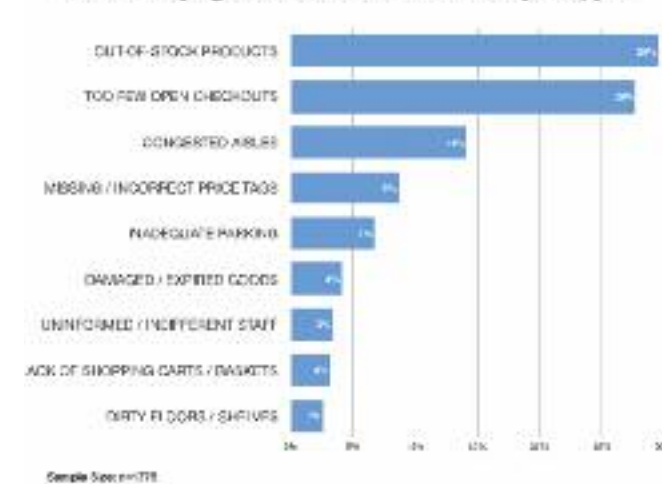
RETAIL COLLABORATION

By Jeff Doucette

ON-SHELF AVAILABILITY – The Elephant in the Aisle

It's time that suppliers and retailers get serious about fixing this issue.

Most Annoying Issues for Canadian Grocery Shoppers



Here's a challenge for you: roam the aisles of a supermarket on any given Saturday and count the number of out-of-stock items you find in the main sections of the store. The reality is that you most likely won't be able to keep an accurate count by using just your fingers. In most stores the number of products will be a hundred items or even more.

Welcome to the world of On-Shelf Availability (OSA), which measures the experience of shoppers looking for specific items in the main section for that item.

OSA differs from measuring inventory levels in the store, because in many cases where the item is not available on-shelf in the main section for the shopper to purchase there is actually inventory in the store. Unfortunately the stock is still in the back room or on a secondary display where the shopper cannot find it.

It is estimated that the OSA issue costs Canadian retailers \$63 billion per year in lost sales and supermarkets represent a huge chunk of that figure. OSA is a "silent killer" of sales and margin in the store and it is in the best interest of retailers and suppliers to work together to solve for the OSA problem.

Shoppers hate experiencing out-of-stocks as well. A recent study of 1,775 Canadians conducted by Field Agent found that

out of stock items is the number one annoyance when shopping for groceries. Fixing OSA will drive sales and profits while creating happier customers as well.

The accepted mythology in our industry is that when a shopper encounters an out-of-stock that they will simply choose another product from those available whether it is another size within the same brand or the same flavour from another brand. The study found that the response to an out-of-stock varies widely by category. For instance only 19 per cent of cookie shoppers would go to another store to find their preferred item, but a stunning 65 per cent would go to another store to find their preferred pet food.

The first step in addressing the OSA issue is to measure the extent of the problem on a store-by-store level. POS systems will only show products that are zero inventory in the store so a physical count of out-of-stocks during peak selling periods is required.

Over four-weeks a pilot study by Field Agent that measured 20 categories at 100 stores across Canada found that some of the most problematic categories in the store included ice cream, yogurt and hair care.

Once the most problematic categories are found the levers available to retailers and suppliers to fix the issue include:

STAFF ALLOCATION

Ensure that store staff are assigned to check problem categories on a regular basis during peak periods and fill up any holes that may pop up during the day.

SPACE ALLOCATION

Reduce the total number of items being carried in a plan-o-gram and assign the space to fast-selling items to ensure holding power is maximized.

POS AND SCANNING ACCURACY

Ensure the reorder levels are higher on skus with regular OSA issues, cycle count inventory frequently and ensure cashiers are scanning each item individually to ensure accurate POS sales data.

PROMOTIONAL DISPLAYS

Ensure that fast-selling skus make up the majority of inventory on promotional displays when the item is on-flyer giving extra holding power and a nearby source of stock for staff to replenish the main section. ●

The full results of Field Agent's four-week OSA study in Canada can be downloaded here: <https://bit.ly/2UZ6U6>

Jeff Doucette is the founder of "Field Agent Canada" a smartphone driven audit service that is revolutionizing how retail audits and mystery shops are completed in Canada. He can be reached at jeff.doucette@fieldagentcanada.com



A REVOLUTION IN DISPLAY SECURITY

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SECURITY

By Deb Draper

Stealing Success from Thieves

*New Products for a
Pro-active Approach*

Theft in grocery stores is a growing problem, but there are solutions on the market that can help alleviate the sting.

According to the National Retail Federation, the most shop-lifted items include pain relievers, infant formula, razors, allergy medications, beauty products and energy drinks — easy to steal in large quantities and sell again online.

As a first line of defence, the Retail Council of Canada advises retailers to educate staff on what to look for, to display signs warning about surveillance cameras and tough shoplifting policies. This will often deter spur-of-the moment crimes, but career thieves are expert at getting what they want and getting out before anyone knows they've been there.

