



COFFEE - MARKETS - VENDING

Issue 7 - February 17, 2022

NEWSLETTER



Feb 2022 - Message from your CAMA President

Wouldn't it be nice if daily conversation didn't keep circling back to the topic of COVID and how it has disrupted our business and personal lives through restrictions and unnecessary protests? The world population is fed up with COVID restrictions, but if COVID related restrictions would cease to exist tomorrow, we as business owners will still face challenges with getting our businesses back to a new normal. These challenges include labour shortages, transportation issues, technology shortages and product shortages. To make matters worse these challenges have resulted in unprecedented price increases in our supply chain and have forced the global cost of living to soar out of control.

What can we do to combat these challenges?

Firstly, we need to take a good look at our current business operation and do some housekeeping. Ask yourself, are we operating at peak efficiency? If not, then focus on efficiencies that add to your bottom line.

Secondly, are we using technology to our best advantage? Technology like cashless payment systems, route scheduling / management software and inventory control / picking systems will increase sales and provide operational savings and efficiencies to your business.

Thirdly, are we being the one stop shop to our customers or are we just the vending or coffee supplier? Today's customer appreciates the logistics of dealing with one supplier that can provide multiple services. Consider diversification and the benefits of being the one stop shop. Review your business model and consider including Vending, Office Coffee, Micro Markets and Water Services in your business portfolio. These services compliment each other and will make you both a stronger company and competitor while increasing cashflow and profitability.

Now after considering the above suggestions, you may ask yourself what are my next steps and where do I go from here? This is where your membership in CAMA plays an important role in your success and future. CAMA has many supplier members that have a wealth of knowledge in all categories of our industry. They would be honoured to have the opportunity to provide you with all the information that you need to make

educated decisions that will help you implement technology, diversify and grow your business.

If you are a CAMA member and do not attend our annual trade shows, then I highly suggest that you consider attending in the future. You will be surprised at the wealth of knowledge that your industry colleagues have and are willing to share with you. This is a great opportunity to network and collaborate with your peers.

CAMA is here to support all its members, but it is up to you to engage yourself in our industry. Believe me, I know firsthand the benefits of being an engaged CAMA member.

Let 2022 be a year of rebuilding and continued growth of our business and economy.

Issue 7 - February, 2022 - Sirius Benefits, People Corp

New Group Benefits Plan Designed Exclusively for Vending, Office Coffee Service and Micro Market Industries

The Canadian Automatic Merchandising Association and People Corporation are pleased to announce that effective immediately; Sirius Benefits (a subsidiary of People Corporation) will become the endorsed group benefits provider for all association members. Members of the Association will be eligible to sign up for group health and dental benefits through Sirius. Sirius benefits has created an exclusive offering to CAMA which will provide members preferred pricing and a choice of three coverage options to choose from for each members respective business.

Who is People Corporation/Sirius Benefits?

People Corporation is Canada's largest TPA (Third Party Administrator) benefit providers. They operate and service Canadians from coast by providing group benefit,

wellness, and human resource solutions.

With over 1,500 professionals located in 21 cities across the country, People Corporation offers small group insurance solutions that are backed by the strength of a national company. Their team of experienced professionals has worked with CAMA over the past few months to provide an innovative and sustainable insurance solution to all members willing to participate.

Sirius Benefits is an insurance product wholly owned and operation by People Corporation. The Sirius benefits product was specifically designed with small to mid sized business in mind. Sirius benefits is committed to delivering predictability to group benefits insurance premiums and additional value added products at no extra cost to all CAMA members. In addition, the company is committed to providing best in class service, administration and claims adjudication to all its clients. This will allow CAMA members to provide staff and their applicable dependants with coverage without the worry of placing an administrative burden on the members themselves.

What options are available to me and how do I apply for coverage?

In the coming days, Sirius and CAMA will be providing more information and instructions on where to obtain plan information, the cost of each coverage option and a simple step-by-step process on how to apply. Sirius benefits will be providing support and a direct contact to all interested members in order to assist with the application process. Please stay tuned for an upcoming email with more instructions and information on the opportunity.

Issue 7 - February, 2022 - Cantaloupe Inc.

