CAMA
Canadian Automatic Merchandising Association

ACAD
l'Association canadienne d'auto-distribution

COFFEE - MARKETS - VENDING

- February 11, 2021

NEWSLETTER



View the online version at **www.vending-cama.com/newsletter**

Issue 1 - February, 2021 *- Jim Jackson*

Message from the Association President

Happy New Year Everyone!

We can all be happy that 2020 is over. Let me start the year off with a quote from C.S. Lewis **“You can’t go back and change the beginning, but you can start where you are and change the ending”.** How true that statement is, the past year has been an unprecedented year in history for all of us. You can call it devastating for most but there was nothing with in our control that we could have done to change it. We can now remember it, talk about it, and learn a lot from it but from this day forward we can all live and work towards changing the ending.

What I learned from experiencing a real pandemic is that nothing is sacred, everything that you have worked hard to build can be taken away from you overnight. You soon realize how important family, friends, and business associates are in your life when pandemic rules do not allow you to visit and socialize in person with them.

Although we are not out of the pandemic yet, we can now start to see the light at the end of the tunnel. A vaccination has been created and is being administered as we speak. As the year progresses, we will slowly see the effects of the pandemic reside and businesses starting the journey to recovery, and what a journey it will be. Our CAMA members, both suppliers and operators are in this together and we need to support each other in the recovery process.

The pandemic will undoubtably leave our industry with some employee workforce changes, the work from home concept will continue to a certain degree and have an impact on our OCS sales. On the other hand, I believe that new opportunities will arise for Micro Markets and Vending. We all need to be ready to capitalize on these opportunities as they present themselves.

As an operator there is no better way to be prepared than to keep in touch with all of CAMA’s supplier members and be in tune with what is new and innovative. To assist in this communication, we are launching CAMA’s first edition of their electronic newsletter that will be published 6 times a year. This newsletter will bring operators and suppliers together for the mutual benefit of all.

Although the newsletter will be a huge step forward in communication for CAMA and its members, I still believe that the best way to culture relationships between operators and suppliers is in person. I highly encourage all of you to attend our annual trade shows when they resume. I can personally attest to the value of attending and meeting operators and suppliers in person. Our members have a wealth of knowledge and life experience that they are willing to share with other members that they have gotten know. Take the opportunity to get involved with CAMA, get to know the members and it will become the best business decision that you will have ever made. Stay involved and stay connected.

If you are a golfer (or not) and enjoy a day off work and be amongst friends and colleagues, then I suggest you consider attending one of our regional golf tournaments. You cannot go wrong with a "bad golf game" and a great day amongst good friends!

In closing, this newsletter will be published every 2 months, but our CAMA website is available 365 days a year and contains a wealth of knowledge on our association and member programs.

As we start the process of business recovery let us keep our supplier members in mind, many of them will be advertising in this newsletter. We are all in this together and they are here to assist you in any way they can.

Jim Jackson | President, CAMA | Quality Vending & Coffee

Food Trends in 2021: Do You Know What to Expect?

Trying to figure out what your customers are going to be looking to buy as business adjusts and recovers from the global pandemic? *You are not alone!*

Aside from the expected trends that will continue to impact the industry (such as a demand for contactless experiences, enhanced safety, and preparation for upcoming regulatory issues like single use plastic bans), many consumer researchers agree that monitoring the ebb and flow of food trends might be more difficult this year to pin down. Technomic, a global organization that has followed food trends for years, has kept abreast through customer research ways that the COVID-19 pandemic has impacted away from home consumption. It is clear that despite what is currently unknown, there are trends that are expected remain in 2021. Here are a few trends that we recommend operators consider:

Back to Comfort: In-Home Dining and A Return to Made-From-Scratch Preparation

Customers are looking for items and flavours that provide calmness with a return to historic preferences. The impact that food (and brands) has on our psyche can not be forgotten. Consumers respond to food preferences and brands through psycho-emotional reactions (think about having Campbells Tomato Soup in childhood with a grilled cheese, or the first time you shared a Kit Kat bar with a friend or sibling). These back-to-comfort emotions give a sense of calmness and most often these reactions are favourable towards the product and brand. Capturing this positive reaction at the proper day/meal part means you can tap into these emotions to increase the instance of impulse purchases and drive higher cheque averages.