Every retailer, no matter the size, is a potential target, but there are products available that protect profitability while maintaining optimal customer experience.

Don't Make it Easy

Since 1986, Marketing Impact Ltd. has been offering innovative, proven merchandising products, systems and solutions for retail applications. "We design and manufacture POS displays and shelf merchandising systems," says President,



Swipe Guard from Marketing Impact Ltd. offers an effective alternative to lock boxes.



Michael Vogler. "Theft has always been a problem for retailers, especially anything small and easy to steal."

In response, Vogler is releasing the latest anti-theft device — Swipe Guard — a pusher system that locks display hooks to pegboards with a secure back plate while the pusher keeps inventory accessible, organized and sweep-proof.

"It attaches easily to any display hook, and then simply pushing down on a lever opens the passage for one product while stopping the next one from coming off." Swipe Guard offers an effective alternative to lock boxes for products like razor blades and beauty products. Vogler notes the molds are in production, and Swipe Guard will be available by the end of May.

"Many stores are putting pusher systems in the cheese section with each package coming off the hook and the next pushed forward from below. Any kind of divider or pusher stops sweep from happening."

It comes down to removing opportunities for theft, making products difficult to steal and yet convenient for customers to access.



Smart Shelf is one of Halo Metrics latest security solutions and provides real-time inventory by recognizing what products, and the quantity, are on the shelf.

Let Your Shelves Do the Talking

Halo Metrics Inc. has been providing retail security solutions for more than 30 years, representing a full range of theft deterrents.

"We work with retailers across the country, using technology to help improve and optimize stores, identify friction points and increase sales profitability," explains Ravinder Sangha, marketing manager.

One of the latest security solutions newly available in Canada is Smart Shelf, an “intelligent” system that recognizes what products and how many are on the shelf, providing real-time inventory.

Sangha explains, “Sensors built into the top layer of the shelf pad read the footprint of an individual product, update inventory and send alerts when out of stock. It also recognizes shopping behaviour — normal versus suspicious — sending an alert message to that area for customer service and warning off potential thieves.”

For other high-target items such as meats and cheeses, Halo Metrics represents Check Point Systems with Electronic Article Surveillance (EAS), using a sophisticated food-safe, microwave-safe tagging solution involving radio frequency chips embedded in barcodes or packaging.

Sangha advises clients to get a good handle on inventory, find out how theft is affecting profitability and then decide when it’s worthwhile to put deterrents in place.

Seeing is Believing

Self-checkouts reduce labour costs, moving small-basket shoppers quickly through the store but also increasing exposure to theft. In a 2018 poll conducted by Statista, 24 per cent of those questioned stated that theft at the self-checkout is starting to impact the bottom line.

“For every item sweet-hearted, (not scanned), supermarkets must sell 50 more just to break even,” says Malay Kundu, CEO of StopLift Checkout Vision Systems. “We have developed Smart Assist — artificial intelligence (AI) technology offering real-time reporting.”



Kundu explains that the patented video analytics technology visually detects what occurs during each transaction, distinguishing between legitimate and fraudulent behaviour at the checkout. “Smart Assist enhances weight-based security to handle a broad spectrum of cases, avoiding mistaken alerts that lead to customer frustration.” The system detects merchandise left in the shopping cart or bagged separately without scanning, yet can also identify an item that is not meant for purchase such as a purse or reusable shopping bag.

Ten years in the business with 200 employees over four continents, StopLift Checkout Vision Systems was recently acquired by NCR Corporation for integration of the company’s AI capabilities within the entire spectrum of self-checkouts and POS systems.

Your Money or Your Data

Retailers are also in danger from theft of something more valuable than steaks in the meat aisle — information.

“Data and analytics are very important these days,” says Don Eldridge, vice-president of King Business Services Corp. “All businesses need to protect data, especially small businesses, as criminals involved with Ransomware will target companies that typically don’t have good security measures in place.”

Once they break into computer systems, often through phishing emails, criminals lock up the entire system preventing access to stored data. They then demand payment in exchange for getting the system

Sophos Incept X from King Business Services Corp is specifically developed to protect against complex threats and data loss.



ShopLift Checkout Vision provides Smart Assist a technology that enhances weight-based security.

operational again. According to a 2019 global report by Datto Inc., Canada has the highest average cost of data ransom (\$8,764) and the highest cost of downtime (\$65,724). This can have a huge impact on smaller businesses, sometimes completely sinking them.

Getting in before hijackers, Eldridge evaluates network configurations, electrical supply and POS systems. “We recommend, manage and monitor the most effective hardware and anti-ransomware system to meet each client’s needs — such as the Sophos Incept X complete security system, specifically developed to protect against complex threats and data loss.”

Eldridge advises retailers to maintain back-ups, have good data security in place, use antivirus software and teach employees good computer security practices.

Thieves may be coming in the door, but by implementing systems and products that stand in their way, retailers can better protect their business and improve customer experience. ●



Shortlist features more exotic, easy to prepare meals reflecting consumers’ desire for new unconventional food experiences at home.