67% of Cryptocurrency Owners Willing to Use It for Purchases in a Mobile Wallet

More than a third of consumers between the age 18-54 own cryptocurrency according to a recent study by Cantaloupe, with people ages 18-34 most likely to own it (37 percent), and individuals 35-54 (33 percent) trailing only slightly. Further, 67 percent of

those who own crypto are willing to consider using it for purchases if it were linked to a mobile wallet, with an additional 19 percent saying they would consider using crypto linked to a mobile wallet if it were easy. [Cantaloupe Inc.](#) is a digital payments and software services company that provides end-to-end technology solutions for the unattended retail market.

The news comes as adoption and usage of mobile payment apps is growing. According to the same survey, only 14 percent of respondents reported not having used a mobile payment app in the past year. Paypal was the most popular payment app with 72 percent of respondents saying they'd used it in the last year, compared to Cash App (32 percent), Venmo (26 percent), Google Pay (21 percent), Zelle (20 percent) and Apple Pay (19 percent).

“With the popularity and ownership of cryptocurrency growing, it is critical that retailers find ways to accept this new form of payment, and the easiest way may be through mobile wallets,” said Sean Feeney, CEO of Cantaloupe, Inc. “It’s not hard to imagine a world where cryptocurrency is being used to make everyday purchases using a mobile phone, whether that is at a vending machine, in a store or online. Our research shows that the needle is moving quickly, consumers are more comfortable paying with mobile apps than ever before, and it’s time for the retail industry to be ready to meet expectations of consumers who prefer crypto for payment, and begin to accept it.”

Additional findings include:

- **Cryptocurrency Ownership Skews to Affluent:** 41 percent of respondents who earn more than \$100K a year own cryptocurrency, compared to 24 percent of those who earn less.
- **55+ Less Likely to Use Cryptocurrency Linked to Mobile Wallet by Wide Margin:** only 46 percent of respondents over the age of 55 would use cryptocurrency linked to a mobile wallet, compared to 68 percent of those ages 35-54, and 70 percent of those 18-34.
- **Less Affluent, Younger Respondents Prefer Cash App Over Venmo:** While about the same percentage of respondents making more or less than \$100K annually prefer Paypal overall (72 percent and 75 percent respectively), 24 percent of respondents making less than \$100K use Venmo compared to 35 percent of those making more. By comparison, 33 percent of those making less than \$100K use Cash App, compared to 28 percent of those making more. Cash App is the second most popular payment app to Paypal for younger

generations, with 49 percent of those between 18-34 using it, compared to 38 percent who use Venmo, the third-most popular.

To better understand the unattended retail market and learn more about the CITE Research results, [read our eBook](#), “Unattended Retail Research”.

DO YOU KNOW?

What % of consumers will use crypto for their purchases?



GET THE
FACTS

cont

Issue 7 - February, 2022 - Brokerhouse Group

Let The Brokerhouse Group of Companies Do What They Do Best

Managing a business through these unprecedented times has certainly brought unique challenges and changes to the “Away from Home” landscape.

Thankfully, our agility along with 40 years of experience serving the channel have allowed our 3 business units (**Vending Products of Canada**, **Brokerhouse Distributors Inc.** and **Les Distribution Andre Labbee**) to strategically navigate a sustained and responsible path over the past in order to best assist our supply chain partners and customer base.

As we see the economy rebound and the demand for our innovative equipment and

related consumable products return, rest assured we've got your back. We at the "Brokerhouse Group" of companies have been diligently working at maintaining our national distribution business models to secure fulfilment, innovative solutions, and ongoing support to the industry.

Whether your current or future procurement requirements are in Foodservice, OCS, Vending, Micro Markets, E-Com, specialty supply, or even Grocery, we offer the top brands, experience, knowledge, and resources to help your business in sourcing the right equipment solutions, wholesale product choices and/or operational support to meet today's new world demand.

Getting back on track will require businesses to rethink their operating plans, strategies, and administrative procedures in order to survive. Considering the "Away From Home" channel has been one of the hardest hit sectors due to all the stay home orders mandated by our governments. Nevertheless, the Canadian market is beginning to see some light at the end of the pandemic tunnel. As the economy slowly re-opens under a new post-Covid economic climate, businesses will have to re-think their value propositions, manage their supply chain partnerships more effectively, and re-engage with their customer base for operational growth.

