

# food in canada

THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY

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THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY

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## Imposter alert



Food fraud is nothing new. In fact, the non-profit standards organization U.S. Pharmacopeial (USP) Convention recently updated its Food Fraud Database to reflect the ever-widening range of food and beverage products that are now recognized to be vulnerable to deception. In total the organization added another 800 examples of

intentional tampering and/or mislabelling of food and beverage products worldwide occurring between 2011 and 2012.

It's interesting that just as the USP announced the expansion of its database, news was breaking about what has now become one of the most egregious cases of food adulteration that the EU food and beverage industry has faced in recent memory.

The horsemeat scandal, as it is now known, has affected much of Europe and is widening daily, with a huge number of different meat products testing positive for horse DNA. At this point it's still not clear if the mislabelled meat is the result of criminal fraud, but the situation has led to consumers questioning if and how traceability programs work when it comes to detecting deception in the food supply chain.

According to the federal government, industry associations have been calling for legislative changes to address fraud across all industries for several years. In fact, counterfeiting seems to be on the rise. Industry Canada, for example, reports that the value of counterfeit goods seized by the RCMP last year topped \$38 million, up from \$7.6 million in 2005.

The recently introduced *Combating Counterfeit Products Act* aims to reduce the number of fraudulent products entering the country by giving Canada Border Services Agency (CBSA) the authority to take action against the movement of counterfeit goods at the border. It covers all industries in Canada, as well as food.

While the new act does not address labelling regulations or safety standards for food and beverage products — that falls within the mandate of the Canadian Food Inspection Agency — it does relate to trademarks used on any imported or Canadian food and beverages. Industry Canada says the act allows registered trademark owners in the food industry to make a “request for assistance” with CBSA asking them to detain shipments suspected of containing counterfeit goods.

Hopefully the new act will help cut down on fraudulent products entering the country, making it a further safe guard against potentially dangerous products appearing on Canadian grocery shelves. 🍎

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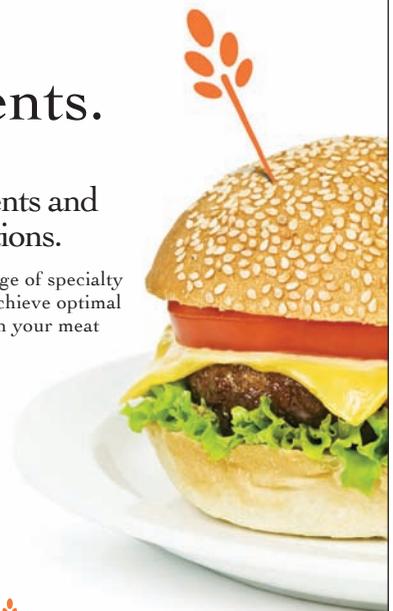
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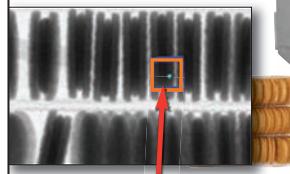
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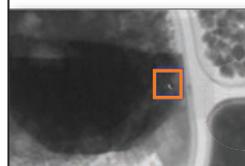
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## Calling all flavour mavens

Lay's Canada has teamed up with comedian Martin Short to ask Canadians to create the next great taste in potato chips. Until April 15, flavour fanatics can enter the "Do us a Flavour" contest through Lay's Canada's Facebook page, or at [www.lays.ca/flavour](http://www.lays.ca/flavour). The winner will receive \$50,000 and one per cent of future sales of the new variety.



# News > file

## CMC EXPANDS ITS OUTREACH

The Canadian Meat Council (CMC) has debuted a more polished and fresh look. The CMC announced in February that it had launched a new logo and a new motto —



"Meat...Good for you. Good for Canada." The aim is to enhance its outreach to Canadians.

The organization also launched a new website ([www.cmc-cvc.com](http://www.cmc-cvc.com)), which it says is more visitor-friendly and informative. Users will now find information presented according to four primary themes:

- Food Safety
- Nutrition and Health
- Animal Health and Welfare
- International Trade

Visitors will see more content under each theme over the coming months. The website will continue to provide an events section, media room, a "what's new" advisory and a member section.

and fills them with water that's slightly sweeter than the grapes. Wasps enter the contraption to sip the water and drown. To deal with weeds, Provost uses elbow grease and a hoe.

Provost further burnishes his organic credentials by adding less than half the amount of sulphites the LCBO allows for organic-labelled products. He says it is tough to cut them out completely, since it could lead to losing 30 per cent of production to spoilage.



Gilbert Provost and Pauline Joicey, owners of Redtail Vineyard, harvesting their first cluster of grapes.

## "Off-grid" winery mixes modern technology with organic practices

Being "double green" — producing organic products and all its own electricity — separates Consecon, Ont.'s Redtail Vineyard from its competitors in wine-mad Prince Edward County. "We are the only winemaker in the county and one of the few in Canada to do both," says proprietor Gilbert Provost.

To stay off the power grid, Provost

has installed six custom-built solar panels, connected to eight six-volt, deep-cycle batteries and a 240-volt converter that turns DC power into AC. But he reverted to centuries-old techniques to produce organic wine.

Provost uses hand-made soap shavings mixed with water to spray on vines to protect them from insect pests. To keep away birds, he drapes nets over the plants, and to control wasps, he cuts plastic water bottles off at the shoulder, inverts the tops back into the bottles

Growing suitable grapes brings other challenges. "Bringing European grape varieties to Canada requires finding ways to help them adapt to our thin soil and cold winters," says Geoff Heinrichs, a county winemaking pioneer and consultant. One of Heinrichs' discoveries was the need to bury the vines to protect their primary buds

from heavy frost. That requires bending the “canes” of the vines and tying them to a low wire before covering them with 15 to 20 cm of earth. About 90 per cent of county vineyards have adopted this practice since frigid winters in the 1930s wiped out the region’s sour cherry orchards. “The Niagara region does not face this problem,” says Heinrichs.

Provost is a groundbreaker in the county for planting vines closer together. It enables him to triple the number of vines so his five-hectare vineyard produces as many grapes as a six-hectare property using conventional methods.

Since his goal is higher quality not greater quantity, Provost prunes his vines to harvest fewer but better grapes. Provost, his wife Pauline

Joicey, and a seasonal farm hand are the only employees. To bring in the crop, he invites community volunteers to pick the grapes and enjoy a great lunch and receive a bottle of wine for their efforts.

Provost is one of a growing number of small-scale, back-to-the-land entrepreneurs who prefer practicing artisanal rather than industrial farming. Wine enjoys just about the highest margin of almost any farm crop. That reality feeds his dream of making money by producing just 700 cases or 8,200 bottles annually of pinot gris and pinot noir wine. He expects to be profitable within five years. When that day arrives, his vineyard will become “triple green.”

— Ken Mark

## PRAIRIE PROVINCE IS TOPS IN AGRI-FOOD EXPORTS

For the second year in a row, Saskatchewan is Canada’s top agri-food exporting province.

Not that it’s only about bread and wheat. In 2012, in fact, Saskatchewan exported more than \$11 billion in agri-food products and remains the country’s top agri-food exporter. In total, Saskatchewan accounted for 23 per cent of Canada’s agri-food exports in 2012.

Tim McMillan, the minister responsible for Trade, says part of the province’s success can be attributed to trade missions. “We have been able to expand opportunities for producers to grow existing and emerging markets like India and China thanks to several trade missions where agriculture featured prominently,” he says. “We will continue our work to secure improved access and ensure Saskatchewan’s agri-food exports benefit from the growing demand in these markets.”

The Saskatchewan Plan for Growth includes a goal to increase agri-food exports to \$15 billion by 2020. The record \$11.1 billion in 2012 agri-food exports is a nine-per-cent increase over 2011, and an increase of 75 per cent since 2007, representing a significant step in achieving this goal.

Agriculture continues to have a major impact on the province’s economy, accounting for over one third of all provincial exports. Canola seed remains the top agri-food export at \$2.7 billion in 2012. Canola seed exports have increased 25 per cent since last year and 215 per cent since 2007.

Other top agri-food exports in 2012 included wheat (\$2 billion), canola oil (\$1.7 billion), durum (\$1.2 billion) and lentils (\$673 million).



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## Bakery hopes to inspire upcoming artisans

Ace Bakery is hoping to help fledgling food artisans become business entrepreneurs, with the launch this summer of the Artisan Incubator in Toronto.

Twenty select artisans will work with Ace and a team of “tastemakers,” food industry professionals including chefs and business entrepreneurs, to develop recipes and to work on their products and business models. Each of the artisans will be showcased at the Toronto event, and will receive national exposure.

“The Artisan Incubator is a celebration of the joys of artisan food, the importance of local, sustainable food producers and the vital contributions artisan entrepreneurs make to communities across Canada,” says Linda Haynes, co-founder of Ace Bakery. “During Ace’s 20th anniversary as an artisan bakery, it

Ace Bakery’s Olive Oil and Sea Salt Mini Crisps



Ace Bakery’s Jalapeño and Roasted Onion Mini Crisps



only seems right to create a national public showcase to recognize and honour up-and-coming artisans who are helping change the way we all experience food.”

The incubator takes place June 20 to 22, 2013.

Photos: Doug Bradshaw



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## FOOD SAFETY AWARDS RECOGNIZE BEST PRACTICES

Last month the NSF International — Guelph Food Technology Centre (NSF - GFTC) announced the winners of its inaugural Food Safety Recognition Awards during its 4th annual Safe Food Canada symposium.

The awards recognize excellence in food safety, with the aim of "encouraging companies and individuals to strive for continuous improvement that raises the level of food safety in Canada," says NSF - GFTC.

Winners and first runners up were recognized in three categories. They included: Allied Trades Food Safety Award — Victoriaville, Que.-based Sani Marc Group (winner) and Cambridge, Ont.'s Axiom Millwrighting & Fabrication Inc. (finalist); Food Safety Excellence – Brampton, Ont.-based Skilcor Foods Inc. (winner) and Weston Bakeries' N.S. facility (finalist); and Food Safety Leadership — Marilyn Allen, a consultant with Anaphylaxis Canada. A fourth category, the Food Safety Outreach Award, did not have a winner this year.