Finalists for 26th Anniversary Canadian Grand Prix New Products Announced

Retail Council of Canada (RCC) is excited to reveal the finalists for the 26th Anniversary Canadian Grand Prix New Product Awards.

The 26th Anniversary Canadian Grand Prix finalists represent the 114 most impressive new food and consumer packaged goods products launched into the Canadian market in 2018.

Submissions came from both established as well as new suppliers, smaller boutiques and family-owned retailers from across Canada.

“Canadians are looking to bring more adventuresome cooking to their everyday meals. While not everyone can be a master chef, consumers are increasingly aiming to create sophisticated restaurant-like flavours at home,” said Diane J. Brisebois, president and CEO, Retail Council of

Canada. “Canadians are craving genuine newness and retailers have delivered. This year’s products are outstanding and our panel of 28 judges were especially impressed with the quality and flavour profile of these new products.”

“This year’s finalists also reflect Canadians’ growing enthusiasm for a more exotic yet simple ingredient list,” said Marcus A. VonAlbrecht, chef and jury chair who has overseen the Canadian Grand Prix New Product Awards judging for the last 20 years. “Over the years, we’re clearly seeing a trend towards both a more multiculturally inspired assortment of food products and for cleaner and healthier ingredients lists.”

This year’s jury of 28 food and grocery industry experts evaluated products based on innovation, taste, experience and packaging. The rigorous evaluation process

requires that to become a finalist, a product needs to receive an overall score of at least 70 per cent. Finalists can use the prestigious Canadian Grand Prix New Product award on their products and receive extensive exposure in a variety of digital and printed publications, distributed to Canadians across the country. RCC also supports the awards with extensive trade support in Canadian Retailer.

The winners of the 26th Canadian Grand Prix New Product Awards will be announced at the Awards Gala on May 29, 2019, following the second day of Retail Council of Canada’s STORE Conference, which is Canada’s biggest retail conference. ●

FULL LISTINGS OF FINALISTS ON FOLLOWING PAGE
<http://www.rccgrandprix.ca/finalists>

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Fruit Drop
Oasis Premium Orange Probiotics

Agropur Cooperative
iOGO nanô yogurt with no refined sugar added

Agropur Dairy Cooperative
Natrel Whipped Dip and Spread

Bimbo Canada
Sanissimo Chia & Flax
Sara Lee Little Bites Mini Muffins
Takis Angry Burger

Cavendish Farms
Cavendish Farms Restaurant Style Drive Thru Fries

Cedar Bay Grilling Company
Sous Chef Kits

Chocolat Lamontagne, inc
Grab & Go Collection

Chocolat Lamontagne, inc
White Chocolate Pumpkin Spice Almonds

Citadelle Maple Syrup Producers' Cooperative
SmartKlear

Conagra Brands
Duncan Hines Perfect Size for 1 Power Bowls
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Distribution Missum
Moment Krystale Royale

Gay Lea Foods Co-Operative Limited
Nordica Smooth Dips

Hain Celestial
Yves Veggie and Grains Gourmet Sausages

Hempco Canada Superfoods Inc.
Planet Hemp Superfood Super-Seeds

Hill Street Beverage Company Inc.
Vin(Zero)

Kashi Company
Kashi JOI - Nut Bars and Energy Nut Bars

Kellogg's
Vector Protein Bites

Keurig Canada
Timothy's Colombian La Vereda

Krinos Foods Canada Ltd.
Krinos Organic Feta Cheese

Mondoux Confectionery Inc.
Sweet sixteen
Morehouse Foods Canada Ltd.
Le Grec Original dressing

Nestlé Canada Inc.
Nescafé Gold

Nestle Waters Canada
Perrier and Juice

Nutrinar Cooperative
Rice Pudding Organic

Oggi Foods Inc.
Cauliflower Pizza Crust

Opopee Inc
It's Souper

Organic Meadow Limited Partnership
Organic Extended Shelf Life Milk
Organic Yogurt Smoothies

Parmalat Canada
Galbani Bocconcini 200g
Galbani Pizza Mozzarella Deluxe 250g

Patience Fruit & Co by Fruit d'Or
Chococrunch Bites

Perfetti Van Melle
Mentos Pure White Gum

Premier Nutrition
Premier Protein High Protein Shake

Quality Cheese
Bella Casara Burratini

Richardson Oilseed Products Limited
Canola Harvest Blends

Saputo Dairy Products Canada GP
Armstrong Natural Cheese Sticks
Joyya Ultrafiltered Milk

Smucker Foods of Canada Corp.
Adams Dark Roast

Storck Canada Inc.
Werther's Original Caramel Popcorn

The Minute Maid Company Canada Inc.
Fairlife Ultrafiltered Milk - Lactose Free

The Spice Tailor Limited
The Spice Tailor Daal

Three Farmers Foods Inc.
Crunchy Little Lentils

Traditional Medicinals
Turmeric with Meadowsweet & Ginger

Viau foods
Salciccia - Italian Sausage For Breakfast

Yorkshire Valley Farms
Organic Sliced Chicken and Turkey Deli

NON - FOOD FINALISTS FROM CONSUMER PACKAGED GOODS

Carlton Cards
Papyrus - Disney
Papyrus - Gemmed Thank you
Winning Wishes

Hain Celestial Canada, ULC
Live Clean Mineral Clay Rebalancing Shampoo & Conditioner