That said, our equipment divisions, Brokerhouse Distributors Inc. along with Andre Labbee Distribution Inc. have and will continue to maintain significant inventory levels in order to support the industry's demand for leading manufactures of new, used, and refurbished equipment across all segments, as well as providing backup for parts, service, and support in the channel.

Additionally, through our product division, Vending Products of Canada, we are and have always been open for business at all our 5 cash & carry facilities throughout Canada. We maintain the appropriate inventory levels for the industry's leading brands and our customers can rely on us to bring consistent supply into the channel.

Learning how to adapt to the new economic realities of today's world have forced us and other businesses to make the necessary changes to sustain themselves. Adopting a more reactive return-to-market strategy has allowed us to stay nimble, be interactive, and responsive to the current supply & demands facing us all.

Let The Brokerhouse Group of companies do what they do best. Keep you fulfilled! We strive to be your One-Stop source and procurement partner for all your equipment and consumable product requirements.

BROKERHOUSE GROUP

Brokerhouse Distributors Inc. | www.brokerhousedist.com



COME IN WE'RE OPEN!

WE GOT YOUR BACK

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WWW.BROKERHOUSEDIST.COM

LES DISTRIBUTIONS
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WWW.ANDRELABBEEINC.COM

Vending Products of Canada
WWW.VENDPRODUCTSCAN.COM

Issue 7 - February, 2022 - Brian Emmerton

A Little Salty Snack: Market Drivers and The Advantage of Choice

Do most of your customers crave salty or sweet snacks? Do they most often purchase chips, nuts, and cured meat selections, or chocolate bars, baked goods, and other sugary treats? Believe it or not, it does vary from coast to coast, and even during different day parts.

Canadians love their salt much more than our American counterparts, who tend to opt for more sweet treats. In fact, salty snacks outsell sweet treats by a hefty 2:1 margin (on average), making them an important part of our product offering. You may be wondering why this is. *Part of it is physiological, and sometimes even psychological.* On the *physiological* side, the body uses sodium for many regulatory processes; our adrenal glands regulate sodium in the body which is often affected by stress levels. When we are stressed or fatigued, the body reacts accordingly which triggers the desire for salt at key times during the day. The *psychological* side is simple; we don't

realize how addictive sugar and salt can be! Our brains get easily wired to enjoy things which makes us happy, and these impulse opportunities allow us to see sales throughout the day versus during traditional mealtimes so we cannot ignore them. We all know how important impulse sales are to our industry.

In 2018, Health Canada released updated guidelines as part of the Healthy Eating Strategy which recommended Canadians reduce their sodium intake to between 1,500mg and 2,300mg per day, or the equivalent of one teaspoon of salt. Packaged products such as salty (and sweet) snacks are always the first area that gets blamed for our salt consumption in Canada, but this is a popular misconception. Most of the salt in the Canadian diet comes from processed foods and ingredients in many common food items such as breads, baked goods, meat, and cheese in addition to the salt added at the dinner table or during cooking.

In addition to the flavour sensation (yes Canadian's love the taste of salt), sodium regulates so many functions in the body; it is also used as a stabilizer and preservative (helping to extend the shelf life which we all rely on in the industry) so we cannot do without it. After many years of recommending companies voluntarily reduce sodium in products, the overall impact on the Canadian diet has been minimal (less than a 10% reduction), which has changed Health Canada's strategy to scale back the requirements. Is our industry to blame for not doing our part? Not at all, consumer tastes and preferences will always drive purchasing decisions.

What have we seen as a part of these endeavors? There has been a gradual reduction of sodium in our packaged products, however most of these have been done carefully and without a lot of attention (a concept called "Stealth Health" which we talked about last year). Believe it or not, many of your staple offerings including snack bars, nuts, and energy bars have actually gone through small reformulations, and the sodium levels have been reduced a little, however the customers never noticed. The other area we continue to see this trend is in the variety of lower sodium options (for example "lightly salted") which responds to some consumer interest in trying to make small changes to their diet.

So How Can Vending and Micro Market Operators Take Advantage of This?

It is no surprise that we will have to continue listening to our clients' preferences; consider adding a lightly salted SKU as an alternate offering. Newer protein bars and energy bars could now be considered as a lower sodium option (more so than ever before); *it's all about continuing to offer choice!*

Need assistance in sourcing items lower sodium offerings for your vending, office coffee, or micro-market operation? Let Complete Purchasing Services (CPS) Vending (formerly Univend) help you to find the perfect mix of products for your customer base.