Paul Medeiros, director of Food Safety and Quality Consulting Services for NSF – GFTC, presents the inaugural Food Safety Recognition Awards to (top) Skilcor Foods Inc., (left to right) Sani Marc Group and Marilyn Allen.



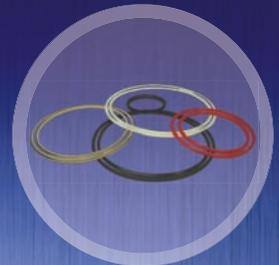
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## Positive conditions for global poultry industry

A new report from Rabobank predicts better conditions for the global poultry industry, but adds that the outlook is still “very fragile.”

Rabobank’s *Q1 2013 Global Poultry Industry* report finds that the poultry industry has experienced some relief following a drop in corn prices in recent months and an improvement in the supply discipline in some key producing countries. In many parts of the world throughout 2012, corn prices caused the poultry industry’s margins to shrink. Now as corn prices drop and high prices continue for competitor meats such as pork and beef, consumers may opt for the cheaper poultry option.

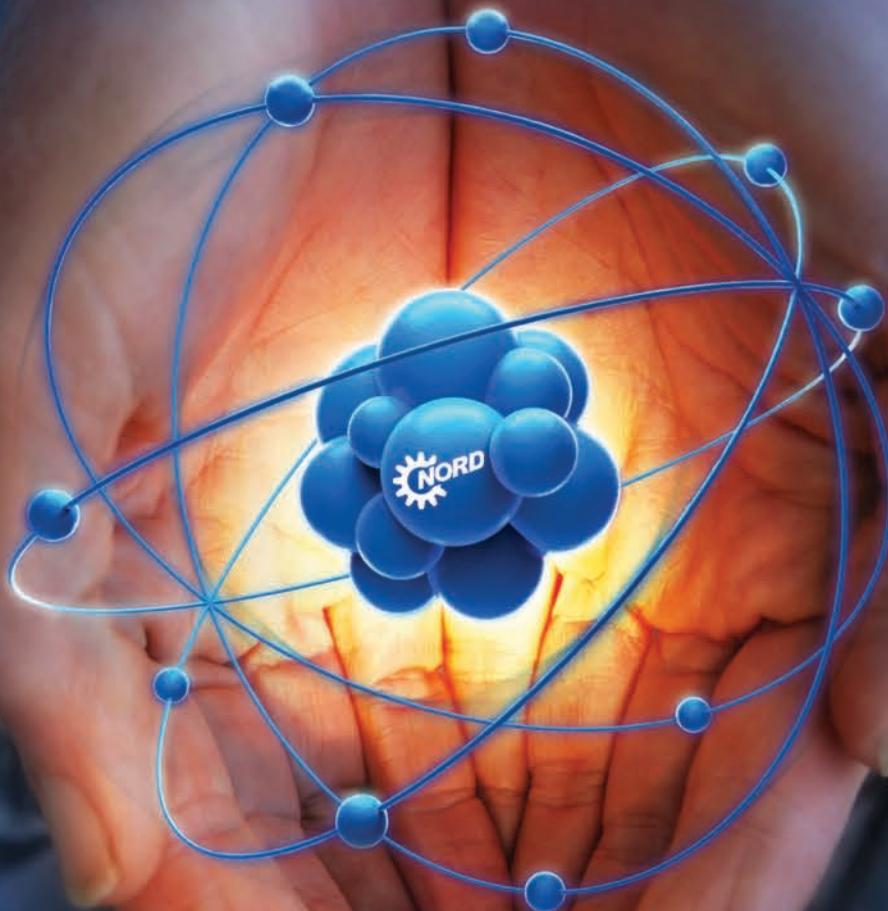
“Despite the positive picture, this outlook is very fragile and dependent upon risks related to feed costs and supply discipline,” explains Rabobank analyst Nan-Dirk Mulder. “As grain and soybean stocks remain low, supply discipline will be a key tool for the industry to maintain margins. This has been demonstrated in Brazil, where production cutbacks have paid off in improved margins. Regions with inadequate market balance, such as South Africa and India, need to reconsider production levels in the next few months. This is also the case



for producers in the EU, where performance worsened throughout 2012, although Q4 did see some improvement.”

Global poultry industry performance has been affected by the increasing feed prices and local market supply/demand balance, reports Rabobank. Companies active in countries with a relatively good or improving local market balance have been the first to benefit from an improved market situation. Brazil, in particular, has benefited from more disciplined supply management. The opposite, however, is still the case in South Africa, India and Thailand, where industries suffer from oversupply, although Rabobank notes that in Thailand and India things are improving slightly. The best performing local industries are still in Russia and Ukraine, with ongoing high margins and a good local supply situation with growth in local demand.

Rabobank says that the performance of poultry companies in 2013 will depend, to a large extent, on how well they are able to deal with volatility from grain and oilseed prices. Although the current outlook suggests a slowdown in feed price increases, uncertainty remains due to low stock levels and an unsure production outlook for grains and oilseeds. The industry should therefore be prepared for any change in input prices.





## SUPPLIER NEWS

> **Jungbunzlauer** has announced that all of its production sites have completed FSSC 22000:2010 certification.



> **Watson, Inc.** has passed British Retail Consortium (BRC) certification, earning an "A" rating. The audit took place at the company's West Haven, Conn. facilities.

> Health Canada has issued a letter of no objection to allow **Sensus America, Inc.** to classify its Futralose line of products as a source of dietary fibre in nonstandardized foods. The line includes a range of oligofructose products, a form of partially hydrolyzed, chicory root inulin.

> **BENEO** has announced that its complete portfolio of chicory-based inulin and oligofructose dietary fibres has been accepted by Health Canada in its "list of accepted dietary fibres."

> **Air Liquide Canada** has obtained FSSC 22000 food safety certification for all of its liquid carbon dioxide facilities in Canada.

> **MOCON, Inc.** has announced it will introduce new corporate branding to better support its subsidiaries and global footprint.



The move follows several years of acquisitions and growth.

> Walla Walla, Wash.-based **Key Technology, Inc.** and Belgium's **Visys NV** have announced that they will merge, with Visys becoming a wholly owned subsidiary of Key Technology. Together the two companies offer a single complete source for high-performance digital sorting technologies available for food processing.

> **Ingredion Inc.** has announced that Health Canada has approved NUTRAFLORA prebiotic fibre, a short-chain fructooligosaccharide derived from pure sugar cane, as a dietary fibre source.

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## IN BRIEF

- Lunenburg, N.S.-based **High Liner Foods Inc.** has committed to sourcing 100 per cent of its wild caught seafood and aquaculture seafood from certified sustainable or responsible fisheries



and sources by the end of 2013. Sixty per cent of High Liner products are currently certified with the **Marine Stewardship Council** (MSC), and feature MSC's ecolabel. High Liner formed a partnership

with MSC in May 2012, with the mutual goal of supporting sustainable fisheries.

- **CanadaGap** has successfully completed re-benchmarking by the Global Food Safety

Initiative (GFSI), and has achieved recognition against the GFSI Guidance Document Sixth Edition. CanadaGap is a food safety certification program for companies that produce, pack and store fruits and vegetables.

- Winnipeg, Man.-based **Granny's Poultry Farmers Cooperative** has formed a co-operative relationship with Red River College's Paterson Global-Foods Institute,



with the aim of developing new options and markets for chicken and turkey.

Granny's has also donated \$200,000 to the institute. According to the poultry processor, this month it will begin working with the college's Culinary Arts, Hotel and Restaurant Management, Professional Baking and Apprenticeship staff and students to create practical ways to make locally grown food "more interesting, affordable and flavourful for home cooks and high-end chefs alike."

- **Dr. Larry Martin and Heather Broughton** have announced that they have acquired the executive management courses previously offered by the George Morris Centre. Courses, including the CTEAM and CFAME programs, are designed for farmers and agri-food management professionals, and will be offered at locations across Canada through a new company, **Agri-Food Management Excellence**. Martin, formerly senior research fellow at the George Morris Centre, initiated the courses and managed them for the centre. Farm Credit Canada will be sponsoring both the CTEAM and CFAME programs for 2013/2014. For more information on the programs, visit [www.agrifoodtraining.com](http://www.agrifoodtraining.com)

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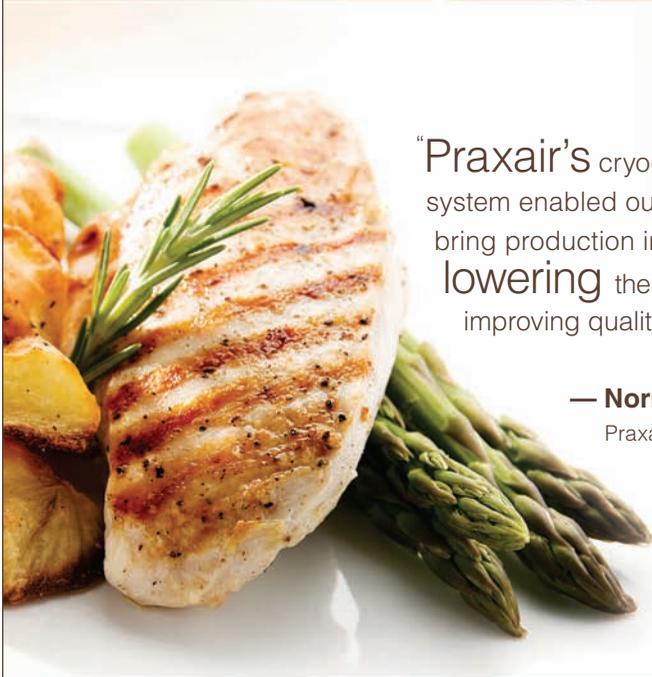
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Praxair sales engineer

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*On The Shelf*

• **Kashi Blueberry Oat Clusters & Flakes** cereal is the newest addition to the Kashi brand of natural foods from Kellogg. Made with a delicious



blend of whole grain oat clusters and blueberries, each cup of the new cereal offers six grams of

protein, and 45 per cent of the daily amount of fibre shown to help lower cholesterol. It also contains vitamins C and E, and 100 per cent of the daily recommended value of folic acid and vitamins B6 and B12. Kashi Blueberry Oat Clusters & Flakes is free of trans fats and artificial colours and flavours, and is low in saturated fat.

