



For Immediate Release
March 17, 2009

**FOOD INDUSTRY ESSENTIALS EDUCATION PROGRAM AND TRADESHOW
UNDER ONE ROOF AT THE ETHNIC AND SPECIALTY FOOD EXPO
Toronto, Ontario**

The Ethnic and Specialty Food Expo, including All Things Organic™, taking place October 5-6, 2009 at the International Centre in Toronto, will now include an expanded educational component. The Expo will partner with Guelph Food Technology Centre (GFTC) to provide attendees and exhibitors with value added workshops and show floor presentations on key food industry issues. GFTC assists over 500 food and beverage companies and organizations and trains more than 3,600 people each year. GFTC experts will present on topics such as managing food safety risks, how to make label claims, demystifying the nutritional panel and how to incorporate sustainability into your product/production system.

According to event director Donna Wood, the *2009 Food Industry Essentials* program developed by GFTC will benefit participants who otherwise might miss the opportunity due to time constraints.

“Our participants have busy schedules; by including an in-depth educational component covering ‘need to know’ topics, we provide exhibitors and attendees with the opportunity to make the most of their time at the show,” said Wood. “Incorporating an education series into the show is a great opportunity for exhibitors and attendees to take full advantage of the expo.”

Terri Dewar, marketing director at GFTC, intends to provide the exhibitors and attendees with a broad choice of educational programming along with an opportunity to get answers to your questions from GFTC experts.

“Our aim is to provide a valuable agenda for all participants,” said Dewar, “General industry information suited to a broad audience will be presented on the show floor. More specialized workshops will be offered in breakout rooms throughout the Expo. Exhibitors and attendees can see the latest offerings from the industry while learning the best management practices for today’s food issues.”

Attendees are retail and foodservice buyers, distributors, agents, government representatives and food media. For more information on the event, please visit www.ethnicandspecialtyfood.com

The Ethnic & Specialty Food Expo including the All Things Organic™ pavilion, now in its fourth year, is produced by Diversified Business Communications (DBC) Canada. DBC, based in Portland, Maine, provides information and market access through trade exhibitions, magazine publishing, and online resources on four continents. Other exhibitions in Diversified's cultural food and organic portfolio include Expo Comida Latina, All Asia Food Expo, Kosherfest, and All Things Organic™. Diversified serves a number of other industries including natural and organic products, complementary and natural health care, seafood, and business management.

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