table of contents

Minister Letter 1
Deputy Minister Letter 3
COO / GM Letter 5
Structure for Operations 7
   Accountability Structure 7
   Organizational Structure 7
Profile 8
   Mission Statement 9
   Mandate 9
   Vision 9
   Strategic Objectives 9
Highlights 10
   Finance 10
   Business Services 11
Business Services 12
   Service Lines 12
   Growing Forward 2 12
   Administration 12
Service Line - Consultation 13
Canola 13
Oats 13
Flax 13
Pulses 14
Hemp 14
Meat & Poultry 15
Other Projects 15
Strategic Research Program 15
Nutrition Labelling 16
Regulatory 16
Community 16
Service Line - Incubation 17
   Pilot Plant 17
   Food Safety 17
Training & Marketing 18
   Training 18
   Marketing 18
   Tours 18
Advisory Board Members 19
Financial Statements Upon Request
Her Honour the Honourable Janice Filmon, C.M., O.M.
Lieutenant Governor of Manitoba
Room 235 Legislative Building
Winnipeg, MB R3C 0V8

Your Honour:

It is my privilege to present for the information of Your Honour, the Annual Report of the Food Development Centre for the fiscal year ended March 31, 2015.

Respectfully submitted,

Honourable Ron Kostyshyn
Minister of Agriculture, Food and Rural Development
Son Honneur l’honorable Janice Filmon, C.M., O.M.
Lieutenante-gouverneure du Manitoba
Palais législatif, bureau 235
Winnipeg (Manitoba) R3C 0V8

Votre Honneur,

J’ai le privilège de vous soumettre, à titre d’information, le rapport annuel du Centre de développement de produits alimentaires, pour l’exercice terminé le 31 mars 2015.

Le tout respectueusement soumis.

Le ministre de l’Agriculture, de l’Alimentation et du Développement rural,

[Signature]

Ron Kostyshyn
Honourable Ron Kostyshyn  
Minister of Agriculture, Food and Rural Development  
Room 185 Legislative Building  
Winnipeg MB R3C 0V8

Dear Minister:

It is my pleasure to submit for your consideration the Annual Report for the Food Development Centre (FDC) for the year ended March 31, 2015. The report details the financial and operational highlights of the Agency’s activities in its eighteenth year as a Special Operating Agency.

The FDC plays a critical role in assisting the department in achieving its strategic plan in relation to food. FDC is well positioned to offer specialized fee-for-service programming in food safety education and consulting, small food processor product development, collaboration with larger firms to complement their own in-house capabilities and moving innovation to commercialization through industry partnerships.

The Agency continues to serve our clients and enhance operational efficiencies in a manner that benefits the department achieving its goal of growing the Manitoba food industry to $5.5 billion by 2022.

Respectfully submitted,

Dori Gingera-Beauchemin  
Deputy Minister
Monsieur Ron Kostyshyn
Ministre de l’Agriculture, de l’Alimentation et du Développement rural
Palais législatif, bureau 165
Winnipeg (Manitoba) R3C 0V8

Monsieur le Ministre,

J’ai le plaisir de vous soumettre le rapport annuel du Centre de développement de produits alimentaires (le « Centre »), pour l’exercice terminé le 31 mars 2015. Le rapport détaille les principales activités relatives aux finances et aux opérations de l’organisme au cours de sa dix-huitième année de fonctionnement à titre d’organisme de service spécial.

Le Centre joue un rôle essentiel en aidant le ministère à réaliser son plan stratégique concernant le domaine alimentaire. Le Centre est bien placé pour offrir des programmes spécialisés payés à l’acte dans les domaines suivants : éducation à la salubrité des aliments et consultation, développement de produits pour les petites entreprises de transformation d’aliments, collaboration avec de plus grandes entreprises pour fournir un complément à ce qu’elles peuvent faire en interne, et passage de l’innovation à la commercialisation grâce à des partenariats avec l’industrie.

L’organisme continue à servir nos clients et à améliorer l’efficacité opérationnelle d’une manière qui aide le ministère à atteindre ses buts de croissance de l’industrie alimentaire du Manitoba à hauteur de 5,5 milliards de dollars d’ici 2022.

Le tout respectueusement soumis.

La sous-ministre,

Dori Gingera-Beauchemin
Ms. Dori Gingera-Beauchemin  
Deputy Minister of Agriculture, Food and Rural Development  
Room 159, Legislative Building  
Winnipeg MB R3C 0V8

Dear Ms. Gingera-Beauchemin,

I am pleased to provide the Food Development Centre’s Annual Report for 2014/2015.