With just 100 calories and two servings of fruit per 25-g, single-serving bag, Martin's Apple Chips make healthy



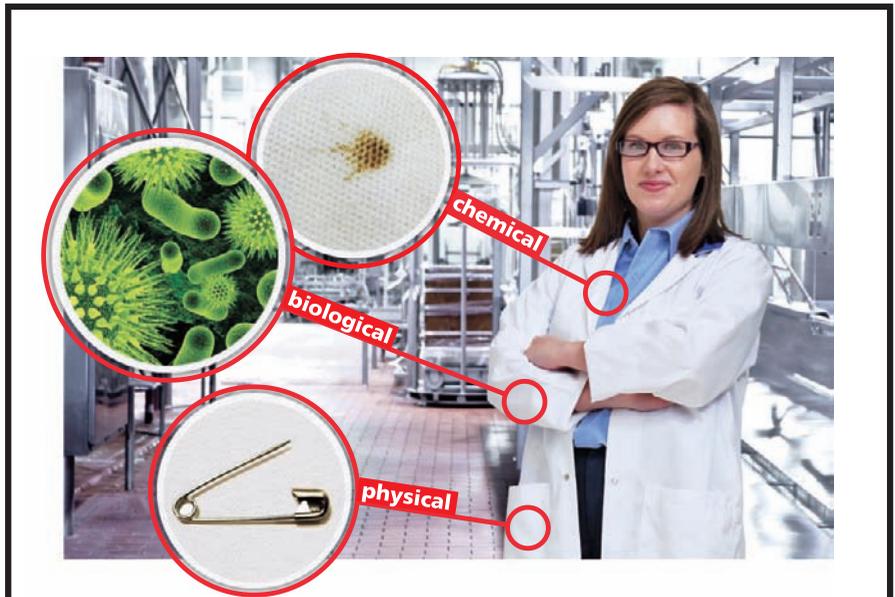
and delicious take-along snacks for adults or kids. The chips are also available in a 100-g re-sealable, stand-up pouch.



• Celebrate your love of cocoa with new **Skinny Cow** brand chocolate from Nestlé in four varieties:

Heavenly Crisp Peanut Butter; Milk Chocolate; Hazelnut; and Dreamy Clusters Milk Chocolate. Each pack or bar is 120 calories or less. The three bar varieties feature delicate wafers layered with peanut butter, chocolate or hazelnut crème, and are covered with a chocolate coating. Dream Clusters offer rich, bite-size chewy clusters of caramel and crispy pieces covered in chocolate. Single bars retail for \$1.09, while multipacks start at \$3.79.

• **Martin's Apple Chips** are the first processed product from Martin's Family Fruit Farm. Made from pure dehydrated apples, the crispy and naturally sweet chips contain no fat, added sugar, additives or preservatives.



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## News File

### PEOPLE ON THE MOVE

• **Pascal Madevon** has joined Culmina Family Estate Winery in Oliver, B.C. as vineyard manager and wine-



LEFT PHOTO: (Left to right) Elaine, Sara and Donald Triggs with corgi Barry, at the Culmina Family Estate Winery.

RIGHT PHOTO: Pascal Madevon

maker. Culmina is the new venture from former Vincor International CEO Donald Triggs, his wife **Elaine** and their daughter **Sara**. The winery will celebrate its grand opening in August.

• **Michael Schulz** has been named CFO and executive vice-president of Schenker of Canada Ltd. Schulz replaces **Petra Kuester**, who is now CFO of DB Schenker Logistics U.K.

• Klüber Lubrication North America L.P. has named **Ralf Kraemer** as its CEO.



Kraemer replaces **Dieter Becker**, who returns to Klüber's global headquarters in Munich.

• **Brenda Schoepp** has been appointed to Farm Credit Canada's board of directors. Schoepp is a partner in a cow/calf and rescue horse operation



near Rimbey, Alta.

• Charkit Chemical Corp. has hired **Uday Gosalia** as Business Development manager, leading Charkit's Nutritional and Dietary Supplements offerings.

• **Dan Peterson** is now product manager for Nilfisk-Advance, Inc., a division of Nilfisk Industrial Vacuums.

• **Sonia Cox** is now director of Marketing for Bunting Magnetics Co.



• Bunge Ltd. has announced that **Soren Schroder** will take over as CEO effective June 1. Schro-



Duncan

der replaces **Alberto Weisser**, who is retiring.

• **Greg Duncan** is now senior director of Business Development for Pump Solutions Group.

• Archer Daniels Midland Company

has named **Dr. Kai-Uwe Ostheim** as general manager — Global Sustainability Cocoa.



Goldner

• **Andrew Goldner** has been promoted to senior manager – Exports, for Eriez.

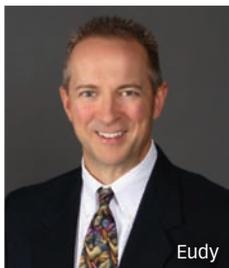
• Steamworks Brewing Company in Vancouver, B.C. has hired **Caolan Vaughan** as its new brewmaster.

• **John Blich** has been promoted to director of Corporate Communications for Eriez.

• The Agriculture and Food Council of Alberta (AFC) has announced its new co-executive directors. **Bryanna Kumpula** is now co-executive director, Programs and Services, while **Karman Robins** is co-executive director, Finance and Operations.



Blich



Eudy



Barina

• Mitsubishi Caterpillar Forklift America Inc. has made two new appointments: **Kent Eudy** is now executive vice-president of Sales and Marketing; and **Ken Barina** is now president, succeeding **Hiroshi Nagai**, who returns to Mitsubishi Heavy Industries in Japan.

• **Villaume Kal** will take over as president of the Rousselot business unit within VION Ingredients. Kal replaces **Bruno Saquet**, who is retiring at the end of July.



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## Gearing up for growth

By Jim Menzies

Food and beverage manufacturers must be prepared for growth, with the right business intelligence foundation and access to capital

**I**n the quest for competitive advantage, every dollar matters. But managing those dollars doesn't always mean cost-cutting, particularly in today's food and beverage industry, as salaries and wages have already been cut, workforces have already been reduced and capital expenditures have already been delayed. Instead, food and beverage producers and distributors must focus on growth. And being prepared to grow is critical to achieving it. Although there are a number of factors to consider, having a business intelligence foundation and knowing where to find the necessary capital are both very important in preparing to grow.

### Building a business intelligence foundation

A culture based on business intelligence leads to better decision-making, increased agility in reacting to market

changes, reduced operational risks, and heightened productivity. Many food and beverage producers are surprisingly unsophisticated in this regard. It's more vital than ever for executives to have the ability to make strategic, operational and tactical decisions based on accurate and timely information. It's almost impossible to grow without it. Mountains of critical data reside in numerous and disparate supply chain systems, many of which are not integrated from a reporting perspective. So management frequently finds itself forced to make decisions on growth opportunities without the necessary information to do so.

There are a number of tools that can be used to improve business intelligence. One example would be balanced scorecards. Action-oriented, balanced scorecards provide concise, at-a-glance information measuring progress toward strategic goals across the enterprise. They highlight financial as well as non-financial information critical to measuring relevant results. These scorecards typically measure performance using intuitive, simple formats such as red-yellow-green stoplights. They include predictive alerts, which help executives see which areas need their attention and where to focus key resources. These balanced scorecards must then drive corrective action. If performance in a scorecard category falls below acceptable thresholds, the scorecard should outline a remedial action plan to address the shortfall.

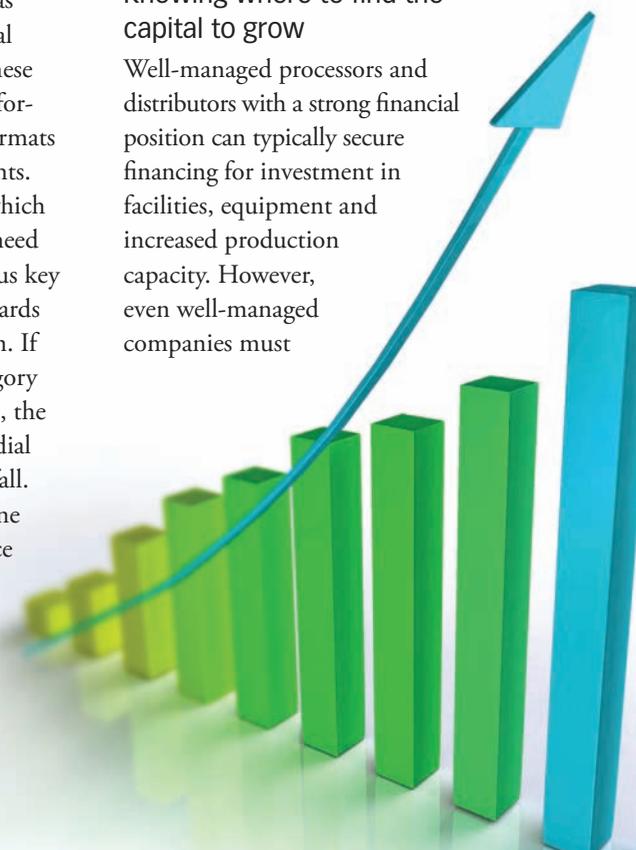
Balanced scorecards are just one example of a business intelligence tool. Other tools such as value stream mapping, material yield analysis, six sigma and product margin studies can also enhance business intelligence. All of these tools can be designed to help management

make informed decisions on potential growth opportunities. Many companies also find it beneficial to begin with a pilot initiative focused on one key area or strategic objective. It allows them to create buy-in and excitement around the advantages of the business intelligence tools used by getting a quick win.

Subsequently, the business intelligence process can be rolled out to the rest of the organization by building on the success of the pilot project. Gradually, a culture of performance measurement can then emerge across the company, with senior executives, middle managers and front-line workers all using the same reliable data to drive action and accountability. Ultimately, a culture built on robust business intelligence helps companies react quickly to market and regulatory changes, increase competitiveness and, more importantly, foster growth.