About the Author:

Brian Emmerton is a Registered Dietitian and the Vice President and General Manager of Complete Purchasing Services Inc, a leading supply chain solutions provider for hospitality and non-commercial clients in Canada. Brian has been working in foodservice and consumer affairs for over 30 years to help clients keep up to date on consumer trends and opportunities that help drive revenue and repeat business. Learn more about Complete Purchasing Services by visiting eCPS.ca.

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Issue 7 - February, 2022 - Nayax

How Nayax's EMV Certified Devices Can Ensure Your Business Growth

You've probably heard about EMV (Europay, Mastercard, and Visa), but what does it mean for your business?

Register for the webinar: March 15th at 1pm EDT

Get more details and register by clicking the image below:

Questions about EMV?

Join Nayax's Webinar!

Learn everything you need to know

Register now!



Issue 7 - February, 2022

The NAMA Show 2022 Envisions the Future of Convenience Services with 'Imagination Way'

CAMA Members Register at a Discount for Chicago Event

At a time when change and innovation are leading the convenience services industry to reimagine its future, NAMA is showcasing these opportunities at The NAMA Show 2022, April 6-8, 2022, at Chicago's McCormick Place. Never has it been more important to attend this show to learn firsthand about the latest business thinking and to connect with colleagues to learn how new approaches can succeed in the marketplace.

The NAMA Show 2022 is the largest event for the convenience services industry and is designed for operators and professionals in the micro market, vending, pantry, coffee/tea/water service and unattended retail sectors of the convenience services industry. Details are available at www.thenamashow.org. CAMA members are invited to register at a discount by contacting the association admin@vending-cama.com to

receive the registration code.

Imagination Way

The NAMA Show 2022 will offer attendees an immersive, hands-on encounter with tomorrow's technologies and solutions in "Imagination Way," the newest part of the event. An experience in itself, this interactive gallery puts the edgiest emerging technologies and service solutions on display and in the hands of attendees. From self-service kiosks to unattended dining and stores, Imagination Way demonstrates how these innovations may be leveraged in unique consumer environments. An enhanced New Product Zone, where manufacturers will premiere the latest offerings to wow customers and increase sales, is also part of this area.

"Imagination Way provides the vision for the future of convenience services, unattended and self-service retailing," said Carla Balakgie, FASAE, CAE, President & CEO of NAMA. "Imagination Way reflects consumer demand for greater control of retail encounters, more options and flexibility in retail locations, and ubiquitous availability of better-for-you and fresh on-the-go food and beverage options. The result is an inspired look at how consumer interactions with retail are shifting and how the most routine purchases will be made in the near future."

Imagination Way will showcase products, equipment, best practices, technology and merchandising tactics in real-world retail scenarios. Participating companies as of mid-February included Retail 365 Markets, Cantaloupe, Kellogg's, Keurig Dr. Pepper, Kiosoft, Mondelez International, Popshap, Three Square Market and Vistar.

Attendees will be encouraged to put these new solutions to the test while exploring their application in fully functional displays. Experts will help them imagine how new features can be applied to their existing operations, or how operations can be expanded to serve more customers in different venues and channels.

The Imagination Way experience focuses on four unique consumer venues, highlighting a broad range of capabilities to meet distinct consumer needs. NAMA has invited dozens of potential new customers representing these industries to visit Imagination Way and attend The NAMA Show 2022:

- Transit/Transport Centers
- Multi-Family/Campus Housing
- Senior Living/Healthcare
- Hotel/Lodging and Hospitality

[Imagination Way](#) is situated at the entrance to the exhibit hall at The NAMA Show 2022, ensuring every convenience services operator and all of their customers attending the event will engage with leading-edge technologies and service offerings.

Education, Trade Show and Networking

Beyond Imagination Way, curated knowledge, an expansive trade show and peer-to-peer networking round out the event.

The NAMA Show offers dozens of education sessions delivered by leading minds in the convenience services industry.

An expansive trade show will feature displays from hundreds of companies representing the full range of products and services, including transformational technologies to help operators automate many aspects of their businesses such as self-service kiosks and payment solutions; advanced machinery; the latest candy, snacks, and beverages; and a range of professional services to help convenience services businesses operate more efficiently.

