



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*

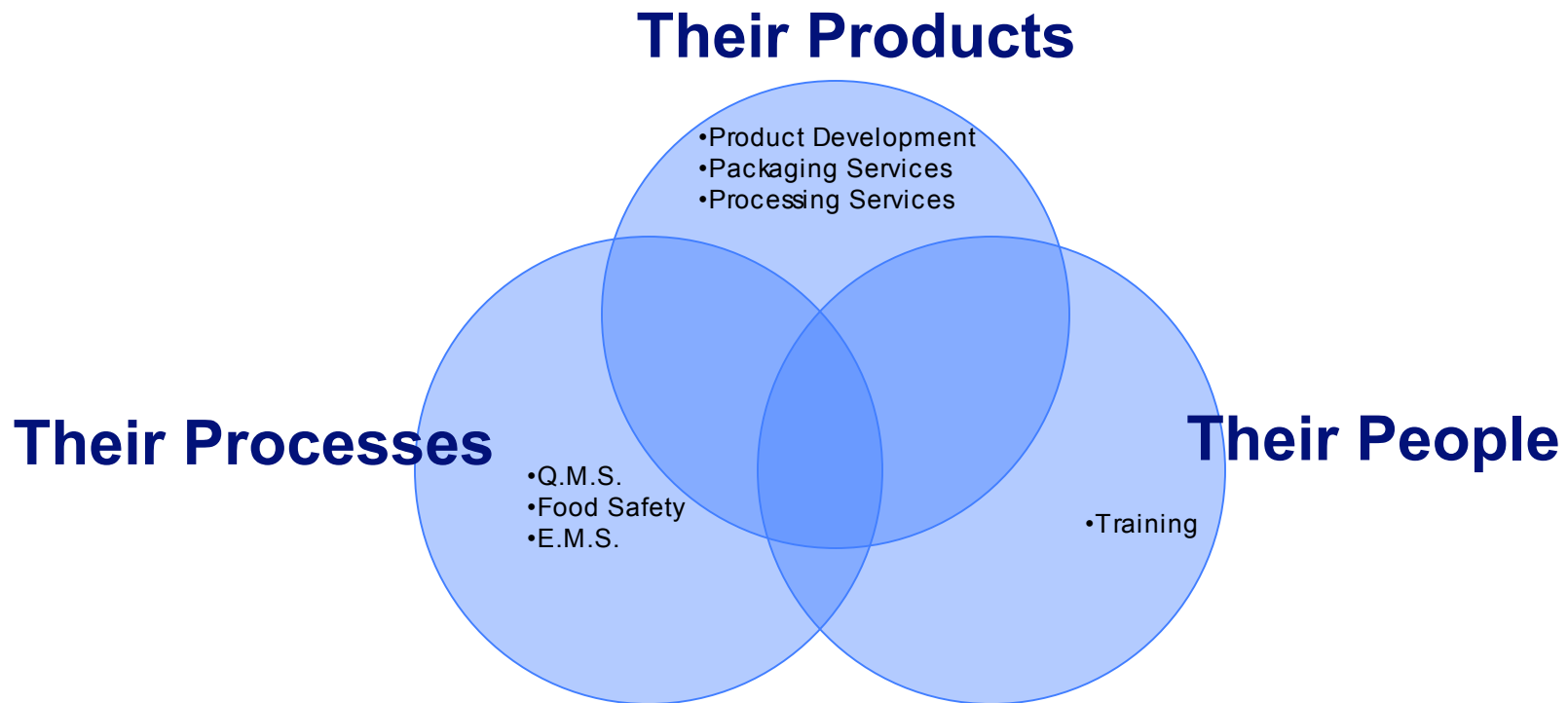


Our Mission

*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





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:

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Guelph, Ontario

Tel: 519.821.1246

Contact: Terri Dunlop-Dewar
Marketing & Sales Manager

Or visit our website:

www.gftc.ca