### Knowing where to find the capital to grow

Well-managed processors and distributors with a strong financial position can typically secure financing for investment in facilities, equipment and increased production capacity. However, even well-managed companies must



be aware of their borrowing capacity and its constraints. In addition, all funding needs are not created equal. For example, capital required to provide liquidity for shareholders because an owner is planning to retire will be evaluated differently by lenders than capital needed to expand production to meet increased demand. Savvy food and beverage executives look critically at their business imperatives and options before approaching outside lenders, taking into account what exactly is driving their financing needs.

A number of companies in the industry are coming out of a period of lower profitability and are borrowing more on their existing facilities. Some don't have much, if any, excess borrowing capacity. But as their sales grow, those processors and distributors will need to increase inventory and production capacity and may have borrowing requirements in excess of their current availability — a scenario that can make for a rude awakening. Industry executives need to identify the areas where capital is most required to fund growth and then identify the financing needs and options available for those areas. Well-documented financial income statement and balance sheet forecasts that include cash flow and working capital analyses are usually very helpful in supporting this process.

Evaluating financing options can be a straightforward exercise when building inventory, buying a piece of equipment, purchasing a building or funding an acquisition. Since these activities can be documented clearly and accurately, traditional or senior debt lenders (for example, banks) are usually comfortable with providing these types of financing to borrowers.

However, food and beverage companies may still be unable to fund 100 per cent of their required financing from traditional lenders focused on asset or cash flow formulas.

Consequently, in North America, many food and beverage companies are looking beyond senior debt lenders to alternative providers. Such alternate funding sources include providers of subordinated debt and other forms of mezzanine capital. Inevitably, these alternative sources of financing come at a higher price. While bank financing and senior term debt generally comes

A culture based on business intelligence leads to better decision-making, increased agility in reacting to market changes, reduced operational risks, and heightened productivity.

with an interest cost from three to eight per cent, interest on subordinated debt can reach anywhere from eight to 15 per cent, depending on the financial strength of the company and structure of the financing required. If equity warrants are included in the package, the interest cost can go as high as 18 or 19 per cent.

In reviewing their borrowing requirements, food industry executives should also assess alternative and complimentary funding options, which might balance their financing and provide capital requirements to maximize their profitability and return on investment from their growth opportunities. Companies can be diligent in the terms they offer customers and their receivables collection procedures. In exceptional situations, it might be

possible to have customers fund working capital requirements that support the respective customer contract. Companies can also negotiate favourable terms with suppliers, allowing for more time to pay invoices.

A word of caution, however — approaching customers or suppliers to ask for financing, covertly or overtly, can be an extremely sensitive issue. The last thing a food processor or distributor wants is to create doubts or concerns among customers or suppliers about its own financial stability, when in fact it is in growth mode.

Processors and distributors may also be able to take advantage of certain federal and provincial government financing vehicles that offer funding directly to the company through tax credits or other programs linked to employment. Business Development Bank, Export Development Canada and provincially funded trust funds can also provide direct term financing and guarantees to lenders. Food and beverage companies operating with a business intelligence foundation make sure they are fully aware of these government assistance options.

While stable companies with solid finances can find lenders, food and beverage executives shouldn't be complacent and wait until capital is required before arranging the necessary financing. Having a good relationship with your financial partners is extremely important today more than ever before. Being proactive and communicative with them, while having reliable access to financial and operational intelligence, is critical to putting your company in a position to grow. 🍎

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Jim Menzies, CA, is International Food and Beverage Industry leader for Grant Thornton LLP.



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our demand.**

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we need to grow  
our people.**



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## Navigating the NHP-food transition

By Laura Gomez

In fall 2011, Health Canada began charting a course for the transition of food-like Natural Health Products (NHPs) to the food regulatory framework. The products swept up in this transition were NHPs that Health Canada determined better fit the regulatory definition of a food, including those in traditional food format (for example, energy drinks, vitamin waters, supplements in candy or bar form), as well as certain products at the food-NHP interface (such as powders and chews). Many of these products were licensed as NHPs, while others had been issued exemption numbers that allowed them to be marketed while the Natural Health Products Directorate (NHPD) processed their submissions. For some industry members who had grown accustomed to the NHP regulatory framework, the change in course was not necessarily welcome news. Since 2004, the NHPD had established clear guidelines for claims associated with vitamin and mineral supplementation, caffeine and herbal extracts such as green tea. The food regulatory framework, on the other hand, was uncharted territory.

Taking industry concerns into consideration, Health Canada announced that it would use Temporary Marketing Authorizations (TMAs) as a method of transitioning food-like NHPs to the food regulatory framework. Using the TMA mechanism, Health Canada can issue temporary authorization for the sale of a food that is otherwise non-compliant with the requirements of the *Food and Drug Regulations* (FDR). During the course of the temporary authorization (two to five years), industry and Health Canada will work together to conduct research and generate information in support of amendments to the FDR. These amendments will likely include new benchmarks for vitamin and mineral fortification of foods and the use of additives such as caffeine.

To accommodate the transition of food-like NHPs, in April 2012 Health Canada's Food Directorate also indicated that it had made a fundamental shift in its approach to health claims for foods. This newly developed approach will permit foods to make health claims without prior approval provided they are true, not false or misleading and do not relate to the Schedule A diseases outlined in the *Food and Drugs Act*.

In addition, the *Jobs, Growth and Long-term Prosperity Act*, introduced in April 2012, included provisions which will assist in the transition by reducing the red tape and procedural hurdles associated with market access for new food products and ingredients. These amendments to the FDR gave Health Canada new tools to expedite the regulatory change for foods including the ability to reference administrative lists as part of regulations (for instance, incorporation by reference) and a broader authority to issue Marketing Authorisations permitting the use of new food ingredients and health claims.

In the last year Health Canada has



also published new guidance for industry on the TMA process, a revamped TMA submission form and specific guidance on the first category of products to be reclassified as foods, energy drinks. In 2013, consumers will begin to see the effects of this transition as labelling for energy drinks, and eventually all transitioned products, becomes food compliant. Changes include the addition of Nutrition Facts tables and compliance with food allergen labelling requirements.

In the next year, we can expect more changes as Health Canada is expected to release benchmarks for the fortification of food-like NHPs with vitamins, minerals and amino acids. In addition, the regulations for the *Safe Food for Canadians Act* will outline the new mandatory licensing and registration regime for those who manufacture, store, package, label, import or export food products both within Canada and internationally.

Unfortunately, the journey forward for food-like NHPs remains unpredictable as although permanent regulatory change may be on the horizon, there are still many unknowns. While we can't expect it to be smooth sailing for all food-like NHPs making the transition, Health Canada has charted a course that for the most part has avoided widespread disruption in the marketplace and will hopefully provide a balanced approach to the development of a new food regulatory framework. 🍓

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Laura Gomez practises with the Food, NHP and Cosmetics Law Group in the Ottawa offices of Gowling Lafleur Henderson LLP. Vacationing Ronald Doering will return next month.



## They want what?

By Ron Wasik

This past January I attended the International Production and Processing Exposition (IPPE) in Atlanta, Ga. In one session, Mike Robach of Cargill spoke about his experience in a recent recall. What he said got me thinking about what processors should be asking regulatory officials prior to and during a recall. Here's my advice on two scenarios.

**Scenario one:** Authorities request records for and samples of a product made on a certain date.

This is the usual start of an investigation. Processors should ask and be told what is prompting this request. Cooperate fully with the authorities, but politely insist on full disclosure. Is the request a result of a recent incident in your plant such as a rash of Corrective Action Request (CAR) citations? Could it be due to concerns over pathogen test results in your facility or in your products before or after they have been shipped?

If it is a suspected outbreak, authorities should tell you what they know, including the nature of the illnesses, the number of reported illnesses, where the illnesses have occurred, which products might be involved, and the names of everyone on their side involved in the investigation. The greater the numbers

of cases and people involved, the more worried you should be.

If it's claimed that the request is just a "routine spot check," find out when the last "spot check" took place and whether the authorities have been visiting other processors in your neck of the woods. You should be concerned if the visit appears to be sooner than normal, or if they haven't and won't be visiting other processors.

Once your visitors have left, immediately initiate your own investigation and put your recall team on notice. Review your records thoroughly and carefully. Are your critical control points validated and verified frequently enough to give you confidence in your quality control data? Are there any worrisome trends in the micro data starting

Hoping and praying are not considered remedial measures.

from pre-op checks to finished products? If problems are identified, correct them immediately. If you can't, take measures that will address the problems in the very near future. Hoping and praying are not considered remedial measures.

**Scenario two:** Authorities say that your product is implicated in an outbreak.

A processor will usually get an e-mail or a phone call requesting a conference call with company management within an hour or two. The reason given for the call may be that it is a follow up to an earlier visit, or that it will be to discuss a food illness outbreak. Cooperate fully with their request but ask for more time if you need it to assemble members of your team. This shouldn't be difficult if you followed the recom-

mendations made in the first scenario.

Expect to be outnumbered and outgunned by officials from various jurisdictions and agencies on the call. Don't panic, take a deep breath and ask everyone to identify themselves by giving their name, title, employer and contact information. Be sure someone takes notes during the call. Identify who will speak on behalf of each group on the call. With preliminary formalities addressed, authorities should, at this point, fully disclose to you all the evidence they have linking your product to the outbreak.

Processors have the right to receive all the information authorities are using to connect their product to an outbreak. This includes all the epidemiological data they have, such as the nature of the hazard, the history of each reported case, the number of cases, their severity and the locations where the outbreaks have occurred. If you are fortunate to have an epidemiologist on your team on the call, have this person review the data with the agency's epidemiologists at this time or after the call. Processors need to be sure that the agency's data is statistically sound, leaving little doubt that your product is at fault.

After the call ends, assemble your recall/crisis management team and execute the recall, paying close attention to all the details outlined in your company's recall plan. Also accept the fact that until the problem is resolved, every aspect of your company's operations connected with that product will be intensely scrutinized by authorities.