The tradeshow floor is the prime venue for networking. Receptions, such as those for the Women in Industry and the Emerging Leaders Network, provide more targeted networking forums.

Register Today

Register today to attend The NAMA Show 2022. Details are available at www.thenamashow.org. CAMA members are invited to register at a discount by contacting the association admin@vending-cama.com to receive the registration code.



Issue 7 - February, 2022 - Stevie G - Loyalty Markets Technical Support

Tech Corner: Maximising Up Time in a Micro Market

One of the challenges with a micro-market is that you earn no revenue if the kiosk is unable to process checkout transactions. In a vending bank you may lose one machine at a time, but in a micro-market you can land up with zero revenue if there is a problem with your checkout terminal.

Some of the reasons that your terminal could go down are:

- Power issue at the point of sale.
- Lack of internet connectivity (if your kiosk does not have an offline mode).
- Software problems from your kiosk supplier.
- Frozen touch screen or barcode scanner.
- Database error meaning that items cannot be scanned or priced correctly.

- Internet abuse at the customer over-extending your data plan.

These are some of the defensive measures you can take to reduce downtime as much as possible:

- Pay for a 24-7 support service and post contact details clearly on the kiosk in multiple places. Do not try and hide away with hard to find contact details.
- Get your route operators in the habit of doing a test transaction every time they are at the location.
- Have multiple checkout options in your market for redundancy. You can even use redundant internet connections if the site is big enough.
- Offer a mobile checkout app as an alternative to the kiosk.
- Check your sales through the day and compare to expected sales so that you can proactively identify an issue and get to the site on your time.
- Install a pinging service or learn your kiosk backend so that you can tell quickly if a kiosk is offline from a remote location before driving to the customer.
- Request your client to install a fixed line internet connection if mobile internet service is unreliable.
- Track your internet use with a good software tool and lockdown access to your services only. (No video streaming on your dime).
- If you are using client internet make sure that you are aware of any network changes on their end. They may have closed a port on their firewall which you need for your kiosk provider.
- Select a kiosk service provider with an excellent 24-7 support team.

When arriving at the site, it is very useful to test if your internet line may be disconnecting. Here is a practical step if you are familiar with a laptop...

1. Plug your laptop directly into the same internet router as the kiosk
2. Push windows key and R on your keyboard
3. Type CMD and ENTER
4. Type ping google.ca -t

If you see a continuous flow of data packets then you know that your laptop was able to get internet access and the kiosk should be able to access the internet as well. If the ping lines are not continuous then you may have a connection challenge. If you see no data packets then you have no internet connection.

Good luck keeping your micro markets running 24-7.

Avoid the “Great Resignation” with these 9 Best Practices

The media have made much of the “Great Resignation,” a phenomenon in which a record number of U.S. employees have walked away from their jobs since the pandemic began. Experts have suggested many reasons for this, but it all comes down to the grass looking greener, or healthier, somewhere else.

While Canadian employees haven’t followed suit, a global survey of 30,000 people found that over 40% are considering leaving their employer this year.^[1] “That’s a lot of unhappy employees,” says Esther Fleurimond, a WSPS Health & Safety Specialized Consultant in Mental Health — Healthy Workplaces.

Take note that there are lots of jobs waiting for any unhappy employee — over a million at the beginning of September, according to Statistics Canada.^[2]

While hiring may be an immediate priority for some businesses, retaining existing employees should be an ongoing priority for every business.

How? Cultivate a culture of psychological safety,” says Esther. “I’m passionate about psychological safety because going forward it’s what will differentiate businesses that are just surviving from those that are thriving.”