How can you respond to this? The common flavours and brands that emit a positive psycho-social reaction need to be front and center. For example, Mountain Dew for baby boomers, any brands that focus on nostalgia (think retro packaging promotions), traditional flavours in your offerings (think salt and vinegar chips) become important again. The top offerings continue to be important right now.

Health Takes a Back Burner?

The pandemic has had an impact on our personal lives and has had a significant

Why Your Insurance Rates are Going Up and What to do About it!

Insurance pricing has been on the rise for a while now, with widespread premium hikes across all types of insurance.

Why are rates up? How long will it last? And above all, what does this mean for your business?

Before we dive in, let's quickly refresh how the insurance industry works. Insurance is a way to transfer financial risk from individuals (and businesses) into a community risk pool. Insurance buyers contribute to the pool by paying a premium. When a loss, or a claim, occurs, the insurance company dips into the pool to pay for it. Essentially, the contributions of many fund the losses of a few.

But after a few rough years, claims have surged in frequency and severity with higher payouts all-around, leading to massive losses for insurers. Why are claims increasing? Social trends, rising demands for corporate transparency, catastrophic weather events—and let's not forget the pandemic factor. Plus, various financial crises, along with the outbreak of COVID-19, have virtually eliminated interest gains from stocks and bonds. Simply put, insurance companies are paying out more money than they can get back in premiums and investments.

To protect their existing clients and ensure they're financially secure enough to pay for claims, insurers must be more cautious about what risks they can take on. They're pulling back on coverage, lowering limits, and raising premiums; these conditions are known as a "hard market." And until the insurance industry starts making money again—fewer claims, lower payouts, higher returns—rates will keep climbing upwards.

With billions of dollars in losses, the industry first started to experience a hard market in 2019, which continued well into 2020. And with no end to the pandemic in sight, it's likely that the hard market is here to stay for the foreseeable future.

What does that mean for you?

Even the most prepared insurance buyers will have to adapt. Businesses can expect to face: higher premiums, reduced coverage, stricter underwriting criteria, and fewer options to choose from. In fact, you might've already noticed this during your last

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 source food and nutrition options that deliver experiences that enrich and nourish lives. Learn more about Complete Purchasing Services by visiting eCPS.ca.

Need assistance in sourcing items 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. Whether you are looking for comforting, traditional, or new and on-trend products, take advantage of CPS' "Best Value" pricing on hundreds of essential items and assistance from a dedicated locally-based Account Manager.

How can you respond to this? Aside from the comfort foods, the demand for uber healthy items will drop (although not permanently). Balance out your lower calorie, lower fat, and hyper-healthy choices (as there will still be people who want these items) by ensuring you offer choice. *Now is not the time to switch out your cream portions for milk!* Lastly, remember that now is the time to make sure your customer facing feedback program is active; in place consumers want to know that you are listening to them more and more.

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renewal.

At this point, you may be starting to panic. You might want to jump ship and shop around for a cheaper insurance plan. Or maybe you're thinking about self-insuring. Why not cancel your coverage for the time being since there's less risk with everyone at home anyway?

But there's no need to worry—or be rash. Insurance companies are strong and well-positioned to deliver. After all, the industry is designed to help people make it through the worst of times. Even better? Your broker is already one step ahead.

Here's how your Broker can help:

Brokers, like PROLINK, are knowledgeable advisors who will advocate for you when you need it most. We've already negotiated on your behalf to make sure you're getting the best rate possible. And while the rapidly changing nature of the pandemic makes market changes difficult to predict, one thing is certain: we're doing everything we can to accommodate your needs and make sure you're sufficiently protected amid these extenuating circumstances.

With nearly 40 years in the industry, PROLINK has seen it all—soft markets, hard markets, and everything in between. We'll provide you with the knowledge and expertise you need to safeguard your business, no matter what's happening in the market.

To learn more about how insurance rates fluctuate, why, and what you can do about it, read our report: The Insurance Pendulum: What's a Hard Market?

For more comprehensive guidance with your CAMA Insurance Program, contact Corrinet Lamb at Corrinet@prolinkinsure.com.