The 2014/15 fiscal year saw the Agency focus on target marketing and customer service; optimization of pilot plant and commercialization equipment; costing and pricing business services; and administration efficiencies.

The Agency reported a net profit before amortization and write-downs for the fiscal year.

The Food Development Centre is dedicated to growing the food industry and supporting Manitoba Agriculture Food and Rural Development’s strategic direction in food and agri-product processing.

Sincerely,

Tim Hore  
Chief Operating Officer
Madame Dori Gingera-Beauchemin  
Sous-ministre de l’Agriculture, de l’Alimentation et du Développement rural  
Palais législatif, bureau 159  
Winnipeg (Manitoba) R3C 0V8

Madame la Sous-Ministre,

J’ai le plaisir de vous présenter le rapport annuel du Centre de développement de produits alimentaires pour l’exercice 2014-2015.

Durant l’exercice 2014-2015, l’organisme s’est concentré sur le marketing ciblé et le service à la clientèle, l’optimisation de l’usine pilote et de l’équipement de commercialisation, les services aux entreprises pour l’établissement des coûts et des prix ainsi que les gains d’efficacité sur le plan administratif.

L’organisme a déclaré un bénéfice net avant amortissement et dépréciation pour l’exercice.

Le Centre de développement de produits alimentaires se consacre à la croissance de l’industrie alimentaire et au soutien de l’orientation stratégique en transformation des aliments et des produits agricoles du ministère de l’Agriculture, de l’Alimentation et du Développement rural.

Je vous prie d’agréer, Madame la Sous-Ministre, mes salutations distinguées.

Le chef de l’exploitation,

Tim Hore
STRUCTURE OF OPERATION

ACCOUNTABILITY STRUCTURE
The Food Development Centre (FDC) is a Special Operating Agency within the Department of Agriculture, Food and Rural Development.

FDC reports directly to the Deputy Minister of Manitoba Agriculture, Food and Rural Development, and is held accountable to the Minister for operational and financial performance. Governance and accountability are substantiated by FDC’s compliance with its Operating Charter, applicable General Manual of Administration policies, and by The Special Operating Agencies Financing Authority Act. The Accountability Structure presented below outlines the structure as of March 31, 2015:

ORGANIZATIONAL STRUCTURE

FOOD DEVELOPMENT CENTRE 2014-2015 ANNUAL REPORT
PROFILE

FDC is dedicated to assisting the agri-food industry and entrepreneurs in the transformation of agricultural commodities and their co-products to value-added products from research and development to commercialization.

Established in 1978, FDC was the first food development centre to be created in Canada. FDC is a key member of the Manitoba Agri-Health Research Network (MAHRN), an organization dedicated to promoting Manitoba’s unique food cluster for research, development and commercialization of agricultural products for health. FDC’s pilot plant is licensed by the Canadian Food Inspection Agency for processed food production which enables companies to use the centre as a food business incubator to develop, produce and market their products nationally and internationally. Other licenses are also available for organic and hemp products.

FDC has conducted many industrial research and development projects in the area of functional foods and nutraceuticals, and has successfully completed and commercialized functional beverages, energy bars, specialty oils, birch syrups, vegetable proteins, herbal teas and confectionary products. FDC’s client base includes entrepreneurs, small and medium-size enterprises (SMEs), as well as large companies both nationally and internationally. Some of FDC clients have gone from an innovative concept to establish multi-million dollar food companies, resulting in a strong economic impact and continued job creation in the Province of Manitoba.

FDC’s laboratories and pilot plant facilities provide the necessary flexibility to conduct a wide variety of research and development projects in cereal grains and oilseeds, fruits and vegetables, bakery, beverages, meat and non-timber forest products. FDC’s personnel have expertise in many processing technologies and product development.
MISSION STATEMENT
FDC’s mission is to provide the agri-food industry with the federally accredited facilities and the expertise to successfully develop and commercialize food products on a fee for service basis, resulting in value creation to Manitoba crops and livestock for conventional and functional food, food ingredients and pharma food products. FDC’s laboratories and pilot plant provide the flexibility for product and process development, scale up and batch production focused on a variety of product applications and processes. FDC’s clients are entrepreneurs, SMEs and larger companies looking to provide innovative products to the agri-food processing sector. FDC continually strives to offer a complete package of up-to-date, value-added solutions to meet our customers' needs.