Research into psychological safety has identified many benefits, such as greater confidence, creativity, trust, and productivity. All of this creates a solid business case. For example:

- A Gallup report noted that employees of organizations that increase psychological safety feel more engaged, which can lead to a 12% increase in productivity.^[3]
- Deloitte Canada quantifies the return on investment for Canadian firms that invest in mental health programming. After just one year, says the study, the median annual return is \$1.62 for every dollar invested. After three years, the return more than doubles to \$2.18.^[4]

9 best practices for managers and supervisors

Senior leadership support is critical to any initiative, including creating a psychologically safe environment. But on a daily basis managers and supervisors also have an enormous influence on whether their employees have a positive experience at work. Esther encourages managers and supervisors to implement these nine best practices to create and sustain a psychologically safe environment among their team members^[5]:

1. Establish clear expectations on what employees are supposed to do.
2. Recognize employees when they do their job well.
3. Provide constructive feedback when they don't.
4. Listen to their concerns.
5. Share information with them when you're about to change their roles or introduce a new process or policy.
6. Make yourself available to answer questions.
7. Plan their work effectively. "If employees have too much work, they have to feel comfortable telling you."
8. Support their decisions. "If an employee has an elderly relative to care for, a childcare issue, or is in mental distress, you have to support the employee in whatever they decide to do. Otherwise, they disengage."
9. Ask for employee input before making a decision that affects their work.

Putting these practices in place doesn't have to be complicated, says Esther. "Start with two-way conversations. Schedule a couple of minutes in each team meeting or during a walk-through to ask employees how they are doing. Not the work, not the operations, not the budget, not the planning, but the person."

Resources

The following resources can help you better understand and implement a psychologically safe workplace.

1. Three new offerings from WSPS' healthy workplace consultants:

- Workplace Mental Health: Administering and Interpreting PHS Assessments
- Workplace Mental Health Supplemental Needs Assessments
- Workplace Mental Health Gap Assessment CSA Z1003

To find out more, contact Customer Care at 1 877 494 WSPS (9777) or customercare@wsps.ca.

2. “What Can Employers Do to Reduce Work– Life Conflict,” from Dr. Linda Duxbury and Dr. Chris Higgins’ report, [IT] *Work–Life Conflict in Canada in the New Millennium: A Status Report* [IT], Health Canada, pp 76-80; <https://publications.gc.ca/collections/Collection/H72-21-186-2003E.pdf>

3. Free online resources from

- Guarding Minds @ Work (GM@W), developed by Simon Fraser University’s Centre for Applied Research in Mental Health and Addiction; www.guardingmindsatwork.ca/info/index
- Think Mental Health <http://thinkmentalhealth.ca/>, a joint effort of Ontario Health and Safety System partners to provide employers with easy-to-access resources

4. CAN/CSA-Z1003 National Standard: Psychological Health and Safety in the Workplace <https://www.csagroup.org/store/product/CAN%25100CSA-Z1003-13%25100BNQ%251002013/>. Use the “View/Access” option to explore at no cost.

Have health and safety questions? Please contact Denise Lam, WSPS Account Manager, Small Business at Denise.Lam@wsps.ca.

About Workplace Safety & Prevention Services (WSPS)

Workplace Safety & Prevention Services (WSPS) is a not-for-profit organization committed to protecting Ontario workers and businesses. A proud partner in Ontario’s occupational health and safety system and a trusted safety advisor since 1917, WSPS has a rich history of making Ontario workplaces safer. WSPS serves the manufacturing, agricultural and service sectors. WSPS offers unparalleled health and safety expertise, consulting, training and resources for businesses of any size. For more information visit WSPS.ca.

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Notes

1. “The Next Great Disruption Is Hybrid Work—Are We Ready?,” Microsoft, March 22, 2021; www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work
2. “Payroll employment, earnings and hours, and job vacancies, September 2021,” Statistics Canada, November 25, 2021; www150.statcan.gc.ca/n1/daily-quotidien/211125/dq211125a-eng.htm?HPA=1
3. Jake Herway, “How to Create a Culture of Psychological Safety,” Gallup, December 7, 2017; <http://www.gallup.com/workplace/236198/create-culture-psychological-safety.aspx>
4. “The ROI in workplace mental health programs: Good for people, good for business,” Deloitte Insights, p. 10; www2.deloitte.com/content/dam/Deloitte/ca/Documents/about-deloitte/ca-en-about-blueprint-for-workplace-mental-health-final-aoda.pdf
5. Best practice in all these nine areas can be found on the Canada Life website, Workplace Strategies for Mental Health: Approaches for people leaders <https://www.workplacestrategiesformentalhealth.com/topic/Approaches-for-people-leaders>

Issue 7 - February, 2022 - Brad Gesell, Canterbury Coffee

Coffee Corner: "What am I Drinking & Where is it From?"

