

# **TASTE YOUR FUTURE PROGRAM PERFORMANCE THROUGH TO JANUARY 2018**



**TASTE  
YOUR  
FUTURE**

# CAMPAIGN UPDATE



**TASTE  
YOUR  
FUTURE**

# WEBSITE + SOCIAL MEDIA UPDATES

## Taste Your Future's Website

127

Stories

53,276 +

Page Views

24,415

Visitors

## Taste Your Future's Social Media Followers



1, 519

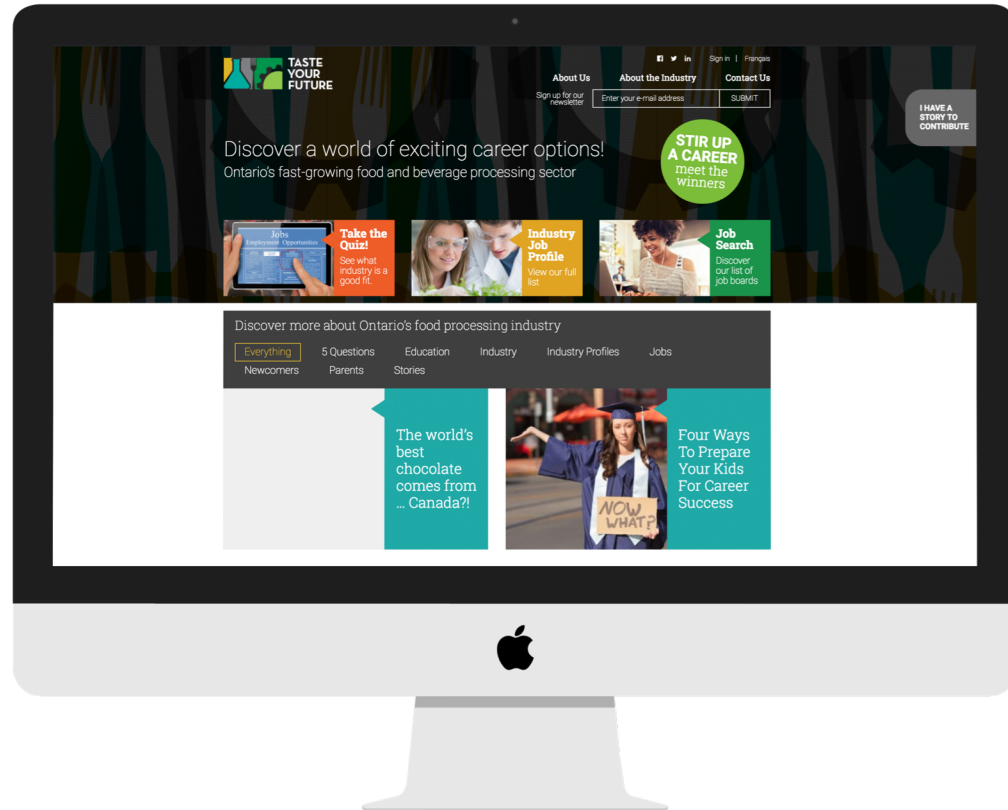


60

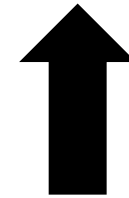


286

# TASTEYOURFUTURE.CA - 2017 RESULTS



In 2017...



**268%**

compared to 2016



**19,064** visitors  
(15,604 new)



**27,638**

page views



# SOCIAL MEDIA PERFORMANCE



Highest growth in  
followers + reach



Most opportunity



Most partner +  
stakeholder activity





# TOP 5 POSTS ON FACEBOOK GENERATING THE MOST ENGAGEMENT





# TOP 3 TWEETS ON TWITTER GENERATING THE MOST ENGAGEMENT



**Taste Your Future**

@tasteyourfuture

Want to win \$2000? Enter our contest for your chance to win. View full contest rules here:



#### Contest overview | Taste Your Future

CONTEST DEADLINE EXTENDED TO APRIL 30TH Are you a student with a great idea for a new food and beverage product or process? Submit a video with your idea to win \$2000 and a me...  
[tasteyourfuture.ca](http://tasteyourfuture.ca)

Chef Allan Williams, R&D Chef at CSK, and his team help companies bring new food products to market. More here:  
[tasteyourfuture.ca/rd-chef-allan-...](http://tasteyourfuture.ca/rd-chef-allan-...)  
[pic.twitter.com/lhFWuu9COH](https://pic.twitter.com/lhFWuu9COH)



**Taste Your Future**  
@tasteyourfuture

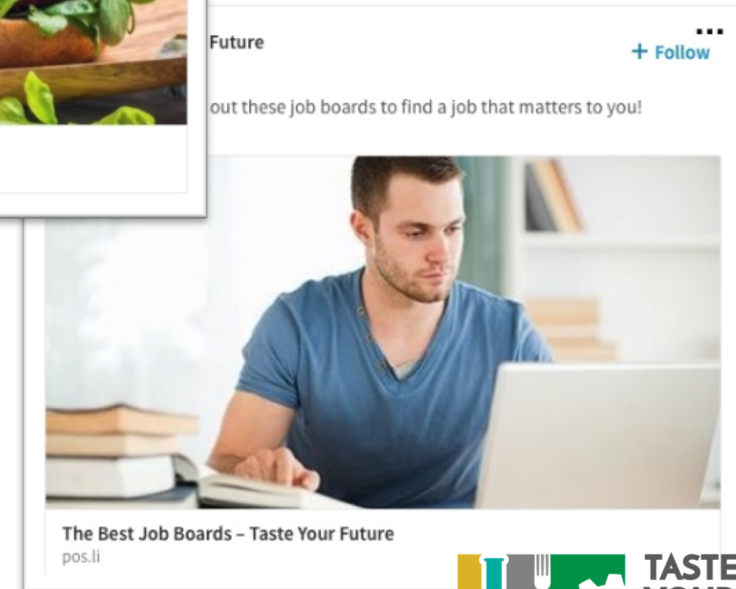
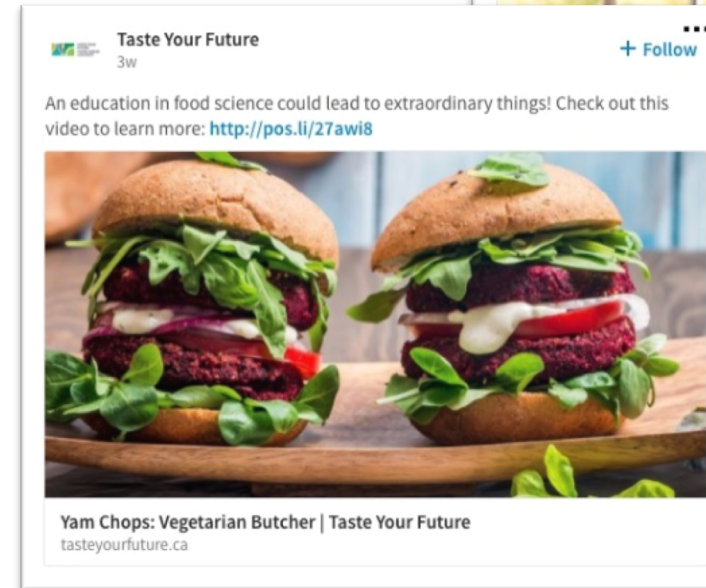
Following

Wine making is an art - check out a day in the life of a winemaker! [bit.ly/2fyu1We](http://bit.ly/2fyu1We)