MANDATE
FDC is a Special Operating Agency of Manitoba Agriculture, Food and Rural Development. Its mandate is to assist the Manitoba agri-food industry in the development and commercialization of conventional and functional foods and natural health products.

VISION
FDC will be collaboratively engaged with Manitoba’s value-added, agri-food processing industry developing and commercializing new and innovative food products ranging from ingredients to ready-to-eat foods helping to grow the food sector in Manitoba.

STRATEGIC OBJECTIVES
Grow the Food Industry through:
assisting agri-food businesses in the development and commercialization of new and innovative products and functional food ingredients; the development and identification of Manitoba agriculture resources for value-added processing; and facilitation of advanced and/or specialized training needs of the industry.

Operate under a robust business model: using innovative revenue generating strategies; optimization of pilot plant and processing equipment; and to investigate the feasibility of a new business line focussed on industry driven training workshops/modules.

Priorities: utilize FDC’s increased capacity, new technologies and capabilities to create new food products for the retail marketplace; and achieve increased fee-for-service revenue.

Opportunities: target marketing and focused customer service; optimization of pilot plant and commercialization equipment; costing and pricing business services; and increase administration efficiencies.
FINANCIAL
FDC enjoyed a successful financial 2014/15 fiscal year which resulted in a $191.0 gain before amortization and asset write-downs. Despite a $17.0 reduction in grant revenue to accommodate MAFRD efficiency strategies, a $351.0 capital asset write-down and a $50.0 non-cash related increase in our allowance for doubtful accounts, FDC was only $15.0 short of its forecasted budget.

Fee-for-service price increases and more focused effort on capturing the services provided by FDC resulted in the Agency’s earned income (fee-for-service and lease revenue) increasing by 27% over the prior year. As well, compared to the previous year a 7% drop in expenses before capital write-downs, depreciation and bad debt was also achieved.

Figure 1 highlights earned income almost doubled over the past five years from approximately $600.0 to $1,100.0. This trend in earned income means that an increased proportion of total expenses were accounted for through FDC income.

Over the same five year time period, this proportion has increased from 14% to 21% (Figure 2). This is a significant improvement as it indicates that the Agency is combating inflationary expense increases and loss of other revenue sources, while enabling the agri-food industry to grow their business through the development and commercialization of value-added food products.
**Business Services**

FDC completed work on the cold pressed canola oil for MAHRN’s Canadian Climate Advantage Diet (CCAD) initiative. Canola oils from three locations (Winkler, East Selkirk and Grandview) were prepared for test marketing. The oils have distinct flavour and colour profiles and have been very well received by the consumers and continue to get rave reviews from chefs; resulting in further requests for production.

FDC completed the development of flax bread under the Flax Council of Canada project to meet the recent (October 2013) Health Canada approved claim regarding ground flax and cholesterol lowering. A high quality bread formulation that met all requirements of the flaxseed health claim was developed. Per 50g slice, the flaxseed bread contains 4g fibre, 6g protein, and 2.5g omega 3 fatty acids. It also qualifies for several nutrient content claims and a disease reduction claim pertaining to heart disease and a diet low in saturated and trans fats. The bread formula was successfully scaled up and also converted to a consumer recipe. The basic formula and process are easily reproducible by industry and consumers. Like the first product, flax muffin, the flax bread is also expected to be well received by consumers.

FDC provided onsite HACCP Consulting services to an existing Provincial meat plant with the objective of becoming federally registered. The successful implementation of the plan will result in a federally registered Manitoba plant by fall 2015 able to export value-added products beyond the Manitoba borders.
SERVICE LINES:
The FDC has two distinct service lines that provide a broad spectrum of services to “grow the Manitoba food industry”.

Consultation
FDC has a comprehensive service line that develops and/or improves food products and finds new innovative uses for agricultural commodities and agri-food by-products through applied research and development; nutrition labelling and regulatory affairs; sensory evaluation; shelf-life studies; technology transfer and training.

Incubation
FDC provides infrastructure to clients in commercial production for retail and food service markets through interim production processing suites, equipment rental, long-term production incubation suites and contract manufacturing.