More scenarios will be discussed in future articles. 🍎

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Ron Wasik, PhD, MBA, is president of RJW Consulting Canada Ltd., [www.rjwconsultingcanada.com](http://www.rjwconsultingcanada.com)



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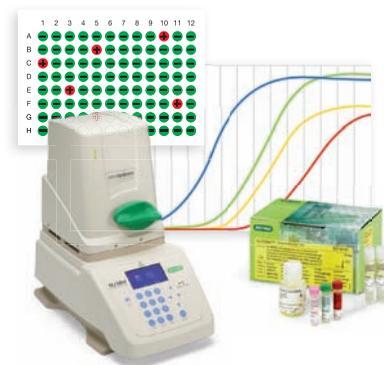
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## The CFIA's new centres of expertise

By Gary Gnirss

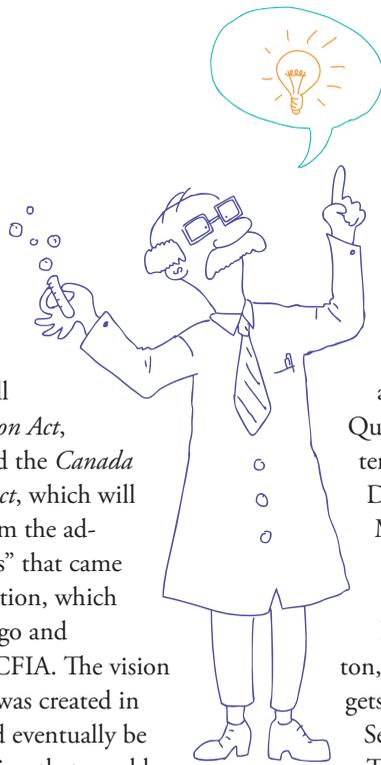
In January Agriculture Minister Gerry Ritz announced that the Canadian Food Inspection Agency (CFIA) will establish 16 sector specific “centres of expertise” across Canada. This step is touted as one that will provide a more consistent approach to how the agency exercises its jurisdiction over its wide range of responsibilities. It will also shape the way the agency will interact with industry and other stakeholders, as it will leverage its focused expertise through these centres. It’s another bold step away from the status quo for the CFIA, and a step towards its inspection vision that has been evolving over the past few years.

The CFIA’s portfolio of responsibilities is large and broad, covering feeds, fertilizers, plant protection and food. Just about everything at the end of your fork is under its jurisdiction. The new *Safe Foods for Canadians Act* (SFCA) will place additional responsibilities on the CFIA’s plate. For example, most food in inter-provincial and international trade will be subject to licencing or permits, or both. Today only certain

types of commodities are captured by the agency’s trade- and commerce-type legislation. The SFCA will repeal the *Fish Inspection Act*, *Meat Inspection Act* and the *Canada Agricultural Products Act*, which will untether the CFIA from the administrative “partitions” that came along with such legislation, which were created decades ago and then inherited by the CFIA. The vision of the agency when it was created in 1997 was that it would eventually be working under legislation that would be consolidated, and that it would provide a unified approach to regulating foods.

The new sector-specific centres of expertise are all geographically situated near academic and provincial expertise. Within the original grand vision for the CFIA was the idea that there would one day be greater collaboration by all levels of government in managing food safety, with the agency playing the key role. So while the strategic locations of the centres of expertise are mindful of the CFIA’s relations with its provincial counterparts, this is not new. The agency’s regional office in Guelph, Ont., for example, is already centred around the University of Guelph and the provincial offices of the Ontario Ministry of Agriculture, Food and Rural Affairs. What the new centres might provide is the next stage in bridging even closer relationships.

Of the 16 CFIA centres of expertise, Ontario has done well. Three centres will be in Guelph — Agri-foods and Non-federally Registered Products, Import/Export of Animals and Horticulture. Two — Labelling and Claims and Animal Feed — will be in the National Capital Region. Finfish and Forestry are in Burnaby, B.C. Poultry Slaughter,



Processed Meat and Poultry, and Domestic Animal Disease and Animal Welfare are in St-Hyacinthe, Que. Red Meat Slaughter and Foreign Animal Disease and Emergency Management will be in Calgary, Alta. Shellfish and Aquatic Animal Health will be in Moncton, N.B. Saskatoon, Sask. gets Grains and Oilseeds, Seed, Plants with Novel Traits, and Fertilizer.

Finally, but not surprisingly, Potatoes and Soil will be in Charlottetown, P.E.I. These new centres will be established over the next few years, during which a great deal of transition will also occur concurrently as the provisions of the SFCA start to take effect, including new regulations.

These new centres are being promoted as single-window service stations for industry and other stakeholders. They will also serve to a great degree as support for the CFIA’s own inspection activities. It’s predicted that this will be a key role of the new centres. As the SFCA starts to consolidate various pieces of legislation, the agency will also be able to restructure its inspection service from a single food platform. There will be a new breed of CFIA inspector coming soon, the super inspector who can look at dairy in the morning and poultry in the afternoon, supported no doubt by the sector specific “centres of expertise” cognoscente (a fancy word for expert). It’s shaping up to be a very interesting next few years. 🍎

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Gary Gnirss is a partner and president of Legal Suites Inc., specializing in regulatory software and services. Contact him at [president@legalsuites.com](mailto:president@legalsuites.com)

## Market Outlook

The USDA's February inventory data didn't surprise for a change. Soybean inventories were a little lower and corn and wheat were a little higher than expected, but that's consistent with the pace of exports. So, the market wasn't surprised, but it still reacted as we explained above. Bottom line is that we are still in a world with relatively low stocks. Going forward, there remain three main drivers of prices for the grain commodities:

- *South American corn and soybean crops.* They look like they will be large to record large.
- *Export demand.* Will the recent price decline stimulate new buying?
- *Water supply* in the corn and wheat growing areas of the U.S.

The sentiment is bearish as this is written. Corn and soybeans remain inverted and the discounts on new crop have widened in part because funds have been sellers of the back months. We said last month that a big crop in South America will drive down old crop relative to new crop, and it has. But sentiments can change quickly. Watch the fundamentals and trade the charts for the best result.

It feels like the oil market is broken — it has cycled between \$78 and \$110 since 2010. So the latest rally is totally consistent. Until the world economy gets direction, neither will oil, and we expect another drift downward in the near term. At least in the short run the loonie is the same story — it stopped shadowing oil prices when the Bank of Canada announced it wouldn't soon raise interest rates. But fundamentals will slip back in. If oil prices join gold in a downtrend, the loonie will join them.

## Special Report

Spending a couple of weeks in Western Canada underlined how the agricultural sector is changing. The end of the mandatory Canadian Wheat Board means grain companies, railroads and port authorities need to manage logistics. The Vancouver Port seems to be well on its way to managing in the short and long term, recognizing limited land and difficult transportation systems. It appears to be markedly professional in measuring and feeding back several aspects of performance, such as the number of ships anchored offshore. This is helping to identify bottlenecks and fix them. It is a sign of a very professional sector, which extends to an incredible new generation of young producers who are vastly changing the landscape. An interesting set of factors are coming together to encourage substantially more wheat acreage at the expense of canola, just as the system moves away from the mandatory board. ●



By Larry Martin

Market Trends is prepared by Dr. Larry Martin, who offers a course on managing risk with futures and options, Canadian Food and Agri-business Management Excellence (CFAME), a management training course for food industry personnel. Contact him at [larry@agrifoodtraining.com](mailto:larry@agrifoodtraining.com) or at (519) 841-1698.

## Market Highlights

Grain prices have slumped, oilseeds and oil have maintained. As expected, the major factors affecting the grain and oilseed complex are weather and export demand.

- » **Grains and Soybean oil** – Grain prices sagged in early February on expectations of a good corn and wheat crop in Brazil and Argentina, and several weeks of disappointing U.S. exports. Conversely, soy exports have exceeded USDA expectations, thereby somewhat offsetting the large expected South American crop.
- » **Corn** – May futures tested support at \$6.80, before rallying a bit by mid-February. More telling is that new crop December broke below all major support and is testing \$5.50. In addition to poor exports and a strong South American crop, some meteorologists suggested ground water supplies are returning to normal in the corn belt. This led to considerable bear spreading and a 20-percent discount on new crop corn futures. Buyers who need old crop corn should purchase some near the \$6.80 area on the May if prices can't crash through it. For new crop, there is considerable resistance at \$5.75 on the December. We would stay open below that, but protect above it with futures or calls.
- » **Soy oil** – The soy complex remained relatively strong, while the grains weakened. Currently at \$0.525, May soy oil is near the bottom of a \$0.48 to \$0.58 range. Buyers should buy the bottom and cover against the top.
- » **Wheat** – Unlike corn, December Chicago wheat has a premium to old crop May. Both are under extreme pressure to drop through support (\$7.50 on May, \$7.75 on December). Wheat stocks/use remains much higher than corn and soybeans; exports have been disappointing, but so is the Australian crop. The market is watching the pace of exports and soil moisture in the U.S. wheat belt. Buyers should cover wheat now if support holds.
- » **Sugar** – Sugar futures are clearly marked by a down trend line that started last summer. May futures just made a low at \$0.1767 that hasn't been seen since late 2010. We would buy hand to mouth, but watch that trend line for a close above it.
- » **Crude Oil** – April futures have traded in a range from \$94.44 to \$98.66 for over a month. Next level of resistance is just over \$100, with fairly major support around \$86. We would use the latter to trigger trades.
- » **Natural gas** – May futures bottomed at \$0.0305 last March and tried and failed several times, including now, to get through. There is strong resistance just above \$0.04. We continue to suggest buyers protect above that level and take advantage of lower prices if they transpire. The current area is a candidate.
- » **Canadian dollar** – The loonie traded in a range between \$0.99 and \$1.02 since July 2012. Suddenly it lost support in mid-February and dipped below \$0.99. This was preceded by a decline in gold prices, and it appears that oil may be under pressure. Commodity buyers may want to consider shorting the loonie, with the possibility of a two-cent gain.



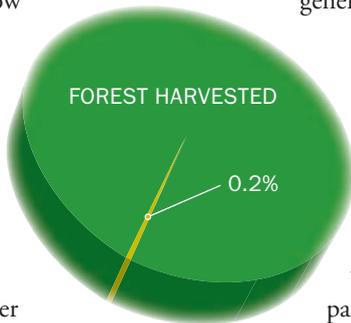


## What you should know about paper packaging and trees

By John Mullinder

See that thin yellow line in a sea of green? That represents how much of Canada's commercial forest was actually harvested by the paper and lumber industries last year. That's the whole industry — timber for housing and construction, pulp and paper for newspapers, office supplies, tissue, and a tiny little bit for packaging grades. In total, less than 0.2 per cent. In fact, according to the Conference Board of Canada's *How Canada Performs Report: Use of Forest Resources*, published this January, more than 70 per cent of Canada's forested area has never been harvested.

