

A woman in a white lab coat, hairnet, and face mask holds a clipboard in a food processing facility. Other workers in similar attire are visible in the background, working with large metal racks.

2019-2020

ANNUAL REPORT

Food and Beverage Ontario is a not-for-profit, leadership organization dedicated to advancing the interests of Ontario's food and beverage processors.

Our focus is on the success, prosperity and growth of the food and beverage processing sector. We work collaboratively with colleagues across the agriculture and food sectors.

TABLE OF CONTENTS

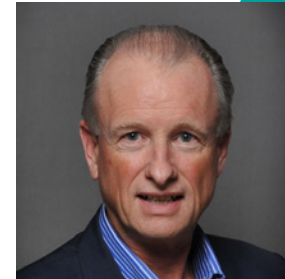
Chair & CEO Remarks	03
Responding to the COVID-19 Global Pandemic	04
Solving Workforce Challenges	05
Connecting People with Careers	07
Our Members	08
National Leadership	09
Board of Directors	10

CHAIR & CEO REMARKS

Under normal circumstances, our Annual Report would reflect on past organizational successes but the situation of today is extraordinary. The COVID-19 global pandemic has challenged the industry to rapidly learn and adapt. It has been both a difficult time and a rewarding one.

The people of our industry — especially frontline workers — have shown grit and commitment making certain Canadians have the food and beverage products they love. The comradery across business leaders has been equally inspiring – we have shared resources, occupational health and safety measures and lessons learned.

Our message is simply thank you — to our members, colleagues in government and the stakeholder community. We appreciate the support the Government of Ontario has provided and the understanding that there is still much more to do. Food and beverage processors will continue to deliver under pressure and we will continue to succeed — Canadians can be assured.



MICHAEL BURROWS
Chair



NORM BEAL
CEO

RESPONDING TO THE COVID-19 GLOBAL PANDEMIC

In 2019, Food and Beverage Ontario was focused on raising the profile of the industry, providing members with business opportunities and advocating on competitiveness issues. The COVID-19 global pandemic amplified this work and added new priorities.

Over the last number of months, businesses have been faced with difficult situations — evolving occupational health and safety measures, absenteeism, frontline worker concerns and in some cases business restructuring or closure. In response, Food and Beverage Ontario has provided support to members with a number of activities.

- > Daily information updates
- > Online COVID-19 resources
- > Continuous communications with the Premier's Office, Minister's Office and related ministries
- > Food and beverage processing industry representative on Minister Hardeman's advisory council
- > Participation on Ontario recovery initiatives

As we enter a new phase of COVID-19 there is a significant amount of work to be completed if the industry is to regain its economic position. Businesses have experienced unique financial pressures with the purchase of personal protective equipment and health screening tools, additional sanitation costs, and temporary non-structural modifications within plants that may lead to permanent adjustments.

Food and Beverage Ontario will work with members in identifying short to long-term gaps and solutions that are necessary for businesses to recover.



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SOLVING WORKFORCE CHALLENGES

Prior to the COVID-19 global outbreak, the Canadian food and beverage processing industry was facing a serious gap in employment and skills.

Food and Beverage Ontario's commissioned report, [Labour Market Information for Ontario's Food and Beverage Processing Industry](#), identified 20% of the Ontario workforce as retiring in the next ten years. Employers were grappling with the challenge of finding people to replace positions vacant due to retirement, and new people needed to meet industry growth.

To characterize the situation and initiate a dialogue on solutions, Food and Beverage Canada — Aliments et boissons Canada developed [People, Careers & Workforce Planning](#).

This framework facilitated the development of Food and Beverage Ontario's 2020 Strategy for Jobs and Recovery in Ontario's Food and Beverage Manufacturing Sector. The strategy will address well-documented labour challenges and more recent workforce concerns due to COVID-19 with a short-term *Stabilizing*, mid-term *Shock Proofing* and long-term *Super Charging* approach.



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SOLVING WORKFORCE CHALLENGES

Food and Beverage Ontario is taking a multi-faceted approach to understanding and resolving the complex issues that are barriers to workforce development.

The COVID-19 global pandemic has magnified these challenges at a time when employers and employees are under tremendous pressure to maintain food supply.