GROWING FORWARD 2 (GF2) ADMINISTRATION:
FDC continued to administer the GF2 program. By the end of the second fiscal year, approximately $31,954,807.49 was directly funded to various producers, academia and food and agri product processing. An annual audit is scheduled for September 2015 for the 2014/15 year.
**SERVICE LINE: CONSULTATION**

<table>
<thead>
<tr>
<th>Consultation</th>
<th>YTD Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of prototypes developed</td>
<td>39</td>
</tr>
<tr>
<td>Products launched</td>
<td>6</td>
</tr>
</tbody>
</table>

**CANOLA**

In partnership with Manitoba Canola Growers Association (MCGA) and Manitoba Agri-Health Research Network (MAHRN), FDC continued work on cold pressing canola to develop “virgin canola oil”. The process is not expensive, does not require solvents, bleach or deodorization to extract the oil. Regional differences in colour and taste profiles are prevalent and opportunities could exist to enhance farm enterprise options and utilization of oil for boutique versus frying markets. The oils have been well received by the consumer and continue to get rave reviews from chefs.

**OATS**

FDC has developed new uses for oat processing by-products (oat bran concentrates) for a large Manitoba based oat milling company. An oat pudding and oat-based fruit leather was developed and the company is currently using the prototypes to help market their oat bran concentrate.

**FLAX**

FDC has completed Phase 1 of a 4 phase project for the Flax Council of Canada. The project involves developing four milled whole flax food products (muffin, bread, bar and smoothie dry mix) to meet the Health Canada claim for flaxseed consumption and cholesterol reduction. Prototypes developed will be featured at the International Food Technologists Conference in July 2015 and MAFRD’s Commercialization and Innovation event in August 2015. Industry beneficiaries of this innovation will be the entire value chain through to the consumer.

FDC developed a protein rich fraction from flax meal byproduct for a Manitoba flax oil company. The result has generated further interest with the company given the commercial value of protein as a food ingredient.
SERVICE LINE: CONSULTATION

**Pulses**
Current consumer food trends are driving food companies to consider alternative sources for protein and fibre versus traditional meat and dairy sources. FDC partnered with MAHRN and the Manitoba Pulse and Soybean Growers Association (MPSGA) to develop food prototypes from soy beans. Value-added prototype formulations for soy-yoghurt and soy spread are currently being test marketed through NuEats. FDC also developed ingredient fractions (protein, oil & fibre) from soy meal and produced functional food formulations for smoothies, bars and beverages. Currently the meal is utilized for animal feed and the work at FDC is finding industry driven value-added solutions for human consumption.

**Hemp**
FDC completed a feasibility study on process development to physically refine hemp oil for a Manitoba based company. The work aimed to extend shelf life and improve quality for more consumer acceptance and wider range of product applications for hemp oil.

FDC is working with a large Canadian ingredient manufacturer to develop functional food applications to showcase the use of pea starch. This company will be listing a new pea starch SKU in 2015. FDC partnered with MPSGA on the development of three value-added pulse products: 1) a coating system containing pea flour and pea starch for breaded cheese curds which will be commercialized by a Manitoba cheese manufacturer; 2) a pulse based protein mix for vegan athletes; and 3) a pulse based shelf stable ready to eat chili utilizing FDC’s retort equipment. This product development work will support two large Manitoba pulse processors and ingredient companies.
MEAT AND POULTRY
FDC continues to provide fee for service product development to a large Canadian producer and processor of eggs, supplying grocery store chains, the food service industry, large bakeries and industrial customers. The company has processing operations in Quebec, Ontario and Manitoba. A process has been developed to extract the calcium from waste eggshells creating a functional ingredient for the food industry. The industry value is an approximate savings of $1.0 to $2.0 million/year in landfill costs (disposal of eggshells) and enhanced revenue from a new functional ingredient product.

FDC was contracted by a major poultry processor in Manitoba to carry out a feasibility study on producing stuffed whole turkeys. The company anticipates retail product launch in time for the 2015 Thanksgiving market.

OTHER PROJECTS
FDC continued work with MAHRN and a US company to develop products including gluten-free pasta for pre-diabetes clinical trials in the USA and Canada. These products contain several Manitoba functional food ingredients.

FDC initiated two projects under the national Organic Science Cluster on the development of organic gluten-free/low gluten pasta, and flavoured hemp oils; both industry partners for the projects are from Manitoba.

FDC completed a project on fractionation of buffaloberry and characterization of the fractions for a federal government agency. The project also included extraction of oils from seeds of several woody species to determine suitable applications in the food industry.

FDC completed the development of a chaga beverage; the project was funded by the Agri-Food Research Development Initiative (ARDI), and carried out in collaboration with Canadian Centre for Agri-food Research in Health and Medicine to assess the efficacy of chaga in a beverage format.