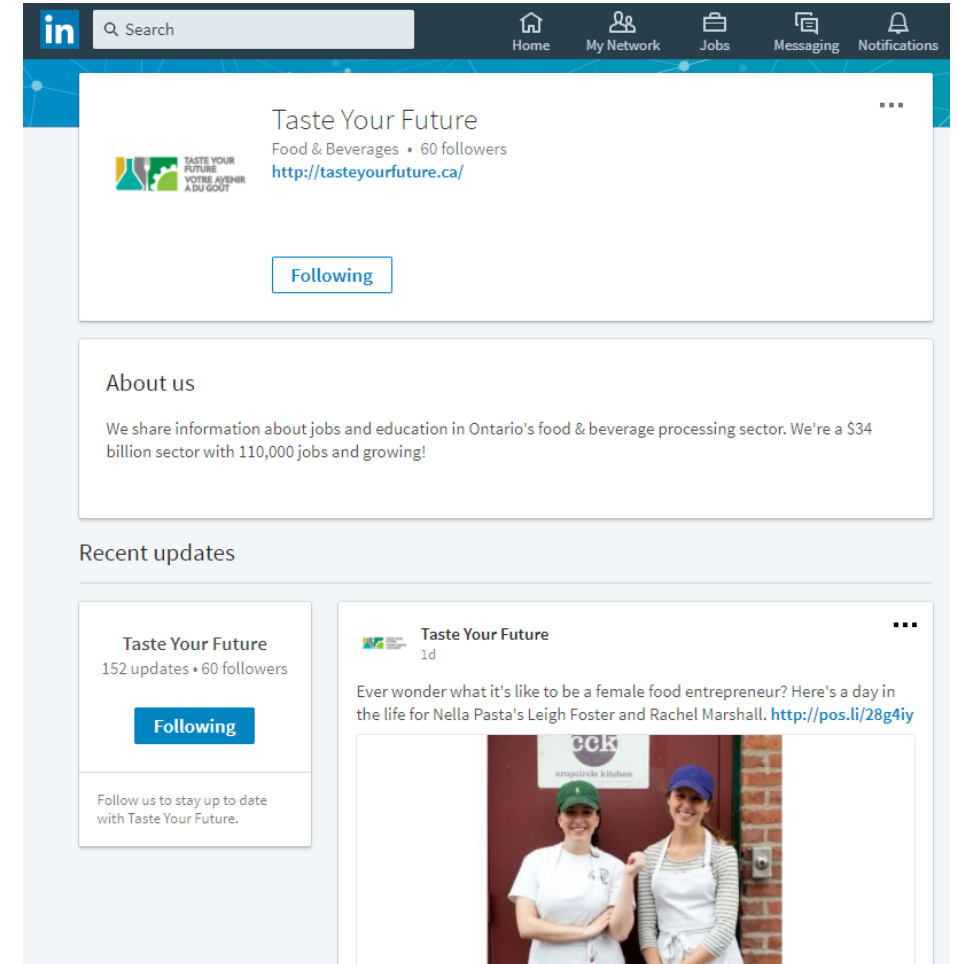
# TOP 3 POSTS ON LINKEDIN GENERATING THE MOST ENGAGEMENT





# LINKEDIN UPDATE

- Launched in 2017
- Paid support since Fall 2017
- Results
  - Reach up 300%+
  - Followers up 300%+
- Recommendations for growth:
  - LinkedIn-specific content can include featured job postings



# STAKEHOLDER RELATIONS 2017





# ADVERTISING PARTNERSHIPS



**TASTE  
YOUR  
FUTURE**

**THE FOOD AND  
BEVERAGE  
INDUSTRY IS RIPE  
WITH REWARDING  
CAREERS.**

Whether your students want  
to be the next marketer,  
engineer, butcher, brewmaster  
or electrician, there is a career  
for them at an Ontario food  
and beverage processor.



Introduce your students  
to the Taste Your Future  
program.

**LEARN MORE**



Colleges and Institutes Canada  
Collèges et instituts Canada

**TASTE  
YOUR  
FUTURE**  
[tasteyourfuture.ca](http://tasteyourfuture.ca)

**6,500 EMPLOYERS. 246,000 JOBS.  
ONE EXCITING INDUSTRY.**  
Help your students find their own recipe for success  
in the Food and Beverage Processing industry.