These are not our numbers. They come from Natural Resources Canada (NCR), the federal government department that's charged with compiling an annual report on the state of Canada's forests. Nor are the paper/lumber industries the major "users" of the forest.



Unfortunately, NCR reports that forest fires consumed almost four times as much as harvesting did, and insects and bugs (mainly the mountain pine beetle) chomped their way through an incredible 18 times more!

Fires and insects are natural disturbances. The major (human) deforestation occurring in Canada can be firmly laid at the door of those converting land to agriculture, oil and gas extraction, and urban development. Harvesting trees, when followed by regeneration, is not considered deforestation. And regeneration is exactly what the industry does every year because most of the commercial forest is on crown land that legally requires it. NCR notes that about 67 per cent is currently regenerated through tree planting and direct seeding, while the remainder is generated naturally.

Canadian companies lead the world in achieving independent third-party sustainable forest certification, an almost "must-have" these days. And we are very proud that all our packaging member mills have chain-of-custody certification as well, independent proof that all material used to make packaging grades — whether recycled or virgin — is responsibly sourced. This is one of the metrics desired by the global Consumer Goods Forum.

And forget the image of hacking into some forest with a chainsaw every time we need a new package. Most packaging grades, including boxes, bags and cartons, don't come directly from the tree at all. Most are made from recycled fibre collected from the back of supermarkets and factories, or from curbsides and depots. The average recycled content for the three grades is



almost 80 per cent. In fact, of the 24 mill sites across the country, some 15 use 100-per-cent recycled fibre and six use a blend of recycled and virgin fibre. There are only three virgins left!

Even the word "virgin" is a bit of a misnomer. The furnish for two of the three mills making kraft bag material, for example, is not trees per se but primarily wood chips, shavings and sawdust left over from lumber operations. They only use the fibre from actual trees when they can't get enough wood chips or sawdust.

And then, of course, most paper packaging material in Canada is recycled or composted after use. We estimate a national recovery rate for old corrugated boxes (OCC) of about 85 per cent. At least one residential Blue Box system has achieved over that, according to Stewardship Ontario data. Indeed, we can't get enough old corrugated to make new boxes, and are calling on provinces to ban its disposal from landfill. This would be a win-win for everyone, but mostly for the environment. ♣

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John Mullinder is executive director of the Paper & Paperboard Packaging Environmental Council. Contact him at [ppec@ppec-paper.com](mailto:ppec@ppec-paper.com)



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## High-yield portioning — big birds to small birds

By Terry Irvine

The bird size in today's poultry industry is different than in years past. With the ability to efficiently grow birds to much larger sizes, processors are faced with the challenge of identifying the right bird size and breed for cost-effective portioning. DSI portioning solutions from JBT FoodTech have made Big Bird portioning much more profitable by providing new ways to portion larger breasts and larger leg meat. These automated systems are used to determine the ideal size and attributes of the breast meat used to fulfill a processor's portioned product mix, delivering maximum yield and product consistency.

Since bird sizes vary now more than ever, having easily adaptable portioning equipment is essential. Portioning will continue to grow in significance to poultry processors as bird sizes continue to increase and demand grows for premium, whole-muscle sandwich portions, strips, nuggets and new portioned product offerings. Processors

will need portioning systems that provide the best utilization of their input product and labour resources while meeting customer specifications.

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JBT FoodTech's DSI portioning systems are the pioneer products for automated waterjet portioning of food products. The company developed in-depth expertise in machine-vision software starting in 1981 and in 1984 combined these capabilities to create the first successful automated waterjet portioning system for food products. Today, DSI hardware and software are continually being advanced and refined.

JBT FoodTech's newest introduction is the DSI 800 Series Portioner, which offers the most capable and advanced portioning software available today for unmatched versatility, ease of use and highest yield in a compact space, making it the cost effective portioning choice for today's processors. This new design represents the latest technology in scanning, computing and servo equipment, providing protein processors with more throughput in a 40 per cent smaller footprint. The smaller footprint allows more room for efficient material handling upstream, improved options for pack-out downstream and more capacity in existing factory space.

The DSI 800 Portioner can be integrated with JBT FoodTech's patented DSI Adaptive 3D Portioning System to achieve double-digit yield improvement over competing alternatives by combining intelligent horizontal slicing with vertical or angled waterjet portioning. The DSI system improves yield by vertically and horizontally cutting optimal portions out of irregularly



JBT FoodTech's DSI 800 Series Portioner

shaped meat better than any other system. The system scans incoming meat and sophisticated software determines the most profitable use for each piece of meat. Instructions are sent to waterjet cutters to create a main portion shape as well as nuggets or strips. The optional DSI Adaptive Slicer provides additional capability, allowing the resulting main portion to be scanned and sliced with a precise horizontal band saw, which adjusts height for each incoming piece and creates an upper and lower portion of desired shape and weight, achieving more portions per bird.

### Product testing

To keep up with the newest industry trends, processors must test their product in real world conditions before launching a new process. However, using a production line for testing can be costly and often not feasible. Instead, processors can utilize the 12,000-sq.-ft. JBT FoodTech Tech Center in Sandusky, Ohio to test their product on fully operational, state-of-the-art lines in complete privacy. Processor teams work side by side with JBT FoodTech experts, who provide the latest knowledge related to portioning, slicing, coating, frying, cooking and freezing. 🍎

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To book time at the Tech Center, contact Lee Clarkson at (419) 627-4319. Terry Irvine is the account manager for JBT FoodTech Canada. Contact him at (519) 767-0899 or at [terry.irvine@jbt.com](mailto:terry.irvine@jbt.com).



# Meating the challenge

After several difficult years, Canada's meat and poultry sector is holding its own by educating the public on product healthiness and more **BY TREENA HEIN**

*i*t's been a tough few years for Canada's meat sector. In addition to some widely publicized product recalls, several other large factors have led to a decline in meat consumption, says Carol Gardin. "This trend is due to the aging of our population, as well as changing patterns of immigration," says the manager of Corporate Affairs at Brampton, Ont.-based Maple Lodge Farms, Canada's largest independent, family owned chicken processor.

At the same time, Gardin believes the perceived effects of recalls on meat consumption may be greater than they actually are. "There may be a small contingent of the population that will stop eating meat and find different sources of protein [after a recall]," she says, "but as a general rule, effects are generally not long-lasting because consumer eating habits are generally well ingrained." *pg. 28* ➔



Gardin points to a web-based poll conducted by the Canadian Food Safety Institute after last fall's XL Foods beef recall, the largest recall in Canada's history. Two in five Canadians claimed they reduced their consumption of beef at that time, but Gardin notes that it's difficult to conclude that this was due to worry over food safety, or simply due to there being fewer products on the market after a recall.

Recalls aside, within the entire protein sector there has been a consumer preference shift to chicken, something Gardin

thinks is likely due to rising health and lifestyle concerns. "Chicken is easier to digest and generally considered leaner than pork or beef," she says. "Additionally, recent patterns of immigration indicate a likelihood that these new Canadians come from regions where they are more likely to have dietary preferences for chicken." Retailers, Gardin notes, are therefore offering innovative chicken products and recipes featuring authentic ethnic and regional flavouring.

### Greater choice

Marty Brett, senior Communications officer for the Chicken Farmers of Canada (CFC), agrees that the ability of the chicken sector to offer new products is a major reason why chicken is currently the number-1 protein in Canada. "Consumers are asking for different types of chicken products," he says, "and that evolution is demonstrated in the trend from a market dominated by whole-bird sales to one that offers consumers many choices of cuts and husbandry methods." Indeed, while Maple Lodge Farm's marketing efforts have concentrated on promoting chicken as healthy to all consumers, they are also targeting the ethnic demographic — specifically Muslim consumers. "We are the leading supplier of halal chicken in Canada [and] we have been processing halal chicken for more than 20 years," notes Gardin, "but it is of particular significance now as the Muslim population in Canada continues to grow at a rapid rate."

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Other ethnic population changes in Canada are also leading to the consumption of protein choices besides beef. “As indicated in the 14th edition of the NPD Group’s *Eating Patterns in Canada* report, Asian Canadians are less likely to include beef in meals prepared at home, instead favouring pork, poultry, and fish and seafood,” says Joel Gregoire, NPD’s food-

service industry analyst. “As Asian cultures become more pervasive in Canadian culture and continue to represent a greater share of the population, it’s possible that meats aside from beef will continue to grow in prominence.”

To market to health-conscious Canadians, Maple Lodge started reducing the sodium content in its products several years ago. In 2011 the company launched a line of “simple recipe” natural deli meats called May Family Farms, with celery salt as a natural preservative. “Additionally, we were amongst the first manufacturers in Canada to incorporate High Pressure Processing (HPP) into the manufacturing process of our ready-to-eat meats,” says Gardin. HPP is a cold pasteurization technique that uses extreme high-pressure water to



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Within the entire protein sector there has been a consumer preference shift to chicken.

significantly reduce the risk of bacterial contamination. “It also provides fresher taste and longer shelf-life than conventional food preservation techniques,” she notes.

On the beef front, new information about nitrites may change perceptions about the healthiness of prepared and grilled offerings when eating out or at home. “Recent research is providing a powerful scientific foundation upon which to establish a new nitrite and human health paradigm,” explains Ron Davidson, director of Government and Media Relations at the Canadian Meat Council. He says that as a product of enzymatic synthesis in

humans, nitric oxide has been found to control blood pressure, immune response, wound repair, and neurological functions. The production of nitric oxide and nitrite by the body may also prevent various types of cardiovascular disease, including hypertension, atherosclerosis and stroke. "These findings are providing evidence for an assertion that nitrite should be reclassified as an essential molecule with identifiable medicinal benefits," says Davidson, noting that what's now needed is further research, as well as education of the public, politicians, health care providers and the media about nitrite's fundamental and critical biological role.