Keurig Canada
Keurig Single Serve Coffee Maker K-Mini Plus

Namēna Biosciences
Biosync 24H Continuous Release

Nestlé Purina PetCare
Beyond Natural Pet Food

Reynolds Consumer Products Canada Inc.
Alcan Non-Stick

SodaStream
SodaStream Black Fizzi One Touch Sparkling Water Maker

Spectrum Brands Canada Inc.
Armor All® Essential™ Blends Blends Car Air Fresheners

Sunstar Americas Inc (Canada)
GUM Activital Sonic Deep Clean
GUM Soft-Picks Comfort Flex

FOOD FINALISTS FROM PRIVATE LABEL

Costco Wholesale Canada
Kirkland Signature Hazelnut Spread

Federated Co-operatives Limited
Co-op Gold Ice Cream Sandwiches

Co-op Gold Potstickers
Co-op Gold PURE Fillets
Co-op Gold PURE Jam Type Spread

Longo Brothers Fruit Markets Inc.
Longo's Signature Cauliflower Crust
Spinach Alfredo Pizza

M&M Food Market
Premium Single Serves
Stovetop Kits

Metro Inc.
All chocolate Dacquoise
Irresistibles Brunch Pork Burgers
Irresistibles Carbonated Spring Water
Irresistibles Cold Brew Coffee
Irresistibles Dijon Mustard
Irresistibles Fig Balsamic Modena Vinegar
Irresistibles Frozen Fruits
Irresistibles Hard Ripened Parmesan Cheese
Irresistibles Ice Cream Bars
Irresistibles Naturalia Raw Creamed Honey
Irresistibles Naturalia Tortilla Chips
Irresistibles Pesto Seafood Gratin
Irresistibles Tree-Shaped Log

Rexall Pharmacy Group LTD.
Nosh & Co Munch Madness

Save on Foods
West Coast Wild Pink Salmon Burger
Western Family Flavoured Sparkling Water

Sobeys Inc.
Compliments Naturally Simple
Frozen Single Meals
Sensations by Compliments
Sensations by Compliments Extra
Crunchy Kettle-Cooked Potato Chips
Sensations by Compliments Hand Stretched Frozen Pizzas
Sensations by Compliments Hors D'Oeuvres
Sensations by Compliments Mini Ice Cream Bars
Sensations by Compliments Spirited
Mickie BBQ Sauce

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NON - FOOD FINALISTS FROM PRIVATE LABEL

Canadian Tire Corporation
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NOMA Neon Rope Light Pure white
PADERNO Dutch Ovens, 6.2L

Federated Co-operatives Limited
Co-op Gold PURE Soap

Metro Inc.
Personnelle Microfilter Nasal Wash System
Personnelle Precut Kinesiology Tapes
Personnelle Teething

