Guelph Food Technology Centre

88 McGilvray Street
Guelph, Ontario

Gary L. Fread
President & C.E.O.
Canada’s only independent, not-for-profit, self-sustaining food technology centre with broad-based services for the food industry.

- More than ten years in business
- Independent corporation
- Non-subsidized, fee-for-service basis
- Membership Program
- Complete client confidentiality
Our Mission

We strive to create healthy, safe, affordable food in an environmentally and socially responsible manner that companies can market profitably to their customers and consumers.
GFTC’s focus is to improve our clients’ performance in three fundamental areas:

**Their Products**
- Product Development
- Packaging Services
- Processing Services

**Their Processes**
- Q.M.S.
- Food Safety
- E.M.S.

**Their People**
- Training
Our Vision

To be a globally recognized organization delivering innovative technical solutions that enable agrifood companies to capture market opportunities...

...and a catalyst in revolutionizing the food and value-added agricultural sector through the art of innovation.
Innovation in Food Processing

What drives innovation?

- Market Driven – Consumer Trends
- Customer Driven – Retailers/Foodservice
- Competition Driven – Reactive, Must Do
- Opportunity Driven – Really new stuff, Create a new market
Innovation in Food Processing

Focus of innovation?

- Cost Reduction / Productivity Improvement
- Quality Enhancement / Sensory Performance
- Consumer Convenience / New Varieties
- Nutritional Delivery / “Healthier”
- Food Safety
Innovation in Food Processing

Can you protect that innovation?

Patents

• Formula? Doubtful
• Process? Possibly, but...
• Other?

“Trade Secrets”

• CDAs
Innovation in Food Processing

Cost of protecting that innovation?

Lawsuits are expensive
Innovation in Food Processing

What should food processors do?

- Watch consumer trends
- Try to stay ahead of the innovation curve
- Watch our for competitive moves
- Continually improve their products
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Come and visit us at:
88 McGilvray Street
Guelph, Ontario
Tel: 519.821.1246

Contact: Terri Dunlop-Dewar
Marketing & Sales Manager

Or visit our website:
www.gftc.ca