



---

# News Release

---

For immediate release

## Government of Canada Invests in Saskatchewan's Food Industry

**Saskatoon, Saskatchewan, November 8, 2010** – Today, the Government of Canada announced up to \$307,000 to help the Saskatchewan Food Industry Development Centre meet the growing demand for nutritional products. Member of Parliament Brad Trost (Saskatoon-Humboldt) made the announcement on behalf of Agriculture Minister Gerry Ritz. This investment under the Canadian Agricultural Adaptation Program (CAAP) will be administered by the Agriculture Council of Saskatchewan (ACS).

“The funding will help the Food Centre create a dream team of experts who will help Saskatchewan food processors develop more nutritional food product lines.” said MP Trost. “I’m proud our Government is helping to grow markets for our farmers and processors in Saskatchewan – while providing healthier food choices for consumers.”

This project will develop a team that can assist companies in developing healthy choice product lines and reformatting existing products to meet reduced targets for sodium and fat. Specifically, this project will provide information on new consumer expectations, alternatives for ingredients and new processing technologies and will assist with technology transfer to the food processing industry.

“This project is another example of Saskatchewan’s agriculture and agri-food industry seizing opportunities and opening doors for producers and processors,” said Allen Kuhlmann, Vice-Chair of the Agriculture Council of Saskatchewan. “As an industry based council, ACS is able to provide funding that address emerging issues and capture opportunities. By working closely with organizations like the Food Centre, we’re able to help the industry adapt to changing consumer demands and allow consumers to benefit from new processes, technologies and products.”

The Canadian Agricultural Adaptation Program (CAAP) is a five-year (2009-2014), \$163 million national program with the objective of facilitating the agriculture, agri-food, and agri-based products sector's ability to seize opportunities, to respond to new and emerging issues, and to pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive. For more information on CAAP, please visit [www.agr.gc.ca/caap](http://www.agr.gc.ca/caap). For more information on the Agriculture Council of Saskatchewan, please visit [www.agcouncil.ca](http://www.agcouncil.ca).



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

Canada

-2-

For more information, media may contact:

**Media Relations**

Agriculture and Agri-Food Canada

Ottawa, Ontario

**613-773-7972**

**1-866-345-7972**

**Meagan Murdoch**

Press Secretary

The Office of the Honourable Gerry Ritz

**613-773-1059**

**Dallas Carpenter**

Communications Manager

Agriculture Council of Saskatchewan Inc.

**Phone: 306-975-6856**