

Nov 3, 2008

## 2008 WCFN Excellence Awards

The Second Annual WCFN Excellence Awards were recently announced by the WCFN Board of Directors and will be presented during the WCFN Conference in Winnipeg, MB on November 24, 2008 at the Richardson Centre for Functional Foods and Nutraceuticals.

### **WCFN Industry Builder Award**

The WCFN Industry Builder Award recognizes the efforts of a WCFN individual or corporate member who has significantly contributed to the continued development of Functional Food & Natural Health Product sector as a recognized and respected industry in Western Canada through either policy development, corporate initiatives, industry advisory or advocacy efforts.

### **WCFN Innovation Award**

The WCFN Innovation Award recognizes the demonstrated success or leadership of an outstanding WCFN individual or corporate member for innovation in either research & development or implementation of new technology or value-added products or service.

### **WCFN Chair's Award**

The WCFN Chair's Award recognizes the significant contributions to the WCFN or outstanding achievements of an individual or organization within the Functional Food & Natural Health Product Sector in Western Canada. The Chair's Award is submitted and ratified by the WCFN Board of Directors.

### ***And the recipients are:***

#### **WCFN Industry Builder Award – Kelley Fitzpatrick, Winnipeg, MB**

Kelley Fitzpatrick has been chosen as the recipient of the 2008 WCFN Industry Builder Award. Kelley embodies the true nature of this award. Her volunteer involvement, speaking engagements and professional accomplishments are well recognized in the functional food, nutraceutical and natural health product sector across Canada, North America and world-wide for almost 20 years.

Kelley is an innovative thinker whose philosophy and strategy for creating successful association infrastructure and expansion resulted in an internationally recognized industry network model for success at the Saskatchewan Nutraceutical Network and has overseen the transition of the BC Functional Food and Nutraceutical Network to the Western Canadian Functional Food & Natural Health Product Network, where she is currently Chair. As well, for a more national focus, Kelley is a Director with Nutri-Net Canada which represents the functional foods and natural health products' industry in Canada, that is collaborating on an initiative to build a strategic plan for a more integrated, transparent and cooperative Canadian industry. Kelley's progressive thinking has helped her collaborate with others to develop and create opportunity while securing millions of dollars for various projects and initiatives for almost 20 years.

Even as President of NutriTech Consulting and Director of Health & Nutrition of Flax Canada 2015, Kelley still finds the time and energy to actively contribute simultaneously on four boards of directors, numerous steering committees, editor or contributor for two publications as well as provide expertise to national and international advisory boards. Kelley Fitzpatrick truly exemplifies the values of the WCFN and the Industry Builder Award such as leadership, partnership and accountability within the Functional Food & Natural Health Product sector.

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### **WCFN Innovation Award – Solo GI Nutrition, Edmonton, AB**

Solo GI Nutrition is recipient of WCFN's 2008 Award of Excellence for Innovation as it epitomizes the potential of the Functional Food & Natural Products sector. The Company's business model identified Western Canada as being exceptionally globally competitive for the development of high value-added functional foods that address a convergence of consumer trends.

Solo GI Nutrition develops innovative and science-based, consumer-oriented products that target the growing global epidemics of obesity and diabetes. Solo products are clinically validated, efficacious and commercially feasible. They are based upon proprietary technology developed over a decade of research and development in collaboration with leading scientists and health professionals. Solo has attracted critical acclaim winning the nutrition industry's prestigious Golden Egg Award for "The Most Innovative Product of the Year" in the U.S., and Solo GI Bars were ranked among the "Top 10 Best Choice" snacks in the USA by the Nationwide Children's Hospital Snackwise® Program (October 2008).

Solo Bars have also become a benchmark snack in low glycemic studies by world class scientific institutions including the National Institutes of Health (NIH), Harvard Medical School/Children's Hospital Boston and Fred Hutchinson Centre for Cancer Research. Solo GI Nutrition is an exemplary company as it embodies the values of entrepreneurialism, leadership and collaboration in the development of innovative products that can significantly contribute to health and wellness, and the growth of a sustainable agri-food industry in Western Canada.

### **Chair's Award - Manitoba Food Processors Association (MFPA), Winnipeg, MB**

The Manitoba Food Processors Association (MFPA) is a non-profit, industry-run organization that promotes Manitoba Made food products to local and international markets. The MFPA has worked with the WCFN for many years on numerous industry projects and in 2006 to become a partner with the WCFN with the Canada West Program, a seminar and workshops series, and has since continued to support the WCFN in our efforts and interests. MFPA's significant support was no more evident than this year when the WCFN was considering hosting our conference in Winnipeg when without hesitation, decided to show significant support by partnering with the WCFN in our annual conference thus solidifying the WCFN's ability to host his years conference in Manitoba. Without this investment, the WCFN's ability to host our conference in Winnipeg would have been jeopardized. The MFPA is deserved of this award for their significant contributions and partnership with the WCFN.

### **Chair's Award - Advanced Foods and Materials Network (AFMNet), Guelph, ON**

AFMNet is Canada's national food and bio-materials research network, designed to discover new ideas and develop new biology-based technologies which will create new commercial opportunities while improving the lives of Canadians. AFMNet has worked closely and collaboratively with the WCFN to help make our annual conference a success over the past two years. Without reservation, AFMNet not only has sponsored our conferences in 2007 and 2008, but the WCFN has worked closely with their staff to create ideas, suggest session topics and secure speakers, thus helping to develop a more enhanced experience for our delegates. AFMNet's significant contribution's has helped the WCFN achieve our goals and ensure better a quality program and value for our conference delegates. AFMNet is deserved of this award for their significant investment, collaboration and partnership with the WCFN.

*The WCFN is a non-profit, member driven organization that works collaboratively with our members and strategic partners in sharing information, providing resources and creating educational and business opportunities. The WCFN Excellence Awards are presented at our annual conference and recognize excellence, significant achievement or contributions from WCFN members.*

For information or tickets to the Awards Reception contact Greg Edgelow at 604-822-6920 or [edge@wcfn.ca](mailto:edge@wcfn.ca)