CAMA Insurance Program | PROLINK

Experience the Lowest Cost of Ownership with USI

At USI, our mission is to provide vending solutions that maximize efficiencies and product sales for our customers. Doing so provides tangible value to customers and is why USI equipment is known to offer the lowest cost of ownership in the industry. From the equipment design to the user interface to unique features and more, our Evoke series merchandisers help meet this commitment to our customers.

Standard Features

Our Evoke machines have an ergonomic, functional and intuitive design that your customers will appreciate. They come standard with a 3.5" color display with a backlit keypad. Our Evoke machines are also ADA compliant. All products are guaranteed to vend, or customers will receive their money back, thanks to the iVend Guaranteed Delivery System. Finally, Evoke merchandisers are manufactured in the USA and come with a 2-Year Limited Parts Warranty.

Evoke Models

Evoke Snack Merchandisers - The Evoke Snack 5 and the Evoke Snack 6 merchandisers feature a large merchandising display and enhanced LED lighting for maximum product visualization. The standard backlit keypad can be updated to a 10.1" touch screen display. This allows customers to utilize a shopping cart option and purchase up to three products at once. The Evoke Snack 6 also has an optional full-size 7th tray, which would offer up to 83 selections.

Evoke VT5/ST5 and VT3/ST3 Combo Merchandisers - The VT5/ST5 and VT3/ST3 come in both a variable temperature version and a single temperature version, in order to accommodate a large number of vending operators. Make your vending machine stand out more by upgrading the 3.5" display to a 7" touch screen option, which includes shopping cart mode, browsing options and static and video content.

Evoke Elevator - The Evoke Elevator features a soft-elevator delivery system. This allows operators to vend fragile items including yogurt parfaits, sandwiches, salads and fresh fruit cups. The Evoke Elevator also reduces spoilage, thanks to first-in-first-out loading. With its soft elevator delivery system and large delivery bin, the Evoke Elevator has the capability to vend a variety of packages with different sizes and form

factors.

Evoke Combo 5 Outdoor Vending Machine - features maximum durability in order to withstand the elements. Its Weather and Security package includes rain guards and sealing of sensitive areas, vandal-resistant panels over access areas and impact-resistant polycarbonate window cover with a seal frame. This package allows vending operators to have peace of mind in order to place their merchandisers outdoors and in other climate demanding locations.

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Tech Corner: First Aid advice for Technicians

Flex Control Board

The Flex Controller allows users access to an intuitive service mode. Here, operators can change the prices of one item or multiple items. Additionally, the easy-to-use service mode allows for easy diagnostics such as motor mapping in order to see the motors' working status.

The Flex Control Board also allows for an outstanding user experience. Flex and iCart work together to allow customers to browse products and utilize the shopping cart feature with the optional touch screen, which lets customers purchase up to three products at one time.

To experience the lowest cost of ownership, contact U-Select-It at 1-800-247-8709 or click here.

As technicians, we are naturally curious and that leads to a desire to constantly expand our toolkit, whether that be with physical tools or growing our soft skills. How often do you peruse your local hardware store exploring new releases and testing out the latest generation of any of the go to pieces of your toolkit? Who cannot say they have bought a new tool if for no other reason than they were just really wanting something new and fresh?

What if there was a set of skills that you could build upon that would scratch the itch of both physical and soft skill tools? A set of skills that many technicians tend to overlook, for any multitude of reasons. A set of skills that, when honed properly, could be more important than the best set of power tools.

Specifically, first aid skills are commonly underutilized and overlooked, yet these skills matter more than might be thought in the role of a technician. This applies equally to an in-house technician as it would a field technician. Every day, we are exposed to situations, equipment, and chemicals that could have dangerous or even deadly consequences. Training may ensure that a person knows the details of a safety sheet, but that level of training may not encompass enacting life saving protocols when needed.

Spending one weekend every couple of years is a foundational start to developing those skills. Utilizing your local Red Cross or St Johns Ambulance to find available training ensures that your time is well spent and the training is current with modern medicine. Commonly with these courses one would have the opportunity to purchase a first aid kit with new supplies based on the training received.

