



State of the Industry Benchmarking Forum

Guelph, ON (March 6, 2007) Is there a prosperity crisis in Canada's food processing industry?

Canadian food processors compete in a global marketplace. They are constantly pressured to understand how they measure up to global counterparts, what they do well, what needs to change, and how success should be measured. This two day symposium will showcase the current state of the industry, winning strategies, and essential policy measures required for a globally competitive food processing industry in Canada.

Food Industry CEOs and industry leaders will discuss the future of the industry, competitive issues, and opportunities for greater success. "Hot topic" workshops will concentrate on key prosperity drivers: productivity, regulations, innovation, health and wellness, and supply chain efficiencies.

The program is presented by the Guelph Food Technology Centre, and sponsored by the George Morris Centre, Deloitte, Food and Consumer Products of Canada, RBC Royal Bank, Agriculture and Agri-food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs. It takes place March 29 and 30, 2007 at the Pearson Convention Centre in Brampton.

"The key challenge facing the food and beverage industry in Canada is how to compete successfully in a global market place. This means having a supportive business and regulatory environment, and also applying innovation and creativity to new products, but also to productivity, workforce development and retention, supply chain efficiencies and much more," states Gary Fread, President & CEO, Guelph Food Technology Centre.

With that in mind, specific objectives have been set for the program:

- Educating industry leaders on the status of the Canadian industry, as benchmarked against other jurisdictions
- Creating a dialogue among industry, government, and institutions in Canada and abroad

- Providing concepts and incentives for best practices
- Creating a process for an industry led initiative to enable change
- Creating the basis for an annual report card on food industry competitiveness and sustainability

Measuring success on an ongoing basis is critical to competitive success, and will allow industry leaders to plan strategically, whether focused on domestic or export market opportunities.

For more information, or to register for the event, please visit www.gftc.ca/coursereg/list.cfm

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