PetSmart
Habitat Home

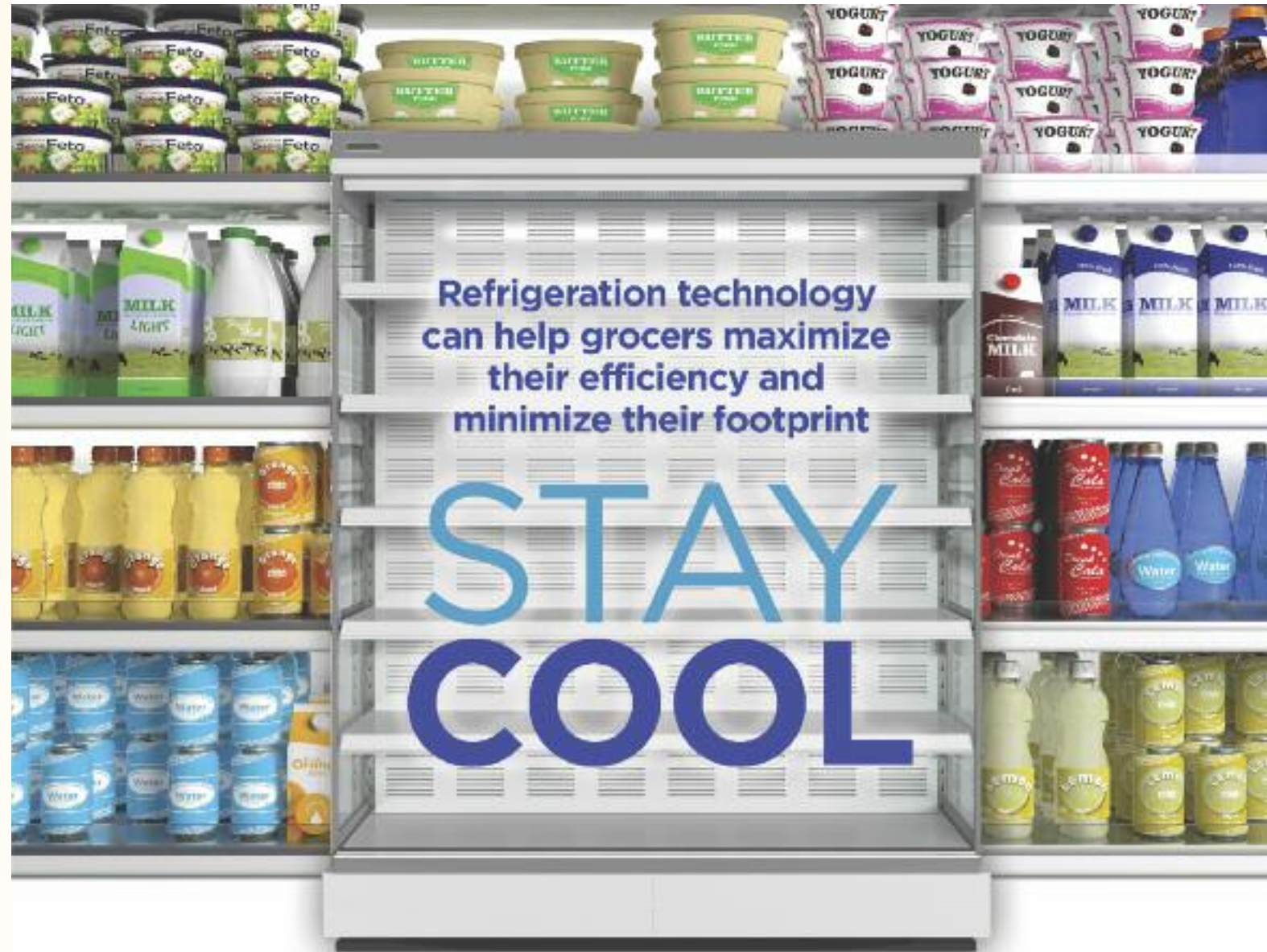
Rexall Pharmacy group Ltd.
Kit Silicone Facial Brush

Vetdiet International Inc.
Care line
Wellness line

Walmart Canada
Equate Kids Probiotics
Pure Balance Freeze Dried Treats for Dogs

STORE DESIGN: REFRIGERATION

By Robin Brunet



Refrigeration is critical to all grocery stores, but it also generates some of the biggest expenses. It's no secret that supermarkets are some of the most energy-intensive retail businesses, with most of their electrical load devoted to refrigeration.

But keeping things cool has come a long way from the days of freon, and in 2019 display cases, coolers, and other products typically use CO₂, propane, and other elements. "This is augmented by many other advances," says Ashley Fuller, energy sales specialist for Hussmann. "Electronics provide real time data on temperature and energy consumption; compressors and fan motors are far more efficient than ever; and instead of grocers using sticker guns to change prices in display cases, they can do so using their smartphone."

Cathy Narayan, office manager at ADN Refrigeration Ltd., describes CO₂ as where the industry is going. "The initial cost of the system is slightly more, but you save money on the installation side and in the long run on the cost of energy. Plus it's much more environmentally friendly."

Mark Pelechaty, project manager/refrigeration sales for Lowe Canada, notes that "The industry is to the point now

with [so many] refrigerant options, it's how manufacturers engineer their systems that sets them apart. ECM Motors have been around a while now, LED lighting has been around a while, the principles of refrigeration are still the same, heat reclaim has been around for decades; it's how you apply all the options out there now to a more energy efficient system, relative to the store design and budget."

As an example, Pelechaty is currently working with a client whose refrigeration requirements are so substantial that they require a compressor rack. "The problem is space," he says. "Sales floor space is where the money's made; not in the back room. So where do we go? We go on the roof with a complete remote rack package that is not your huge supermarket 'penthouse' system with multiple racks. Instead, it is a compact self-contained compressor rack, control station, and condenser all in one."

Increasingly, time-strapped grocers seek a one stop shop for all their refrigeration needs. "We are a complete refrigeration solution from planning, refrigerated merchandisers, systems, cold storage, and servicing," says Narayan.

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ADN is also a strong advocate of planned maintenance in the grocery sector. “A larger percentage of our customers are now using planned maintenance compared to previous years,” says Narayan. “That’s because if you don’t keep your equipment running at optimal performance, you increase your chances of having a major breakdown that would cost you more to fix or replace your equipment and would also cost you in downtime and possibly lost product.”

Arneg Canada is an international leader in the design, manufacture and installation of complete equipment for the retail sector, and its Western Regional Manager/Sales, Henry Friedmann, notes that one of the numerous benefits of his company is that its manufacturing processes are sustainable — to the point where 98 per cent of materials coming off the production line are instantly recycled. “Also, we offer exceptional five year warranties for the LED lights in cases and the copper evaporator coils,” he says.