Looking ahead, consumer demand for food will continue to grow with a forecasted 10 billion people to feed by 2050. Ontario food and beverage processors will also play a key role in meeting global food requirements.

2020 STRATEGY FOR JOBS AND RECOVERY IN ONTARIO'S FOOD AND BEVERAGE MANUFACTURING SECTOR

Create a workforce hub to facilitate recruitment and retention.

- > Lead targeted recruitment and retention strategies to connect with youth, job seekers and under-represented groups.
- > Create and curate workforce resources.
- > Communicate education and career pathways.

Modernize food and beverage skilled trades to address shortages.

- > Identify industry priority skilled trade requirements and gaps.
- > Collaborate with colleges and training partners to develop solutions.
- > Pilot new approaches to skills development, training and accreditation.

Support frontline food workers in communities where job opportunities exist.

- > Assess gaps and develop solutions to support people in relocating and staying in a job.
- > Pilot new regional support programs.
- > Identify top priorities for attracting people to positions in remote areas.

Facilitate industry innovation and automation to reverse economic hardships for industry.

- > Identify industry priorities and connect innovation stakeholders to develop solutions.
- > Create a culture of innovation to support Ontario's industry.





CONNECTING PEOPLE WITH CAREERS

Talent attraction and retention may not be the only solution to the industry's labour challenges, but it is an important part of the equation. Food and Beverage Ontario has developed two campaigns to profile careers and initiate a conversation with job seekers and consumers.

[Frontline Food Facts](#) was launched in June 2020 to recognize and tell the story of frontline employees working under unprecedented pressures due to COVID-19. The campaign was also designed to provide a credible source for consumers and media with questions on food. Frontline Food Facts is helping to drive stability and business continuity for the food and beverage processing industry.

[Taste Your Future](#) is Food and Beverage Ontario's flagship talent attraction initiative. The work of Taste Your Future has engaged with youth and new Canadians on the career opportunities in the industry, and supported employers in understanding skills and employment gaps.

OUR MEMBERS

Membership in Food and Beverage Ontario is about being part of a community. Members are processor businesses, agri-food associations, and supplier of services and products that support the industry.

Food and Beverage Ontario was established in 2014 and has steadily built a reputation as an accessible and effective organization in advancing the interests of the food and beverage processing industry. Members are colleagues, allies and friends.

The organization supports members with opportunities to learn, network and engage in advocacy. Over the years, Food and Beverage Ontario's Annual Conference has built a reputation as a 'must attend' event with top notch speakers and business development opportunities. The Inclusive Leadership Forum has developed its own following, providing members with a place to discuss human resources and workforce development in a mentorship environment. The annual golf tournament brings members together for productive industry networking and good fun.

MEMBER STATS

- > Represent every sub-sector of Ontario production and size of operation.
- > Manufacture more than 75% of all food and beverage products made and sold in Ontario.
- > Process more than 50% of agricultural outputs grown in Ontario.





KATHLEEN SULLIVAN CEO
Food and Beverage Canada —
Aliments et boissons Canada



NATIONAL LEADERSHIP

In 2018, Food and Beverage Canada-Aliments et boissons Canada (FBC-ABC) was formed as a national association representing Canada's food and beverage manufacturing sector.

When FBC-ABC was created, its members identified three key priorities: Labour, Industry Competitiveness and Regulatory Modernization. Throughout 2019 and into 2020, FBC-ABC has remained focused on these priorities — making significant progress building the industry's profile and advocating for a policy environment that supports a strong food and beverage manufacturing sector and a safe food supply.

While COVID-19 has significantly impacted FBC-ABC's focus in recent months, it has not altered our mission. At FBC-ABC, we remain committed to ensuring Canada has a competitive business environment that enables growth

and sustainability for this critical sector. COVID-19 has also reaffirmed for us the importance of ensuring that Canada's food and beverage manufacturing leaders, including provincial associations like Food and Beverage Ontario, work together to amplify the sector's voice.

As FBC-ABC enters its third year, FBC-ABC remains uniquely positioned to unite Canada's food and beverage manufacturing sector — through the membership of our provincial and regional food and beverage manufacturing associations, and through the direct membership of the country's leading manufacturers. Working together, there is no challenge we cannot overcome.

BOARD OF DIRECTORS



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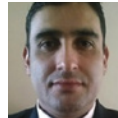
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