### Marketing efforts

According to Canada Beef, beef consumption remained within norms throughout fall 2012, in part due to the organization's many web-based initiatives. "Our extensive blog outreach program has dramatically increased our online footprint, allowing more Canadians than ever to find recipes, nutrition facts, cooking videos, step-by-step lessons, and other valuable tools," says Heather Travis, Canada Beef's director of Public Relations. "In fact, in recent months Canada Beef's

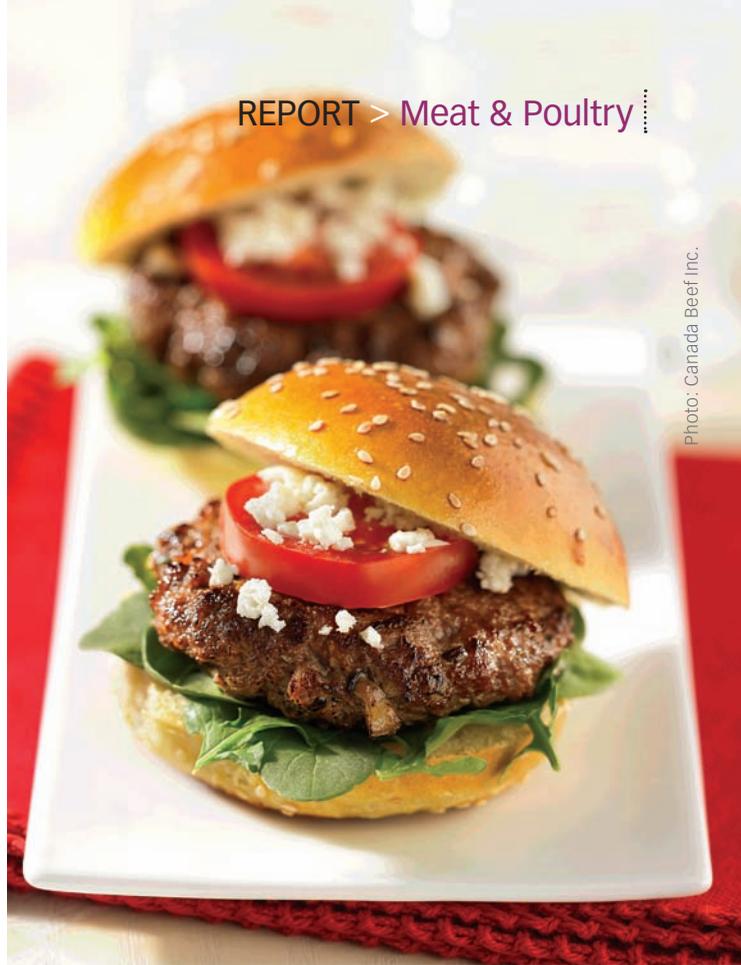


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online activities have seen record numbers of Canadians joining the conversation.” Travis says a December tweet about how to cook the perfect holiday roast had Canadian beef as a national Twitter “trending topic” for over two hours, allowing the organization to reach more than 220,000 Canadians. December also saw a significant spike in website traffic to Canada Beef’s consumer site, [www.beefinfo.org](http://www.beefinfo.org).

In addition, Canada Beef has a monthly “Make It Beef Club” e-newsletter featuring recipes and other information, distributed to over 35,000 Canadians. “We are also actively encouraging our beef-farming families to reach out to consumers to share the entire beef story, right from farm to fork,” says Travis. A Canada Beef publication, *Made In Canada*, featuring recipes and beef farm family profiles, was recently distributed in partnership with Kraft Canada and Costco to more than 1.5 million Canadians. The organization also has a wide range of programs and outreach efforts involving the health care industry. “One example is our doctor detailing initiative,” says Travis. “This initiative allows [us] to directly speak with over 1,500 doctors about the fact that Canadian beef is part of a heart healthy diet, with the



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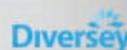
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"Recent research is providing a powerful scientific foundation upon which to establish a new nitrite and human health paradigm."

solid research supporting this, and provide credible information for these doctors to provide their patients."

Pork Marketing Canada also runs a consumer site ([www.putporkonyourfork.com](http://www.putporkonyourfork.com)) with recipes, health information and much more. The Canadian Pork Council released a report in late 2011 entitled *Building a Durable Future in the Canadian Hog Industry*, which outlines plans for additional involvement in national domestic market penetration programs and strategies.

The CFC and other associations aiming to increase chicken consumption are also heavily using the Internet for promotion. For example, with the help of registered dietitians, CFC recently updated its seven-year-old nutrition factsheet series with a fresh design, and added four new factsheets based on consumer health trends and research in nutrition science. CFC's new online health portal for health professionals and the public offers tools such as food journals and a comparison feature where visitors can compare 11 different cuts of chicken against cuts of beef, veal and more.

Although overall annual chicken sales have remained consistent over the past few years, the industry sees no reason to rest on its laurels. There is always a need, says Brett, to continue evolving in response to consumer demand. This, he says, "reinforces that the industry should continue to fund poultry research into new technology and innovation." ●



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# New appetites, old traditions

BY NATALIE CAJIC

New markets for halal and kosher products extend beyond religious choices



growing Muslim and Jewish populations in Canada are fuelling the demand for products produced in compliance with religious dietary laws. But these groups are not alone in purchasing halal- and/or kosher-certified food and beverages. A growing number of health and eco-conscious consumers not affiliated with either religion are increasingly interested in what halal and kosher foods have to offer.

The number of Canadians who ascribe to either Judaism or Islam is on the rise. According to the Value Chain Management Centre (VCMC), an independent Canadian agri-products think tank, Canada's Muslim population is growing at roughly a 13-per-cent annual growth rate, and is projected to represent seven per cent of the total population by 2031. Canada's Jewish population is the third largest after the U.S. and France, and is projected to grow to 381,000 people by 2020, according to the Jewish People Policy Institute (JPPI), an independent professional policy-planning think tank.

## A new audience

The type of halal and kosher products these groups are interested in has changed as well. Today, younger generations of Muslim and Jewish consumers are just as interested in convenience and new cuisines as mainstream consumers.

Richard Rabkin of COR — Kashruth Council of Canada, the largest kosher certification agency in the country, dispels the idea that kosher food is just gefilte fish and sweet wine. "That may have been the case in our grandparents' generation," says the director of Marketing and Business Development. "That's not the case anymore. We're just as eager to try new things as everyone else in the marketplace." In fact, the VCMC estimates sales of kosher foods in Canada now top \$500 million, with more than 45,000 products carrying the COR certification symbol.

KosherFest attests to the growth of the kosher market in North America over the past 25 years. Starting with just 69 exhibitors and 700 visitors, the trade event is now the largest of its kind, having welcomed 6,000 visitors last fall. Organizers have confirmed 269 exhibitors for KosherFest 2013, which takes place Oct. 29 to 30 in Secaucus, N. J.

Food and beverage manufacturers have been quick to pick up on the growing potential for kosher products. U.S. market researcher Mintel, for example, reported in June 2012 that the top claim found on new food and beverage products was kosher, appearing on 27 per cent of new products, more than twice as often as the second most common claim, "all-natural."

One notable example of how far new product development has gone in terms of kosher is Geliko, a world leader in kosher



“beef” gelatin. As of 2010 the company became the first to offer gelatin certified kosher pareve — its gelatin is certified OU (Orthodox Union) Kosher — for Passover and year-round use. The supplier has a line of kosher granulated gelatin and kosher hydrolyzed collagen for use in foods such as marshmallows, yogurt, protein bars, beverages and gummies.

Halal accreditation is also becoming more frequent. Dr. Mohammad Khadim of the ISNA Halal Certification Agency agrees that the number of inquiries and halal certifications are up, and not only related to meat products. Other types of food, as well as non-food products such as cosmetics and medicinal items, are increasingly being certified. Khadim says reports from different segments indicate that the Canadian halal food market is about \$4 billion, of which \$3 billion is exported.

ISNA Canada, based in Mississauga, Ont., pioneered the halal certification program in Canada, and provides services not only to Muslim communities in North America but internationally as well.

### Attracting customers

Increasing health and eco-consciousness are also fuelling the popularity of halal and kosher foods among consumers not affiliated with either Judaism or Islam. In 2009, Mintel reported that of the shoppers who purchased kosher products, only 14 per cent bought them for religious reasons. Instead, most purchased them because they perceived the products to be superior in terms of quality (62 per cent), healthfulness (51 per cent) and food safety standards (34 per cent).

Rabkin says consumers with overlapping dietary restrictions have also turned to kosher foods. People with food allergies or intolerances to shellfish or gluten are looking to kosher because shellfish is prohibited under Jewish dietary laws (as are pigs, rabbits and insects), while many kosher for Passover products are gluten-free, he says. Due to strict slaughtering and processing standards for meat and other food products, halal and kosher foods can also appeal to consumer concerns about humane animal treatment.

A pioneer in halal poultry is Maple Lodge Farms' Zabiha Halal. Latif Mirza, responsible for community relations, says the slaughter techniques used more effectively drain an animal's blood and ensure that it is killed as humanely as possible. “Zabiha Halal” is a term used to describe any meat slaughtered according to Islamic rites, explains Mirza. Maple Lodge Farms has been producing its halal poultry since 1990 and exports its halal chicken products to Bangladesh, United Arab Emirates, West Africa and Central Asia.

Without a doubt, certification plays a key role in consumer perception. A halal or kosher seal now provides independent authentication to support a food manufacturer's claim that their products meet the necessary religious requirements, and it's come to signal a mark of quality and food safety. “Consumers appreciate that there is an extra set of eyes,” says Rabkin.

Certification has attracted new customers to Navacorp Inc.'s Kickbutt Ballz, a high-protein energy snack sold online, in gyms and in supplement stores in Canada and the U.S. Iris Harrison, vice-president of Operations for Navacorp Inc., says smaller companies such as hers see the value in accreditation because it tells the customer a “whole gamut of things,” from cleanliness to the quality of ingredients, to the way it's been manufactured. “It definitely brings in added business,” she says.

Buyers at the 2012 KosherFest were also impressed with Navacorp's level of certification. In addition to certifications by ISNA Halal Certification Agency and COR — Kashruth Council of Canada, Kickbutt Ballz also received the new VegeCert certification from COR, introduced last summer.