At a time when grocers are obliged to reduce their carbon footprint as well as save money, they can transform these challenges into opportunities through the latest technology — and need only consult the experts to determine what’s best for them. ●



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The Kysor Warren CO2 Transcritical refrigeration system available through ADN is an effective solution for sustainable refrigeration design, providing HFC-free supermarket refrigeration along with significant lifecycle cost savings. The system distributes liquid carbon dioxide to each refrigerated case or walk-in box, and temperatures are controlled with electronic expansion devices.



Features Plus Function

The Kysor Warren Refrigerated Merchandisers available through Lowe Canada provide grocers with a host of features, including multiple door styles, newly designed LED lighting, and alternate refrigerants – all with the aim of enhancing the visibility of everything from fresh produce to grab & go items, saving energy, and keeping products cold.



Ready to Go

Husmann’s microDS is a micro distributed system that only uses propane R290 as the refrigerant; the merchandisers can be installed faster and easier with little or no downtime because their built-in refrigeration units are self-contained, hermetically sealed, and already have been charged, tested, and programmed before delivery on-site.



Cool Views

The Glasgow line of refrigerated deli/meat display cases from Arneg have a working temperature of two to four Celsius and include practical features such as new serve-over counters with straight glass and a 45 degree floor plate option. The warranty on the cases includes five years on the LED lights and drivers as well as the copper coils.



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PRODUCE
.....
By Frank Yeo

Top Produce Trends

Differentiation More Challenging Than Ever

The fresh produce market is quickly changing, and retailers need to adapt. FRUIT LOGISTICA, the global fresh produce trade show, has released their 2019 trend report for the fresh produce business which offers insight into how several factors are influencing consumer demand, including health, convenience, emotion, ethics, the environment, provenance, seasonality, affordability, visual merchandising and quality.

"The fact that fresh produce plays a critical role in retail should not come as a surprise to anyone in the industry," says Alexander Pöhl, one of the report's lead authors. Rainer Münch, partner at Oliver Wyman, adds: "What might not be so readily apparent, however, is just how quickly the market for fresh produce is changing. Customers now expect good quality fresh produce in every store. As a result, while grocery retail is seeking to use fresh produce to achieve a market advantage, doing so is becoming more and more challenging."

Here are some of the major findings:

1 DEMAND FOR EASY-HEALTHY PRODUCE RISES

Forty-five per cent of consumers feel they have little time to cook, but still want to eat healthy. As a result, demand for fresh produce that is healthy, ready-to-cook (cut and peeled), and conveniently packaged, is growing. This may even lead to higher demand for fruit and vegetable varieties that are more convenient — such as Bimi/Tenderstem broccoli.

2 ENVIRONMENTALLY-CONSCIOUS CONSUMPTION KEEPS GROWING

There are more and more consumers that care about the environmental impact of produce and its packaging, as well as the dedication demonstrated by retailers to these matters. In fact, retailers' commitment to sustainability is, for some consumers (particularly those with higher incomes) an important factor when it comes to choosing a store.

Customers are turning to "foods with lower environmental impact from sustainable sources, locally produced, grown in season," the report adds. As for packaging, consumers regard the plastic kind as a major issue — 87 per cent of respondents claimed to worry about its impact on the environment. However, only 50 per cent said they would pay more for biodegradable packaging.

3 PRODUCE DIFFERENTIATION AND QUALITY ARE INCREASINGLY IMPORTANT

When buying fresh produce, 59 per cent of people value quality the most, FRUIT LOGISTICA's survey found. Specifically, consumers care the most about appearance, taste, size, and shape.

Differentiation is not far behind quality — more and more people (urban, high-income, younger consumers) value produce that is locally grown, seasonal, or that has a strong, distinctive brand that conveys trust.

If retailers want to bet on differentiation, FRUIT LOGISTICA says, they need to collaborate with growers more than they currently do. That's the only way to innovate and deliver new products quickly to these demanding consumers. ●

MorningStar Farms Veggie Burgers are Coming to Canada

MorningStar Farms Veggie Burgers, the No.1 Veggie Burger in the USA, are now available in Canada. Bursting with real, plant-based ingredients that you can see and recognize, MorningStar Farms Veggie Burgers are best known for their great taste and texture. The launch includes three unique flavours – Harvest Veggie Burgers, Spicy Black Bean Burgers and Mediterranean Chickpea Burgers – that offer nine to 11 grams of protein per 67 grams.

There's a growing appetite for plant-based foods in Canada: the desire to eat meatless meals is up 45 per cent over the last 10 years, more than 53 per cent of Canadians currently eat meat alternatives and the meat alternative category is up 40 per cent since 2013.



Heinz Introduces MayoChup to Canada

Heinz has introduced MayoChup to Canada for a limited time throughout the spring and summer months. The product was a huge hit when it debuted last year in the US. MayoChup combines the taste of ketchup, mayonnaise and a special blend of spices and is being supported by an extensive media campaign.