**ACROSS  
ONTARIO**  
140 PROGRAMS at  
22 COLLEGES  
34 PROGRAMS at  
7 UNIVERSITIES  
+ APPRENTICESHIP  
PROGRAMS  
We help to prepare  
people for a career in  
the food and beverage  
processing industry.

**DISCOVER THE DIVERSE  
JOB OPPORTUNITIES**  
 **Marketing**  **Food Safety**  **Brewmaster**  
 **Food Scientist**  **Wine Maker**  **Engineer**  
+ MANY MORE!





# STIR UP A CAREER BURSARY CONTEST OVERVIEW

- Contest open to high school and post-secondary students
- Students were asked to create a video showing their idea for a new food and beverage product or process
- Two categories:
  - "Maker and Designer"
  - "Scientist, Programmer, and Engineer"
- The contest was open February to April 2017

**PRIZES**  
**finalist submissions**

up to 4 will be awarded

**\$250**

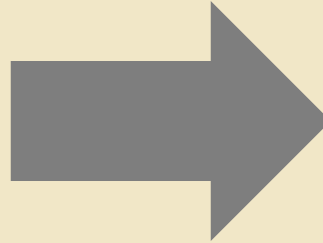
**Prize money: \$250**  
individual or group



**Industry coaching session**



**Resume coaching**  
up to 2 hours from FoodGrads



**PRIZES**  
**winning submissions**

up to 4 will be awarded

**\$2K**

**Prize money: \$2,000**  
individual or group



**Industry mentor relationship**



**Resume coaching**  
up to 2 hours from FoodGrads

**Business resources**  
Access to Food Starter's "Answer Box"  
resource for entrepreneurs

# CONTEST PROMOTION

 **Taste Your Future**  
26 May 2017 · 🌐

Our third finalist shows off her idea for an “ici” product. Check out this video from Angie, from [McMaster University](#), who’s invented a product to “chill” down warm water.

 **Finalist: ICI Water | Taste Your Future**  
Angie I. – McMaster University  
TASTEYOURFUTURE.CA

👍 Like    💬 Comment    ➦ Share

**FOOD.in.CANADA** Canada's Food & Beverage Processing Magazine  
Canada's food & beverage processing magazine

NEWS   PRODUCTS ▾   FEATURES   OPINIONS   EVENTS   MORE ▾

**News**

## Students win \$2,000 bursary

Food and Beverage Ontario's Taste Your Future program announced the winners of its inaugural student competition: Stir Up a Career

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July 17, 2017

Toronto – Food and Beverage Ontario FBO’s Taste Your Future program announced the winners of its inaugural Stir Up a Career campaign.

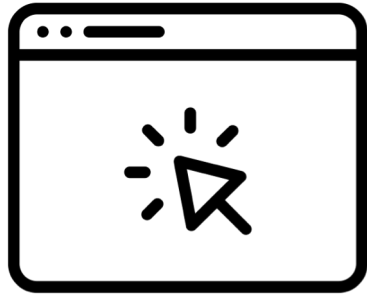
The campaign launched earlier this year and was open to Ontario high school or university students with an innovative idea for the food and beverage industry.

 **Food in Canada**

 **Taste Your Future** @tasteyourfuture  
Check out our #TasteYourFuture Bursary idea?

 **Contest overview | Taste Your Future**  
Congratulations to the winners of Taste Your Future's “Stir Up a Career” Bursary Contest! The winning entry in the Maker/Designer category is Danielle Laforest from...  
[tasteyourfuture.ca](#)

# RESULTS!



11,000+ visitors to the  
contest web page  
76% aged 18 – 24

250,000+ people reached  
(paid + organic)



17 eligible entries, 6  
finalists, 2 winners



**THE WINNERS...**



# MAKER + DESIGN CATEGORY

## Pure Herb

Danielle Laforest  
University of Guelph



# SCIENTIST, PROGRAMMER + ENGINEER CATEGORY

ICI Water

Angie Ibrahim  
McMaster University



# CAREER SHOWDOWN!





# NEWCOMER WORKSHOP

Share your insights on how industry and service providers  
can work better together.

