

Joy M. Shinn, MSc Food Science Technical Business Development

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Responsibilities

- Food Science Project Leader responsible for procuring and delivering industry driven innovation, and product related projects
- Quality Management, including food safety (HACCP) development and quality support for projects; regulatory support for new or updated licenses (e.g., CRA, CFIA); participation on Quality Committee, involving ISO standard
- Workshop delivery, including development, promotion and delivery of Artisan based workshops (e.g., Fermentation, Distillation, Cheesemaking, etc.)
- Business Development, including new business procurement, identification of opportunities, planning services and identifying supports for industry based on needs and trends.
- Marketing and promotion, attending industry events to promote BioFoodTech services, preparing communication materials (print, social media) and meeting with organizations to collaborate on program delivery

Professional and Technical Background

- Provision of technical assistance for industry with the successful development, launch, and commercial production of numerous value-added products, covering a spectrum of agri and seafood products, processing, and formats; improved processing yields and efficiencies, implemented new quality control and safe manufacturing methods, and undertook market research.
- Led and managed a number of professional associations as Executive Director, creating new programs and services for membership and attracted increased revenue for operations, while providing industry with resources and tools for business growth.

Previous Employment

- **Executive Director**, PEI Healthy Eating Alliance
- **Executive Director**, FOODTECH Canada
- **Training Developer**, Saskatchewan Food Centre
- **Researcher**, FoodTrust of PEI
- **Executive Director**, PEI Food & Beverage Processors Association
- **Technical/Quality Support**, Prince Edward Island Preserve Company
- **Client Services Manager**, PEI Food Technology Centre

Education and Publications

- M.Sc. Food Science, University of Guelph
- B.Sc., Food Chemistry, McGill University
- Can. Inst. Food Sci. Technol. J. Vol 23 (4/5): 1990
- Co-author, US Patent #4,973,491 Nov. 1990

Professional Memberships, Board and Committee Involvement

- Canadian Institute of Food Science and Technology (CIFST); Director, National CIFST board; Chair of Atlantic Management Committee
- Past member, National Advisory Committee for Canadian Agriculture & Food Museum
- Former Board Member and Treasurer, PEI ADAPT Council; Founder and Co-Chair, Value Chain Advisory Committee
- Past-Chair, Food Processors Alliance of Canada
- Past member, Steering Committee, Canadian Supply Chain Food Safety Coalition

Language

- English