Baby Gourmet Introduces Organic Lentil and Chickpea Finger Foods

Baby Gourmet announced its new Finger Food innovations are now available. Baby Gourmet's 100 per cent Organic Carrot Sticks and Tomato Basil Slices are locally produced and packed with organic lentil and chickpea nutrition, tummy friendly probiotics, plant-based proteins, essential vitamins and minerals making them the perfect snack for self-feeders.

"Moms asked us to create a nutritious, rice and corn free, plant-based snack with clean, simple ingredients including the benefits of protein and probiotics. We delivered with our new Fingers Food innovation! At Baby Gourmet we are the leading innovators in organic baby food using high quality ingredients and the latest trends like 'baby led feeding' as we develop products for our Canadian families," said Michael Watt, CEO, Baby Gourmet Foods Inc.



Red Bull Canada Reveals 'Beach Blend' as the Latest Summer Edition Flavour

Red Bull Canada has unveiled the latest in their editions series with the launch of its 2019 Red Bull Summer Edition Beach Blend. Delivering a smooth, refreshingly fruity take on the taste of the classic Red Bull Energy Drink. Red Bull® Summer Edition Beach Blend will begin hitting shelves just in time for the warmer days ahead and will be available for a limited-time only beginning May 6th, 2019.

Red Bull Summer Edition Beach Blend has an initial tropical fruit profile, which then blooms into a warm coconut finish that's light and crisp. Packaged in a bright turquoise can, this summery flavour is sure to be the hit beverage of the warmer season ahead.

Red Bull Summer Edition Beach Blend will be available in 250ml and 355ml cans as well as 250ml four-packs.



Ola Vida Naturals

Experience the Whole Fruit difference with Ola Vida Naturals BC made smoothies; naturally bursting with everything but the peel. Ola Vida is the only smoothie in North America that provides all the nutrition and fibre of whole fruit. Smoothies sold in the market today are filled with juice or water and packed full of high glycemic sugars.

Ola Vida is all natural, preservative free, with no added sugars.



Halo Top Introduces Highly Anticipated Seasonal Flavour

Halo Top Creamery announces a new seasonal flavour, Blueberry Crumble. Loaded with pieces of flaky pie crust and blueberry swirls, this limited-edition flavour brings a new level of indulgence, but with 350 calories and 18 grams of protein per pint.

"Blueberry Crumble is a fan favourite in the U.S., and our Canadian fans made it known that they wanted it up North," said Doug Bouton, president and COO of Halo Top. "It's exciting to introduce seasonal and limited-edition flavours to our Canadian fans with many more to come!"

Building on the popularity of Pumpkin Pie and Gingerbread House, Halo Top's first seasonal flavours in Canada deliver on the nostalgic taste of the familiar dessert while offering a completely new way to enjoy the sweet treat for the season.

Halo Top first launched into Canada in February 2018, and now offers 16 flavours, including non-dairy options.



The Plant-Based Movement is Hitting the Mainstream, with Earth's Own Leading The Push

Pioneering plant-based beverage company, Earth's Own, re-emerged onto the market with a new design, simplified product line and a rallying call to join the plant-based revolution. Through this fresh re-brand and new eye-catching packaging, the Canadian-based company is educating the nation about the positive impact a plant-based lifestyle has on both the planet and people, and aims to ignite a movement change at a time when nearly half of Canadians want to incorporate more plant-based foods into their diets.

With research revealing that Canadians place a great deal of value on minimizing environmental impacts, Earth's Own has also made a bold move to create all of its cartons from plants grown in sustainable forests and take a conscious stand against plastic containers.

"We're on a mission to change the world through a plant-based movement," says Rex Sheehy, president of Earth's Own. "This commitment to the planet has run through the company since we first began in 1998. We want Canadians to choose plants over dairy because a personal commitment to plant-based eating will make the biggest impact on the health and survival of the planet, and positively impact land and water usage. At Earth's Own, it's our goal to be a catalyst for change – and it's time that we bring our passion to the forefront of our packaging and onto the supermarket shelves."

To simplify the product offering, the company has consolidated its previous sub brands – So Nice, So Fresh and So Good – into one master Earth's Own brand. This family of organic, non-dairy beverages now boast playful and hard-to-miss packaging, alongside a new logo and tagline "We dig plants."



A Premium Treat

Label savvy customers will fall in love with Walkers shortbread fingers - a decadent treat that is made from only four ingredients.



Dole Launches Bountiful Kits

Dole Food Company has launched DOLE Bountiful Kits, a new, first-of-its-kind line of all-fresh, ready-to-eat salad kits that combine DOLE lettuces and vegetables with a robust assortment of plant-based proteins and original dressings to deliver the type of satisfying salad experience typically only associated with restaurants and delis.

Four new DOLE Bountiful Kit offerings target flexitarian and paleo lifestyles with a blend of chopped lettuces and vegetables topped with an innovative Fresh Pouch packet filled with such clean-burning proteins as edamame, beans, lentils, bell peppers, rice, corn, quinoa and chickpeas. The new line represents Dole's widest use of plant-based protein ever.



Aurora Unveils New Products

Loacker Matcha Quadratini

Five Crispy wafers with four layers of green tea filling. Get a taste of Loacker pure goodness in every bite.



