

# FOOD AND BEVERAGE CANADA

Food and Beverage Canada (FBC) is a new national not-for-profit organization developed **by industry, for industry**. The organization will be launched in **early 2018**.

FBC will represent more than 1,500 Canadian food and beverage manufacturers by providing one **unified, strong and trusted advocacy voice** on federal and national issues that impact food and beverage businesses. This is a sector valued at \$105 billion and an employer of 246,000 Canadians.

The organization, which will be located in **Ottawa**, and within close proximity to key federal government stakeholders, will **effectively influence and shape government policy** regarding:

-  competitiveness and a level playing field, including cost of inputs, regulatory burden, user fees
-  food safety, nutrition and labelling regulations and enforcement
-  mandate of CFIA and service standards
-  program and regulatory support for food industry innovation
-  trade and investment, labour and skills development, and consumer education and protection

Currently FBC **priorities** have been identified as label/regulation/inspection modernization, NAFTA negotiations, National Food Policy, Barton recommendations, Safe Food for Canadians Act and Healthy Eating Strategy. FBC will also **advance business led solutions** that improve the competitiveness and encourage innovation within our industry and members - large, medium and small.

FBC will develop **collaborative relationships and positive communications** with federal and provincial governments and provincial food and beverage associations. The organization will proactively and reactively respond to emerging and long term industry issues, educate members and stakeholders and host an annual lobby event in Ottawa.

Members of FBC will have a **food or beverage manufacturing facility in Canada** and be a member of a provincial food and beverage association. Associates will be suppliers to the industry and must also be **members of a provincial food and beverage association**.

FBC's **founding Board of Directors** will include a C-Suite level appointee from each of the 7 provincial food and beverage associations and 13 C-Suite level elected Directors from large and medium size food and beverage manufacturers representing different sectors and regions across Canada. The founding Board of Directors will appoint a Chair, hire an Executive Director, establish communication channels, and finalize governance and strategic planning. The **founding AGM** will be held on **Thursday, January 11, 2018 in the Multifunction Room at Maple Leaf Foods: 6897 Financial Drive, Mississauga, Ontario L5N 0A8 from 10 a.m. to 3:30 p.m.**

Please contact Norm Beal (nbeal@foodandbeverageontario.ca) and Sylvie Cloutier (sylviecloutier@conseiltac.com) for further information.

## Initial Membership Targets / Fees



### PROVINCIAL ASSOCIATIONS

FBO, CTAQ .....	\$15K
5 Others .....	\$5K



CONSEIL DE LA  
TRANSFORMATION  
ALIMENTAIRE  
DU QUÉBEC



### MEMBERS

3 Members < 100 employees .....	\$5K
7 Members 100 – 250 employees .....	\$10K
25 Members > 250 employees .....	\$15K



Ingredion

FARINART  
MÉLANGES DE GRAINS ET FARINES



### ASSOCIATES

10 Associates .....	\$5K
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