STRATEGIC RESEARCH PROGRAM
FDC collaborated with the National Research Council’s Industrial Research Assistance Program (NRC-IRAP) through a Contribution Agreement to work with Manitoba food processing SMEs to investigate novel processing technologies that could be used by the companies to either enhance oil extraction or refining processes. The projects were completed under this agreement for two companies in Manitoba and one in Saskatchewan. NRC-IRAP contributed $30,000 towards these projects.

Three strategic research proposals totaling $78,000 were approved by the MPSGA to carry out projects on increased use of pulses through value-added processing; one proposal valued at $85,000 was approved by MPSGA to develop processes to improve functional properties of pea starch; and one proposal valued at $31,000 was approved by Grain Farmers of Ontario to find food uses for soybean press cake. These projects will be carried out in 2015/16 fiscal year.
SERVICE LINE: CONSULTATION

NUTRITIONAL LABELLING
Nutritional labelling service line created a total of 344 labels for 119 clients for internal R & D projects as well as entrepreneurs. Nutrition labels completed were composed of grains and bakery, functional foods, meat, beverages, dairy, liquid foods and snack foods. Providing accurate and compliant ingredient lists is becoming a regular activity affiliated with nutritional labelling requests.

Food label review consultation with label and packaging designers increased during the year.

The focus of activity was consultation on compliance to the federal food and drug regulations.

Food labelling presentations were made regularly at MAFRD sponsored workshops. In addition to making presentations, the Information Officer also attended many organized seminars and workshops to further develop the service line.

REGULATORY
Technical support was provided to 217 requests. Regulatory interpretation and miscellaneous information regarding food labelling and processing was provided to entrepreneurs, MAFRD, in house consultation and consumers. Technical support to the R & D Process and Product Development through library activity, literature reviews and organizing the sharing of webinars internally continues to grow as the number of projects increase.

Regulatory compliance related to export and labelling requirements for the USA continues to grow and with the reduction of trade barriers (i.e. COOL) more requests and activity is anticipate.

COMMUNITY
“Take our Kids to Work”, is a national program that FDC has offered an organized comprehensive program to the students of employees, which is now in its 7th year.

As well, FDC developed a Breakfast Cookie for Portage la Prairie’s annual Jingle Bell Breakfast. This cookie contains a healthy nutrition profile, successfully utilizing eight Manitoba grown ingredients.

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
<th>Valeur nutritive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per 1 cookie (30 g) / pour 1 biscuit (30 g)</td>
<td>Amount (valeur nutritive) / % Daily Value (pour 1 %)</td>
</tr>
<tr>
<td>Calories / Calories 130</td>
<td>9 %</td>
</tr>
<tr>
<td>Fat / Lipides 6 g</td>
<td>9 %</td>
</tr>
<tr>
<td>Saturated / saturés 1 g</td>
<td>6 %</td>
</tr>
<tr>
<td>+ Trans / trans 0 g</td>
<td>6 %</td>
</tr>
<tr>
<td>Cholesterol / Cholestérol 5 mg</td>
<td>4 %</td>
</tr>
<tr>
<td>Sodium / Sodium 95 mg</td>
<td>4 %</td>
</tr>
<tr>
<td>Carbohydrate / Glucides 17 g</td>
<td>6 %</td>
</tr>
<tr>
<td>Fibre / Fibres 1 g</td>
<td>4 %</td>
</tr>
<tr>
<td>Sugars / Sucres 7 g</td>
<td>4 %</td>
</tr>
<tr>
<td>Protein / Protéines 2 g</td>
<td>8 %</td>
</tr>
<tr>
<td>Vitamin A / Vitamine A</td>
<td>8 %</td>
</tr>
<tr>
<td>Vitamin C / Vitamine C</td>
<td>0 %</td>
</tr>
<tr>
<td>Calcium / Calcium</td>
<td>0 %</td>
</tr>
<tr>
<td>Iron / Fer</td>
<td>4 %</td>
</tr>
</tbody>
</table>
Pilot Plant
This year, the pilot plant assisted 22 agri-food businesses in the commercialization of new and innovative products. Eight companies used FDC’s pilot plant and incubation suites to commercially produce product enabling them to cash flow their business and establish markets for their products. Long term, these companies will graduate to co-packers or go on to establish “green field” plants to produce their product.

Pilot plant optimization increased over the period and achieved the annual target of 60%.

The pilot plant staff assisted product and process development consultants in 23 projects in the development of new and innovative products. Examples included the development of a fruit based oat bran concentrate, muesli, pea fiber applications, reformulation of honey beverages, calcium extract from egg shells and a soy beverage.