Loacker Tortina Triple Dark

Everything about your favourite Original Loacker Tortina but with decadent dark chocolate and cocoa cream filling.



Loacker Double Chocolate Wafers

A light and crispy cocoa wafer, with a delicious cocoa and chocolate cream filling.

Lindt Spreads

These delicious spreads are crafted with Lindt's remarkable chocolate. Add some chocolate goodness to your everyday snacks. Spread these on croissants, top onto desserts, and add it to baking recipes.

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Major Contributors to the Canadian Economy

Cattle production in Western Canada and its subsequent processing activities represent a total of \$24 billion in sales and a net contribution to the regional GDP of well over \$8.8 billion annually. Directly or indirectly, employment of over 127,000 workers is related to farm level production and processing. Cattle production in Eastern Canada along with the substantial processing activities in the region, represented a total of \$8 billion in sales; contributing \$2.6 billion to the regional GDP. Overall, 63,907 workers are associated with the sector (including paid owners of unincorporated businesses). While Western Canada has significantly more beef production, the large population in Eastern Canada supports a substantial processing industry, which contributes to the economic activity in the region. In addition, a large dairy industry contributes to the beef production in the area.

World-Class Standards

World-class standards define Canada's quality assurance and food safety systems. We strive to establish and respect regulations for the good of us all. Processing safe, high quality beef is our objective.

Food Safety Systems at the Meat Plant

Prerequisite Programs and HACCP Plans

Canada's food safety systems for meat plants are based on the internationally recognized Hazard Analysis Critical Control Point (HACCP) model. A complete HACCP system is mandatory for all Canadian meat plants exporting beef products and requires both prerequisite programs as well as HACCP plans.

Prerequisite programs are universal procedures or good manufacturing practices that enhance food safety for all meat production processes. HACCP plans build on the foundation provided by the prerequisite programs and are designed specifically for each production process.

Critical Control Points

HACCP plans function using critical control points (CCPs) which are monitored by specially trained employees to control potential food safety risks. CCPs are determined by conducting a comprehensive analysis of possible biological, physical or chemical hazards associated with each step in a process and all ingredients and packaging. The effectiveness of the HACCP plan is checked by verification procedures, which utilize laboratory tests, or other procedures approved by the Canadian Food Inspection Agency (CFIA).



Audits by the Canadian Food Inspection Agency

All meat products must have a HACCP plan. If a new meat item is produced, it cannot be marketed until a HACCP plan for that production process is developed. Suppliers of meat ingredients as well as cold storage and freezer facilities must also have HACCP systems. To ensure the HACCP system is functioning correctly, each operation is required to undergo audits by the CFIA. These audits include review of HACCP documentation and records as well as on-site audits of monitoring and verification procedures for CCPs.

Compliance Verification System

The adoption of mandatory HACCP enabled the CFIA's inspection system to evolve into the Compliance Verification System (CVS). CVS provides an efficient and uniform approach to verifying the compliance of registered establishments.

Food Safety is the Most Important Priority

Canada is committed to the ongoing enhancement of its food safety systems through a partnership between industry and government. The development of the HACCP food safety system is an additional requirement beyond traditional meat inspection programs. The focus of HACCP is the prevention of foodborne illness, which continues to be the most important objective of the Canadian beef industry. ●



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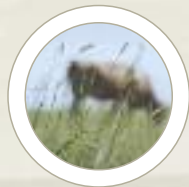
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Canada's cattle have hidden talents

Beef cattle belong in Canada's landscape, doing their job to maintain healthy ecosystems.

The environmental benefits of cattle is a powerful untold story that needs to be herd (pun intended). There's a secret life to cattle that doesn't tend to make the headlines...



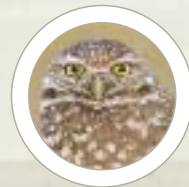
Cattle keep grasslands going.

Don't take grass for granted. Canada's pasture and prairie store up to 1.5 billion tons of carbon, equal to the emissions from 3.62 million cars annually. Cultivation of grasslands can lead to a 30-35% loss of soil organic carbon.



Cattle are key to healthy soil.

Healthy soil is the secret to life. Cattle sustain soil with the nutrients from manure for healthy grass. Healthy grass = ground cover protection from blazing sun and pounding rains. Cattle are the ultimate manure spreaders. No bull.



Cattle help birds.

Birds live in the grasslands that cattle sustain. Cattle maintain 68% of the wildlife habitat capacity that comes from our agricultural land. Many bird species would lose their habitat to overgrowth without cattle grazing. Keep calm. Graze on.



Cattle are 'upcyclers'.

Cattle do amazing things – they eat and digest grasses and crop by-products we can't, turning them into one of nature's most powerful proteins.

Cattle are a perfect fit with Canada's climate, pasture and prairie ecosystems. With 74% of Canada's native grasslands already lost to cultivation, grazing cattle are key to preserving these important spaces. For more info visit: canadabeef.ca/whycanadianbeef

