



Collaboration is critical

Kathleen Sullivan, CEO, Food and Beverage Canada — Aliments et boissons Canada

In 2018, Food and Beverage Canada-Aliments et boissons Canada (FBC-ABC) was formed as a national voice representing Canada's food and beverage manufacturers. As FBC-ABC enters its third year, our recent annual report reflects on the progress we have made and the challenges we have faced as Canada's largest manufacturing sector.

Throughout COVID-19, working together, companies and associations from across the country have provided outstanding leadership. In March, the industry was in an acute phase where businesses experienced a steep learning curve on new protocols for occupational health and safety, and unique challenges impacting Canada's food system. Throughout this, industry has demonstrated outstanding leadership:

- From the start of the pandemic, companies came together to share their best practices in managing and responding to COVID-19. Leading food and beverage manufacturers developed COVID-19 guidelines and playbooks they shared with other companies and industry partners to support each other.
- FBC-ABC co-ordinated a group of 14 provincial and national food and beverage processing associations to lobby the federal government for COVID-19 support programs to address the cost pressures on industry. This led to an initial \$77.5 M in federal support and recent reforms to the Canada Emergency Wage Subsidy (CEWS).
- BC Food and Beverage launched its Protecting Our People Program — an online purchasing program to source much needed PPE for B.C.'s food production, seafood, and agriculture sectors.
- Food and Beverage Ontario launched its Frontline Food Facts campaign to recognize the industry's frontline heroes and provide honest answers to consumers asking questions about the food and beverage sector.
- CTAQ developed a Guide — Preventive Measures for the Food Industry Amid the COVID-19 Pandemic — to support food and beverage manufacturers through COVID-19.
- Food & Beverage Manitoba and FBC-ABC worked together to lobby for that province's Risk Recognition Program to include food and beverage manufacturing workers.
- Food & Beverage Atlantic hosted a Virtual International Trade Show with over 40 Atlantic Canadian companies showcasing products to 240 buyers from North America, South America, and Asia.



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- FBC-ABC and Canada's leading provincial/regional food and beverage associations developed a joint analysis of the PPE needs of the food and beverage sector — an analysis that has been shared with Public Safety Canada, Innovation, Science and Economic Development Canada, and Agriculture and Agri-Food Canada.

COVID-19 is not a “short-term” crisis. This is a new normal of extraordinary cost and operating pressures that will impact Canada's largest manufacturing sector into the future. Across Canada, the federal and provincial governments have started to embark on strategies to address economic and industry recovery. As that work unfolds, it will be critical for the food and beverage sector to provide input on how to revive and re-energize this sector as one of the country's key economic engines.

In Ontario, FBC-ABC has collaborated with Food and Beverage Ontario to develop a made-in-Ontario Jobs and Recovery strategy for that province's food and beverage manufacturing sector. Collaboration like this will be critical as we navigate through the next 12 to 18 months and focus on economic and industry recovery.

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Advocating for food and beverage manufacturing businesses in urban and rural communities across Canada. fbc-abc.com