

FOOD NEWS



News and Information for Alberta's growing Agri-Processing Industry

September 2006

BIO NEUTRA OPEN FOR BUSINESS

BioNeutra celebrated the opening of their new manufacturing research and development facility at Edmonton Research Park. This facility produces oligosaccharides, which can be used as low calorie sweeteners. Their product is marketed as VitaSugar® - the new sugar source of the 21st century.

Oligosaccharides are the largest selling functional food ingredients in the world and can be incorporated into multiple products. BioNeutra produces VitaSugar® from the starch of wheat, barley, oats and potatoes. This "liquid fibre is also a prebiotic; known to promote the growth of healthy bacteria in the intestines" says Dr. Jianhua Zhu, the president of BioNeutra. VitaSugar has only ¼ of the calories of regular sugar and comes in powder or liquid forms. It can be used in beverages, confectionery, bakery and dairy products. BioNeutra already has a supply agreement selling VitaSugar® to a Las Vegas company that makes breakfast bars and is looking forward to working with local Alberta companies.

BioNeutra is focusing on creating new products using VitaSugar® and tapping into new markets. If your company is interested in learning more about VitaSugar® and how to incorporate this low calorie sweetener into your product, contact **Shirzad Chunara** at 780-422-2550 or shirzad.chunara@gov.ab.ca

RETAIL MARKET REPRESENTATIVE PROGRAM

Are you interested in launching retail branded product in the United States? The Retail Market Representative Program (RMR) allows Alberta companies to work with a PinnPointe Consulting Group to develop and execute their U.S. market-entry strategy. This may include retail introductions, market preparation, securing entry and maintaining retail shelf presence.

An Alberta company just received notice of a commitment from Albertsons for their product line. The company spokesperson says:

"As of today we have a commitment from Albertsons. They liked the product, liked the price, and we've agreed to the listing fee. We are now developing the planogram for store presentation. Printing of the packaging will be done the last week in September. The RMR program is a great deal. It would have cost us so much money to get the kind of data we've received. To do a reasonability check – are our assumptions reasonable? – is invaluable. PinnPointe sent a fact and figures check here saying "there are this many products and we will be in with the pack as far as pricing- not too high or too low. They've allowed us to get our foot in the door. Don't think we could have without PinnPointe...and we have a product that once the buyer sees it they are interested. It's a matter of getting that opportunity and the program has given us the opportunity."

If you want to know more about the RMR Program, contact **Gail Lemke** at 780-422-2552.

Looking for a way to introduce your company to the next generation work force and consumers? Edmonton Economic Development Corporation developed the Student In-Site initiative to expose grade 9 students to the world of manufacturing. Check the website to find out: www.studentin-site.com

UPCOMING AFPA WORKSHOPS

- **Attracting, Recruiting and Retaining Persons with Disabilities Seminar**
Edmonton – September 27, 2006
- **HACCP I: Documenting Your Prerequisite Programs**
Calgary – October 12-13, 2006
- **Preventing Allergen Cross-Contamination in Your Plant and Products**
Edmonton – October 25-26, 2006
- **HACCP II: Developing Your HACCP Plan**
Calgary – November 1-3, 2006
- **HACCP IV: Validation & Verification of Your HACCP Plan**
Calgary – November 8-9, 2006
- **HACCP V: Effective Auditing of Your HACCP Plan**
Calgary – November 16-17, 2006

Course and registration details are available on-line at www.afpa.com/snq/train.shtml or email admin@afpa.com

LEAN MANUFACTURING CONFERENCE

Be sure to attend CME's *Best Practices in Lean Excellence 2006* conference being held in Calgary October 2 -5, 2006. It will provide you with an exciting Lean journey through training courses, outstanding tours, success stories and expert speakers. Contact **CME** at 780-426-6622 for details.

ANNUAL RED DEER BUSINESS EXPO

Join other business leaders in Red Deer for the 8th Annual Business Expo sponsored by the Business Advisory Network. Featured speakers are Dr. Nick Bontis and Patrick LaForge. For more details and registration, contact the **Red Deer Chamber of Commerce** at 403-347-4491 or rdchamber@reddeerchamber.com

Alberta Agriculture, Food and Rural Development
(Dial 310-0000 for toll-free access)
Processed Foods Branch - 403-340-5322
Livestock Products Branch - 780-427-7325
Bio-Industrial Development Branch - 780-427-7366

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