Again, this training would only be a foundation for further growth. There are commonly further courses available to expand upon first aid training, and many that could be even more relevant to a technician workspace. Think about the different challenges we face daily: a press presents a crushing injury to an arm or leg, a saw could present a partial or full amputation injury, and a car crash on the highway could encompass any number of serious injuries. Technicians not only could face these challenges, but we could be called on to help someone nearby.

Workplace Safety and Prevention Services Ontario:5 steps to keep up with evolving COVID-19 requirements

Tyler Dolinger | Technical Service Associate | Beans And Grind Inc.

The tools of first aid have advanced as much as the techniques. There are specialty multitools for first aid that can be folded up for transport and storage. Bags can be customized to fit on or in a backpack, or in almost any position in a vehicle. One of the most interesting designs are ankle kits made to be worn on an ankle under a pant leg.

No one expects that the common public would have the same abilities, skills, and knowledge of our medical professionals. However, the more knowledge and skills we can equip ourselves with means that we can help ourselves or someone else reach the next level of care.

Go to www.redcross.ca or www.sja.ca for your local resources and training options.

As the pandemic evolves, so does the province's response. Lockdowns, public health orders, and inspection blitzes are just some of the initiatives in play against the pandemic. They all share the same goal: keeping Ontarians healthy and safe. But how is a workplace to keep up?

"It's a process like anything else," says Trevor Beauchamp, Workplace Safety & Prevention Services' (WSPS) Director, Field Logistics. "You just have to know the rules and implement a strategy."

Which rules apply

"COVID-19 doesn't distinguish between the workplace and the general public," explains Trevor, "so rules affecting workplaces have been issued through several legislative instruments." Here is a quick overview:

- Occupational Health and Safety Act — requires employers to take all precautions reasonable to protect their workers. This includes pandemic precautions. Treat COVID-19 as a workplace hazard just like any other.
- Keeping Ontario Safe and Open Framework — essential reading for workplaces. The framework contains pandemic-related public health and workplace safety measures, including a requirement for many workplaces to have a pandemic safety plan. The framework features five levels, which may be assigned on a regional, community or province-wide basis. The entire province is currently at the highest level, lockdown.
- Health Protection and Promotion Act — in the event of a communicable disease outbreak, the Act allows medical officers of health across the province powers to issue local orders aimed at reducing the risk of transmission, such as closing workplaces or parts of workplaces.
- Emergency Management and Civil Protection Act (EMCPA) — gives the province power to take actions and implement measures the provincial Cabinet considers necessary for responding to an emergency. The province declared a pandemic emergency in March 2020, and again this month.

- Reopening Ontario (A Flexible Response to COVID-19) Act — gives the province greater flexibility to extend, amend and revoke orders made under the Emergency Management and Civil Protection Act. The Keeping Ontario Safe and Open Framework was issued under this Act.

Why are there rules from multiple sources rather than just one? Trevor explains it this way: “A grocery store has an obligation to protect its employees under the Occupational Health and Safety Act, and an obligation to protect the general public under the Health Protection and Promotion Act. The Keeping Ontario Safe and Open Framework helps these two acts work harmoniously with each other.

5 steps to keep up with new rules

“The best way to protect employees, customers and your business is to be aware of legal requirements and aim higher,” says Trevor. “Compliance doesn’t guarantee a safe workplace. It’s a starting point, not an end point.” Here’s what Trevor suggests.

1. **Develop a COVID-19 safety plan** if you haven’t already done so, and follow it. “The process is straightforward: just follow a safety plan guide and template developed by the Ministry of Labour, Training and Skills Development.” WSPS offers sample sector-specific safety plans to help you populate your plan.
2. Assign an employee to serve as a pandemic compliance officer responsible for determining what’s required now, actively tracking changes, and ensuring your workplace exceeds its obligations. Monitor provincial and local news sources, and bookmark the website of your local public health unit so that your compliance officer can check regularly for new orders.
3. Communicate changes in legal requirements and workplace controls to employees, and reinforce everyone’s responsibilities under the Internal Responsibility System.
4. Look for gaps in your planning, especially as rules evolve, with this operational planning tool.
5. Follow the enforcement activities of provincial and local police, bylaw officers and workplace inspectors. The focus of these activities may indicate possible opportunities for improvement in your workplace. Expect the focus to shift as priorities change.