**DATE:** Tuesday, January 16th, 2018

**TIME:** 10:00 am to 1:30 pm  
(lunch will be provided)

**LOCATION:** Brampton City Hall, West Tower  
2 Wellington Street West, Brampton

Please confirm your participation by January 2nd, 2018, via email to  
[rsvp@foodandbeverageontario.ca](mailto:rsvp@foodandbeverageontario.ca)

This workshop is part of the Taste Your Future campaign, an initiative by Food and  
Beverage Ontario to encourage more newcomers, young people, and new graduates to  
consider a career in the food and beverage processing sector. Learn more about the Taste  
Your Future program at [tasteyourfuture.ca](http://tasteyourfuture.ca).

Growing Forward 2

FOOD AND  
BEVERAGE  
ONTARIO

Ontario



**BRAMPTON**  
ECONOMIC DEVELOPMENT  
[brampton.ca/business](http://brampton.ca/business)

Connecting new Canadians to careers in the food and beverage processing sector

How can Ontario's food and beverage processing sector  
more successfully recruit newcomers into this exciting  
and growing industry?

Join Food and Beverage Ontario for a  
collaborative workshop bringing together  
industry and newcomer employment  
service providers.

With an informative panel and engaging  
breakout discussions, we'll discuss  
opportunities and challenges for  
attracting newcomers to careers in food  
and beverage processing.