The retail value of products made in the pilot plant reached $3.7 million for the year. The variety of products made at the plant ranged from various oils, salsas and sauces, flour mixes, functional ingredients, purees to specialty snacks and products with nutraceuticals characteristics.

Food Safety
Sixteen new HACCP plans were produced for internal clients developing products for retail and food service markets. Some examples of product included dried lobster concentrate, roasted chick peas, cold press canola oil, oat bran concentrate, bologna, frozen stuffed turkey, hemp seed snack and soy beverage.

FDC provided food safety consulting to two external clients. A provincial meat plant was contracted with the objective of becoming federally registered and a puree company utilizing incubation space processing of Manitoba grown vegetables and fruits.

The successful implementation of the recommendation to the meat plant will result in a federally registered facility by the fall of 2015. This will enable the company to export value-added products beyond Manitoba borders.

There was a range of services provided to the puree company during the year including HACCP plan review, updates to HACCP plans, staff training, and audit preparatory consultation.

The consultation provided had a direct impact on the company achieving AIB (American Institute of Baking) and GFSI (Global Food Safety Initiative) certifications. These certifications will significantly help the company land major accounts with global baby food and soup manufacturers.

As indicated in the table, food safety consultation revenue increased significantly over 2013/2014. Continued opportunities exist for FDC to provide food safety training and consultation to the Manitoba food industry.

<table>
<thead>
<tr>
<th>Food Safety Revenue</th>
<th>YTD Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013/14</td>
<td>$14.6</td>
</tr>
<tr>
<td>2014/15</td>
<td>$60.2</td>
</tr>
</tbody>
</table>
TRAINING & MARKETING

TRAINING
FDC hosted three training events for a total of 42 participants; partnering with MAFRD Food Commercialization and Marketing (FC&M), MAFRD Crops, MAFRD Food Safety Program, Manitoba Food Processors Association (MFPA) and the Prairie Fruit Growers Association.

**Fruit Preservation Workshop** focused on creating value-added products from fruit crops using food science to ensure food safety, quality and consistency while meeting the regulatory requirements for sale of finished products. The participants included fruit growers, processors and foodservice representatives.

**Meat Processing Workshop** focused on creating value-added meat products using food science to ensure food safety, quality and consistency while meeting the regulatory requirements for sale of finished products. The participants included abattoirs and livestock producers wishing to produce meat products for sale.

FDC continued to participate with face to face consultations and online webinars with Health Canada and the Canadian Food Inspection Agency (CFIA) to continue to grow FDC’s regulatory services.

FDC was the industry expert as the Food Labelling Consultant at the MFPA’s Annual General Meeting and participated in interactive 15 minute Q&A “Speed Consulting” sessions.

MARKETING
Marketing and media opportunities were captured with print, radio and local television. FDC was mentioned in nine print articles, six radio spots, and weekly on CTV via “Great Tastes of Manitoba”.

FDC participated in six trade shows, various seminars and connected with Manitoba commodity groups, Chambers of Commerce, Manitoba Restaurant Association, academia, professional associations, Ag Canada, supported MAFRD events such as the Great Manitoba Food Fight and Direct Farm Marketing Conference, and reached an estimated audience of 1450 people. Other marketing activities included revised marketing brochures; created videos of the training workshops; and partnered with MAFRD’s FC&M to develop checklists for new clients to assist in their commercialization needs.

TOURS
This year, FDC had over 25 tours including visitors from Taiwan, India, China, Morocco, USA, Saskatchewan and Manitoba.
ADVISORY BOARD MEMBERS

Ms. Dori Gingera-Beauchemin (Chairperson and Ex Officio)
Deputy Minister
Manitoba Agriculture, Food and Rural Development

Mr. Tim Hore (Ex Officio)
Chief Operating Officer / General Manager
Food Development Centre

Dr. William (Bill) Ashton
Director
Rural Development Institute

Ms. Lisa Dyck
Owner
Cornell Dairy

Ms. Alana Henuset
Information Officer
Food Development Centre

Mr. Rex Newkirk
VP Research & Innovation
Canadian International Grains Institute

Mr. Wayne Rempel
Chief Executive Officer / President
Kroeker Farms Limited

Dr. Martin Scanlon
Associate Dean (Research)
Food Science Department
University of Manitoba

Mr. Barry Tomiski
Chief Operating Officer
Hemp Oil Canada
FINANCIAL STATEMENTS

UPON REQUEST