How WSPS can help

Explore WSPS’ COVID-19 Hub. It offers essential information and tools to help workplaces and their employees thrive. Resources include:

• Post-Pandemic Business Playbook provides information and tools to help businesses adapt to this new operating environment.

• New COVID-19 Response Framework: How to create your safety plan

• 8 ways for employers to “take every reasonable precaution” during a pandemic

• Bookmark the WSPS Legislative Tracker to stay up-to-date and informed on Federal and Ontario OHS legislative changes.

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

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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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This article was prepared by Workplace Safety & Prevention Services (WSPS). At WSPS we are committed to helping businesses understand their risks and legal obligations to stay in compliance and build safer workplaces. If you would like permission to republish or use information in this article, please contact Jessica Bowes, External Communications Lead at jessica.bowes@wsps.ca.

Coffee Corner: Preparing our businesses for the New OCS

Over the course of more than 20 years, I have had the privilege to write for a few industry publications, some with long lasting appeal, others that endured for nary a few issues. During that time, many innovations, trends, studies, and incredibly interesting people have graced the unfolding story of our coffee business, adding to the richness and diversity so many of us find compelling. To have known and worked with industry giants from the vantage of scribe, feel the tension of looming deadlines (when you said Monday, that really meant a few minutes before Tuesday morning right?...), and researched the creative people of our business has been an amazing journey. As with all good stories, the pages must turn, and as the venerated Canadian OCS & Vending Magazine concluded its last issue after more than 50 years of publication last fall, a new chapter is (literally) being written by the association to our industry – CAMA. Within the e-pages of this nascent Newsletter, the torch has been passed to serve the needs of our community – offering news and what's new to the benefit of the members and the industry at large.

Perhaps there has never been more flux in the Canadian OCS & Vending Business. Industry consolidation, a global pandemic, and the foreshadowing of looming supply chain disruptions in producer nations all add up to what the Chinese euphemistically call "interesting times". And with all change comes opportunity – to innovate, or to re-focus core competencies that translate to competitive advantages into untapped markets. For close to a year now, we have been working under the reality of restrictive regulations designed to limit the spread of a disease that has claimed the lives of over 20,000 Canadians and about 2 ¼ million worldwide. These regulations have had a deleterious effect on OCS and vending companies without exception. The promise of a return to "normal" with a vaccine means that businesses will be operating without these limits, restaurants will open their dining rooms, and life that we took for granted a mere 12 months ago will once again return. So now the focus turns to what we will need to do to plan and meet the new reality of what our market will demand. Customer profiles may change requiring different logistical models to competitively service your accounts. Equipment may also require a deep dive into what best fits your customer and prospects needs analysis. Even organizational structure could require an overhaul or at least tweaking. On this last point – many in our industry have done what needed doing in the last 10 months to right size human resources given the

decline in sales; now may be the time structurally to add to the organization in anticipation of increased sales as the Canadian economy can breathe deeply again.

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Canadian OCS and Vending companies will continue to adapt to the changes of our market, as has been the case for the better part of ¾ of a century. Change is rarely easy, but it does offer the opportunity to strengthen us through testing our mettle as well as giving us invaluable insight through first-hand experiences.

Earlier in this article, reference was made to this new format for the benefit of all who read these pages. Change also is the dominant theme of the column. As a long-time contributor to the industry media, I am grateful for being offered the opportunity to pen an article in the Canadian Vending Newsletter. The format for this space moving forward will be one of many contributors who have experience in the coffee industry age with their perspectives, wisdom, and insights. To the readers who have enjoyed the back page of CVM – thank you for being my inspiration – it was a pleasure to write for you. Should the opportunity arise to again take pen in hand (or would that be keys to fingers?), I will look forward to that too.

Brian Martell | The Heritage Coffee Company Ltd

Time to Renew Your 2021 Membership!

Membership renewals were released in mid-November. 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.

Welcome New Members

Welcome to the following new members:

Global Logistic Solutions Inc. (Avenue Living's Supply Chain Division)

Agenda Fill Inc.

Canterbury Coffee

Vitality Capital Inc.