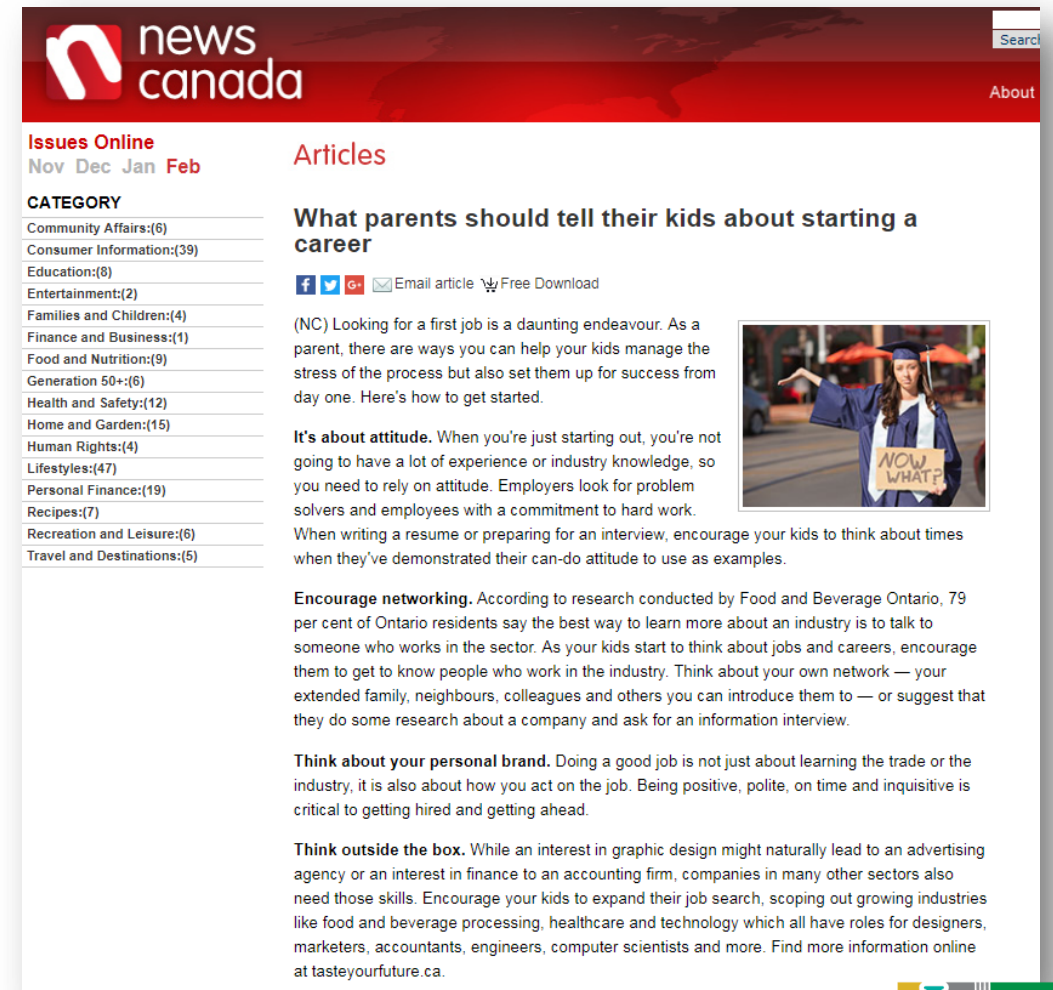


**YOU'RE INVITED!**



# MEDIA RELATIONS

- In support of Jan 16<sup>th</sup> newcomer workshop
- Matte Stories on F&B job opportunities



The screenshot shows the News Canada website. The header includes the News Canada logo and a search bar. Below the header, there's a navigation bar with 'Issues Online' and a calendar for Nov, Dec, Jan, and Feb. A 'CATEGORY' list is visible on the left, including Community Affairs, Consumer Information, Education, Entertainment, Families and Children, Finance and Business, Food and Nutrition, Generation 50+, Health and Safety, Home and Garden, Human Rights, Lifestyles, Personal Finance, Recipes, Recreation and Leisure, and Travel and Destinations. The main article is titled 'What parents should tell their kids about starting a career'. It includes social media sharing icons, a 'Free Download' link, and a photo of a graduate holding a sign that says 'NOW WHAT?'. The article text discusses the challenges of finding a first job and provides advice for parents and kids.

**news canada**

Search

About

Issues Online  
Nov Dec Jan Feb

**CATEGORY**

- Community Affairs:(6)
- Consumer Information:(39)
- Education:(8)
- Entertainment:(2)
- Families and Children:(4)
- Finance and Business:(1)
- Food and Nutrition:(9)
- Generation 50+:(6)
- Health and Safety:(12)
- Home and Garden:(15)
- Human Rights:(4)
- Lifestyles:(47)
- Personal Finance:(19)
- Recipes:(7)
- Recreation and Leisure:(6)
- Travel and Destinations:(5)

**Articles**

**What parents should tell their kids about starting a career**

f t g+ Email article Free Download

(NC) Looking for a first job is a daunting endeavour. As a parent, there are ways you can help your kids manage the stress of the process but also set them up for success from day one. Here's how to get started.


**It's about attitude.** When you're just starting out, you're not going to have a lot of experience or industry knowledge, so you need to rely on attitude. Employers look for problem solvers and employees with a commitment to hard work.

When writing a resume or preparing for an interview, encourage your kids to think about times when they've demonstrated their can-do attitude to use as examples.

**Encourage networking.** According to research conducted by Food and Beverage Ontario, 79 per cent of Ontario residents say the best way to learn more about an industry is to talk to someone who works in the sector. As your kids start to think about jobs and careers, encourage them to get to know people who work in the industry. Think about your own network — your extended family, neighbours, colleagues and others you can introduce them to — or suggest that they do some research about a company and ask for an information interview.

**Think about your personal brand.** Doing a good job is not just about learning the trade or the industry, it is also about how you act on the job. Being positive, polite, on time and inquisitive is critical to getting hired and getting ahead.

**Think outside the box.** While an interest in graphic design might naturally lead to an advertising agency or an interest in finance to an accounting firm, companies in many other sectors also need those skills. Encourage your kids to expand their job search, scoping out growing industries like food and beverage processing, healthcare and technology which all have roles for designers, marketers, accountants, engineers, computer scientists and more. Find more information online at [tasteyourfuture.ca](http://tasteyourfuture.ca).





Thank You

 **CANADIAN  
AGRICULTURAL  
PARTNERSHIP**

 **Ontario**

**Canada** 