As we start to head towards the end of winter, and with the worst of Omnicron hopefully past us, we can now look back over the past 2 years as the most turbulent time our respective businesses have seen. As we are still experiencing a continued unsettled environment not knowing specifically when workers will return back to the office, and more related to the coffee industry, the continued climb to levels unseen in the past number of years. What is our best course of action?

To search for answers in the foodservice industry I recently started reading *The Next Supper*, written by Corey Mintz, a former Toronto Cook, Food Reporter, and Food Critic who now resides in Winnipeg. In this book he describes that change in the foodservice industry was needed even prior to the pandemic and examines what he anticipates will be next for the industry. The food that we eat, the way we order it should all be examined. What food we eat and how we eat is changing. It is a fascinating read of how the industry has changed through the pandemic and a sign of what is to come. **What does that mean for coffee?**

Customers are asking with an increased focus **“what am I drinking and where is it from?”** They want to know that their coffee is ethically sourced, and traceability to source. Now this isn't necessarily new news. Coffee roasters have been telling stories of farm to cup for quite a number of years, but customers are asking this with increased frequency. A couple of years ago a number of cafes started to offer a service to trace their cup to the exact farm where the coffee was grown. This was an innovative way to differentiate their coffee from their competition. While it hasn't widely taken off, I wonder how far away we are from consumers asking for this level of detail.

Consumers whether in the office environment or foodservice want to be given choice and options on what they are drinking. They want the ability to choose their country of origin and then tailor that drink to make it their own. Think of it this way, what choices do we have when it comes to television today compared to 20 years ago? The entertainment industry has had to adapt and change and we too will have to adapt for the changes in the foodservice industry.

Coffees with clear storylines, tracing back to farms and growing - whether it is Fair Trade and Organic or Rainforest Alliance, will become more and more prevalent. It is a differentiating factor and can help create choice with customers demanding to know more detail on what they are consuming.

In a time when the green coffee market continues to climb, it may be the time to consider this type of product offering and do what Corey Mintz so wisely surmises. One thing that came out of this pandemic is the fact that we all need to be in relationship with others. We need to build that relationship more closely with our customers and build our programs and education for the market appropriately.

Issue 7 - February, 2022 - CAMA

Renew Your Membership for 2022!

Membership renewals were released in December 2021. If you have not received your notice, or would like to renew your membership today, please contact admin@vending-cama.com.

If you have renewed we thank you for your continued support!

[Considering membership? Check out the benefits here.](#)

Issue 7 - February, 2022

RC Show 2022 returns to Toronto's Enercare Centre at Exhibition Place

Canada's leading foodservice trade event is preparing for a world-class hybrid showcase!



CAMA Members register

exclusively with 50% discount! (See below)

RC Show 2022 returns to Toronto's Enercare Centre at Exhibition Place, combining the best of in-person and virtual - a dynamic in-person trade show, conferences, competitions and events along with broadcast-quality programming available virtually and in-person.

For three action-packed days, RC Show aims to reignite the industry with leading brands and suppliers, the latest trends and solution-based content, an enhanced domestic and international buyers' program, as well as programming from national and global thought-leaders assembled to discuss key issues to support the REVIVAL of the industry – an annual event that can't be missed!

The RC Show is operated by Restaurants Canada, a national not-for-profit association representing Canada's diverse and dynamic foodservice industry. All revenue generated goes back into supporting Canada's foodservice and hospitality industry.

TICKETS:

Industry professionals can register for a FLEX PASS to attend in-person and virtually at www.rcshow.com.

This year's FLEX PASS includes access to RC Show's renowned Leadership Conference programming; valued at \$250.

CAMA Members are eligible for 50% Admission Code - Please do not share this code!

**YOU'RE INVITED TO CANADA'S LEADING
FOODSERVICE AND HOSPITALITY EVENT!**

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• THE HOSPITALITY EVENT OF THE YEAR •

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RC SHOW 2022

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Show Dates & Hours

- Monday, May 9, 2022 10:00 AM – 5:00 PM EST
- Tuesday, May 10, 2022 10:00 AM – 5:00 PM EST
- Wednesday, May 11, 2022 10:00 AM – 4:00 PM EST

www.rcshow.com

Enercare Centre, 100 Princes' Blvd., Toronto, ON M6K 3C3