



Changes to Canada's Food Guide: A Picture's Worth a Thousand Words

Since its inception as "Canada's Food Rules" in 1942 as a wartime measure, Canada's Food Guide has gone through several changes, updating the images and graphics used, and changing the showcased government-recommended foods. No change has been more significant however, than the most recent update to the Food Guide, published on January 21st, 2019.

Moving even more heavily towards images, the main focus of the new Food Guide is on encouraging healthy eating habits, as features one picture as a summary of all the dietary advice. The picture is of a plateful of food, neatly divided into one-half fruits and vegetables, one-quarter whole grains, and one-quarter assorted protein-packed foods.

Prior to 2019, significant changes were made in 1992, when the Food Guide began taking proportion into account, and emphasized that people should consume for grains and product than dairy and meat items. In 2007, this changed again, and more emphasis was placed on produce, while the featured products were broccoli, bread and milk.

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Canada's Food Guide in 1977 (left), 1992 (middle), and 2007 (right)

Debro's Christmas Toy Drive

Last Christmas Debro Inc. took part in a toy drive. We partnered with the Ste. Louise Outreach Centre of Peel. This is the same charitable organization that Debro partnered with for the summer food drive. Not only does the Ste. Louise outreach provided families and people in need with groceries, but they also have a toy section that is open year round so kids of all ages can receive toys and games for special occasions.

Together, the team at Debro provided over 30 kids, ranging in gender and age, with gifts for the holiday season. If you are interested in learning more about the Ste. Louise Outreach Centre of Peel, and the many services they offer, please visit their website at www.stelouisefoodbank.ca.

Their work with the Peel community is inspiring to all of us here at Debro and we, as a team will continue to commit our time and efforts to give back to our community in any way we can.

Canada's
food guide

Eat well. Live well.

Eat a variety of healthy foods each day

Have plenty of vegetables and fruits

Eat protein foods

Make water your drink of choice

Choose whole grain foods

The main image for Canada's Food Guide in 2019

What Is The Cost of Not Going Digital For a Company?

For some companies, digital transformation may be seen as a costly and unnecessary commitment. The process takes time, investment and patience; however, ultimately, it's the businesses that adapt and adopt that are reaping the rewards in today's business landscape. Going digital isn't really an option; it's a necessity. Often businesses are quick to blame their lack of familiarity with technology or current IT systems as the barrier to moving forward with digital. But, what is costlier? Upgrading your current process and knowledge base, or potentially going out of business?

Digital speed is as much as 5 times faster than traditional businesses. Without a digital presence, it's easy to be lost in a sea of fast-moving strategy. Without a digital presence, it is impossible to compete with the pace of modern marketers. When new companies come in and disrupt an industry, keeping up is pertinent, and digital capabilities are the best way to stay agile. A failure to think outside the box and innovate can keep companies moored to traditional tried and tested methods. In today's digital landscape, experimentation is required to find new paths to a customer and new ways to make revenue.

Looking to the future, the largest demographic in the current workforce is millennials, and soon Generation Z will infiltrate. Both of these generations grew up in a digital world, where technological innovations are an expectation rather than a novel thought. As such, when given the choice, it's likely that these cohorts will opt to work for companies that embrace digital workflows. As more digital disrupters enter the marketplace across industries, it's key to have an agile workforce that can adapt to change and rise to challenges.

Three Considerations for Moving Forward with Digital Procurement

As digital technologies continue to evolve and leading-edge capabilities such as AI become more accessible, the opportunities to vastly improve procurement's performance and contributions skyrocket. A fully digital procurement model is expected to dramatically increase compliance, put a far greater amount of spend under management, potentially increase overall savings, and significantly reduce risk. And it would do so seamlessly. In effect, it challenges the perception that working with procurement makes things harder, and that procurement only cares about saving money. But even more important, digital procurement is a competitive necessity: Continuing to run antiquated procurement processes can stunt growth and prevent organizations from pivoting to the new—whether that's selling new products, selling to new customers, or adopting new business models.

But companies that want to capture the benefits of digital procurement should be mindful of three key things.

First, it takes time. There's a very long runway to getting up to speed and actually using digital procurement capabilities. It typically takes three to five years to collect the relevant data, develop the necessary systems and processes, and build the underpinning analytics. That's why it's critical for companies to begin moving today.

It takes money. Building a digital procurement organization also requires a big investment. Fortunately, digital procurement capabilities are increasingly available as-a-service, which could eliminate the upfront investment to build them, and also dramatically accelerate the transformation. Digital procurement as a service can provide the full complement of skills, technologies, best practices and, most important, data necessary to transform a procurement organization.

Finally, it takes vision. Although the benefits of digital procurement are substantial and inarguable, it's a big departure from how procurement has traditionally operated. That's why a company is encouraged to consider a champion who can define what the future procurement organization will look like and what the company should do to make it a reality. A critical part of that vision is the pace of change the company can accommodate.

The reality is, every industry today faces its own individual challenges. And as part of their response, companies have to think hard about what they need from their procurement organization. That's something Accenture has been focusing on as we work with companies around the world to define, and prepare for, the future of procurement. While the specifics may differ from company to company, they all know they should "do procurement differently" to support the changing needs of the business. Transforming procurement into a truly digital organization—one that's data-rich, analytics-driven, and AI-enabled—is key to fulfilling that mandate. And the time to start is now.

Where To Find Debro in 2019

World of Concrete
Las Vegas, Nevada
January 22-25

European Coatings Show
Nuremberg, Germany
March 18-21

New York Society of Cosmetic Chemists Suppliers' Day
New York, New York
May 7-8

Eastern Coatings Show
Atlantic City, New Jersey
May 13-15

IFT 2019: Feed Your Future
New Orleans, Louisiana
June 2-5

SupplySide West
Las Vegas, Nevada
October 15-19

Western Coatings Show
Las Vegas, Nevada
October 21-24

Quebec Society of Cosmetic Chemists Suppliers' Day
Montreal, Quebec
November



Debro employees enjoying Debro's annual Christmas Party

Debro at CIFST Tabletop

On Nov 6th, 2018, Debro was present at the 30th Annual Suppliers' Night Tabletop Exhibition. The event was hosted and organized by CIFST, the Canadian Institute of Food Science and Technology. Thousands of product developers, buyers, students and fellow sales staff from the food attend every year. As in years past, the event was held at the International Centre in Mississauga. Due to the show being in its 30th year, CIFST included a couple of giveaways for both attendees and exhibitors as well as some fun snack options.

Our booth showcased multiple colours of cocoa from Natra, as well as other popular ingredients from other long-term partnerships (Jungbunzlauer, Bartek etc). We put a focus on our popular plant protein lines from Axiom and our newest product, pumpkin protein from Styrian Gold. We were fortunate to be joined by CM Barnes from our colour and flavours supplier, Gold Coast, who had a booth right next to ours.

Weather was cooperative this year, and as a result the show drew a lot of attendees. Many familiar faces from last year, and more customers looking specifically for our booth. We were in a similar location to last year, so many knew where to find us!

Debro will also have booths at the CIFST Suppliers' nights in BC and Quebec. Come see Debro on Feb 27th in Delta BC (Delta Burnaby Hotel and Conference Centre), as well as in Laval QC (Place Forzani) on April 25th.

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