



## **CANADIAN FOOD BUSINESS Advisory Committee**

### **Terms of Reference**

*Canadian Food Business* is the go-to publication for tips and trends in today's food and beverage science industry. With topics ranging from beer brewing to protein determination, this magazine reaches a diverse digital audience. Audiences include academia, scientists, government, and food services. Published four times a year in a digital format, Canadian Food Business keeps the market informed on the real world of food science and technology.

*Canadian Food Business* is committed to researching and reporting on developments within the market, both here at home and around the globe, and the ways in which scientific advancements are impacting the world around us. Presenting dynamic content developed by an excellent stable of writers, including feature interviews, case studies, product spotlights, and more, *Canadian Food Business* is dedicated to uncovering the latest in food and science innovation and the discoveries that enable progress and the evolution of life on the planet.

### **ROLE**

The CFB Advisory Committee will provide guidance and direction to help increase awareness of the food and beverage science and technology industry. With a focus on the magazine content, the Advisory Committee will provide input on broad aspects of the magazine to showcase the food and beverage science and technology industry and inspire readers. Volunteer commitment for each issue will range from 3 to 5 hours.

### **MAGAZINE THEMES**

Each issue will focus on a theme as determined by the editor of Canadian Food Business Magazine. Along with helping to identify contributors within the themes, the Advisory Committee will work with the editor on the following items:



- Review of products (equipment/analytics side, quality assurance, packaging, product profile, flavours, etc.)
- Regulatory Arena
- Events (that we might not be aware of & that might be beneficial to the industry)

### ROLE AND RESPONSIBILITY

1. Develop and identify themes for the magazine’s upcoming editions on an annual basis
2. Recommend improvements to content, design and overall quality of the magazine
3. Share and suggest creative ideas for the magazine’s thematic focus, potential story ideas, and potential contributors who may be experts in their field on an as-needed/per issue basis
4. Provide general direction and identify areas to be improved upon
5. Guide the editor to look at new ideas/technologies
6. Update the Editorial Board’s Terms of Reference

### COMPOSITION

The composition of the Advisory Committee will include, but is not limited to, the individuals and groups listed in the table below:

| Number of Representatives | Roles | Representatives Background |
|---------------------------|-------|----------------------------|
| 2                         |       | Academia                   |
| 2                         |       | Industry                   |
| 1                         |       | Government                 |

*Note: Committee Members will commit to a two-year term; Members may serve up to two consecutive terms*