Consumer confidence will only strengthen with additional safety standards. In 2011 the federal government announced an investment of upwards of \$700,000 in the kosher foods sector. The support will see the Jewish Community Council of Montreal complete phase two in developing kosher food safety standards. At the time of the announcement, Minister of Industry and Minister of State (Agriculture) Christian Paradis was quoted as saying the investment would “help build a more competitive sector.” ●



# Innovation nation

Meat plant equipment manufacturers are picking up on their customers' demands and delivering innovative solutions

By Deanna Rosolen

**R**educed downtime. More automation. Versatility. Accurate portioning. And above all food safety features. These are just some of the big trends moving and shaking plant manufacturing technology in the meat-processing sector. And it's these trends that are moving equipment and technology manufacturers to create devices with interestingly innovative details for food processors.

At Burlington, Ont.-based Reiser Canada, a supplier of sausage manufacturing, processing and stuffing equipment, Randy Belcot, Field Sales manager, says "We're responding to what our customers are asking of us, and right now that's hygiene, versatility and the ability to make a variety of products so they can meet different foodservice, retail and convenience food demands."

Some of the features Reiser offers through its various lines — including Vemag, Supervac, Ross, Repak and Fomaco — are the ability to produce precooked items such as meatballs. Reiser offers the technology to produce unique co-extruded (one filling) and tri-extruded (two fillings) meatballs. Reiser's equipment can also produce exact-weight portions of fillings for egg rolls, burritos and stuffed sandwiches.

Belcot says the company's technology can also produce new types of products such as samosas, rolled products, marinated roasts, steaks, shish kabobs, satay and kofta for retail and foodservice. A newer feature is the ability to produce packaged foods with cook-in films. This is in response to consumers who are looking for quick and easy home preparation solutions. All they have to do is put the product in the oven, plastic and all. The

Reiser's  
Vemag FM250



product cooks and browns on its own. This technology, says Belcot, is available through Reiser's Repak line.

Another strong trend is towards products with a homemade quality. Belcot says the company's Vemag FM250 can produce hamburgers that don't have a cookie-cutter look and have a soft bite characteristic.

## Quick and easy cleaning

Food safety, of course, is a necessity for food processors. Belcot says all of their lines are designed for quick and easy cleaning. Reiser's equipment offers durable components, wash stations and storage carts for components for easy clean up and less risk of damage.

The demand for quick and easy cleaning is something Marel also recognizes. Kent Sliffe, vice-president of Fresh Meat Sales in the U.S. and Canada, notes that customers want equipment that is compact and easy to clean. But they also want equipment that offers flexibility and can "handle multiple production processes, multiple raw materials and various raw material sizes," says Sliffe. Customers are also looking for equipment that can maximize yield efficiently.

Some of the equipment Marel offers that meet these needs include a variety of portion cutters and skinners, which offer easy sanitation, high yield, efficiency, ease of maintenance and operation. The company's Trim Management and Incoming Meat Inspection is also new and high tech. It uses X-ray technology to provide fat percentages, while helping to detect foreign objects.

## Lower costs, higher yield

At Waterloo, Ont.-based Handtmann Canada Inc. automation is a key trend. Graham Dalziel, Sales and Business Development manager, says customers are "keen on automation where they can produce product faster, where they can cook it with higher yields, chill it quicker and in a more food safe manner and package it quicker." Customers are also keen on portioning accuracy. Dalziel says this is critical for meat



Handtmann's  
HVF 670

Marel's I-Cut  
55 2010



processors and especially sausage makers who want identical weights and lengths in their product.

Handtmann's Vacuum Filling system meets many of their customers' needs, says Dalziel. It offers accurate portioning, it's stainless steel with a mirror finish, and there are no niches and crevices, making it extremely food safe and easy to clean. It also offers very low operating costs.

The company's HVF (High Vacuum Filler) 670 is a newer technology that offers a large vacuumized hopper that works at high speeds while virtually eliminating air in meat production. It also offers touchscreen technology and a central control system that can "control all the devices that the unit connects to downstream, including clippers and hanging systems, and linking systems," says Dalziel. "So there's very little mechanical intervention needed downstream."

Handtmann's ConPro System also meets the cost demands of customers. Dalziel says it was developed primarily to address the cost of casings. Hog and sheep casings are much like commodities and can spike in price, making it difficult for food processors to absorb the cost. Handtmann developed a hy-

drocolloid or vegetable casing that the ConPro, which stands for Continuous Production, uses. The system, says Dalziel,

"uses two stuffers, one to pump the casing and the other stuffer pumps the meat. These merge at a co-extrusion head, so we're actually extruding and making the casing on top of the meat as it's coming from the stuffer. So we've addressed the need to reduce the cost of production and the cost of casings."

Another consumer demand is going green. Dalziel says the industry is soaking up environmentally friendly options and technologies like a sponge. "I'm seeing plants spending a lot of money, and I'm talking small mom and pop businesses too, putting in state-of-the-art heat-capturing systems, water treatment systems, and environmentally friendly lighting. They're redesigning the flow of their facilities," he says. "And the more successful ones are the ones that are biting the bullet, doing it properly and are investing in technology right from the bricks and mortar all the way to their production equipment." ●



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A record number of visitors, more than **26,000**, attended the International Production & Processing Expo (IPPE) in Atlanta, Ga. from Jan. 29 to 31, 2013. This year's show combined the International Poultry Expo, the

International Feed Expo and the American Meat Institute's (AMI) International Meat Expo.

The exhibit floor covered more than **430,000 sq. ft.** and included **1,189 exhibitors** presenting the latest advances in equipment, supplies and services.

Attendees experienced all phases of the **poultry, feed, and meat** industry, from live production and processing to further processing and packaging.

Here's a selection of products and innovations *Food in Canada* saw at the show.

## Disinfect liquids

Biolonix Inc. showcased its Advanced Disinfection Systems for food safety and water reuse. The system doesn't use disinfection chemicals. Instead it uses a technology that is safe and has proven to be effective for disinfecting cloudy and opaque food processing liquids containing high organic loads.

[www.bioionix.com](http://www.bioionix.com)

## Nutrition solutions

DuPont Nutrition & Health highlighted its Qualicon BAX System PCR Assay for *Salmonella*, and Qualicon BAX System Q7 for advanced microbial detection. It also displayed its Solae Cenergy FMS-NA Soy Fiber for ground meat applications, and Solae Hydrolyzed Vegetable Flavorings.

[www.dupont.com](http://www.dupont.com)

## Tie it up

QMS International Inc. featured its Siebeck JET 2000 Meat Tying Machine, a semi-automatic or fully automatic meat-tying unit. The unit can eliminate the need to tie roasts or poultry by hand, while offering cost and labour savings.

[www.qmsintl.com](http://www.qmsintl.com)



## Coating system

Newly Weds Foods unveiled BakeCrisp, a no-fry, starch-based coating system that delivers a crispy texture outside the

product while maintaining juiciness inside. The company showcased BakeCrisp on chicken wings and drumsticks in a plain, savoury and spicy chargrill rub.

[www.newlywedsfoods.com](http://www.newlywedsfoods.com)

## Steam clean

Clayton Industries featured its Steamin' Demon steam cleaner. The system can remove dirt, grease and heavy oils from most surfaces, making it ideal for cleaning, sanitation and maintenance.

[www.claytonindustries.com](http://www.claytonindustries.com)

## Replacement parts

Henry & Sons Inc. displayed its replacement parts for all Vemag stuffers, including circuit boards, wear parts, housings and gearboxes. The company also offers parts for AC vacuum stuffers.

[www.dhenryandsons.com](http://www.dhenryandsons.com)

## Fine slicing

Tipper Tie Inc. showcased its TTCut180HD Horizontal Fine Cutter, which is ideal for fine sausage meats, liver sausage and rind emulsion. The unit also offers contact-free cutting.

[www.tippertie.com](http://www.tippertie.com)

## Cold steam

GEA Food Solutions unveiled its new ColdSteam Technology Inside system. ColdSteam is a highly controlled process using steam under vacuum to defrost meat without scalding or damaging it, or denaturing the proteins.

[www.gea-foodsolutions.com](http://www.gea-foodsolutions.com)

## Get results fast

Neogen Corporation launched its ANSR for *Salmonella*, a pathogen test that can provide results after only 10 minutes of reaction time. The company also unveiled its ANSR for *Listeria*, the second test for its ANSR pathogen detection system, which can provide results after 20 minutes of reaction time.

[www.neogen.com](http://www.neogen.com)

## Perfect portions

JBT FoodTech introduced its DSI 800 Series Portioner, a new compact waterjet portioning system able to work with meat, poultry or fish, while offering more throughput. JBT also unveiled its DSI J-Scan Inspection System, which can provide corrective feedback to operators using up-stream processing equipment or via high-speed, precision sorting of naturally occurring items ranging in size from poultry portions to pork bellies.

[www.jbtcorporation.com](http://www.jbtcorporation.com)

## Smart weight

Marel Meat Processing Inc. showcased its new Smart-Weigher, an in-line weigher with no transferring of



products. It's available for distribution lines for weighing whole birds or going into cut up. In the future, this technology will be used in all areas of the line. The unit is designed for today's increasing line speeds, with no acceleration or deceleration as it passes over the weighing module.

[www.marel.com](http://www.marel.com)

## Big chills

Praxair Inc. debuted its ColdFront Even Chill System, an automated system for even, consistent distribution of CO<sub>2</sub> snow in bulk packaging bins. The company also introduced its ColdFront Diced Product Chilling system, which uses a cryogenically modified dicing process to improve product quality.

[www.praxair.com](http://www.praxair.com)

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## Reaching for the sky

Conestoga Cold Storage builds its tallest AS/RS yet



By Carolyn Gruske

From a distance, the orange and blue racking looks delicate and fragile, resembling a creation built from an old Erector Set.

Looks, however, are often deceiving, and in this case that's absolutely true. The racking, visible to motorists on Ontario's Highway 401 between Toronto and Mississauga, is the strong core of an automatic storage and retrieval system (AS/RS) built by Conestoga Cold Storage.

Kitchener, Ont.-based Conestoga Cold Storage is a cold storage and distribution company that offers warehousing, trucking, storage, blast freezing, case picking, and import/export services to the frozen food industry. To offer those services efficiently, the company turned to automation with a hands-on approach. "We've actually been designing, building and installing our own stacker systems since 1980," said Conestoga president Greg Laurin in an interview conducted before the new AS/RS was complete. "Right now we've got 10 robots operating in Ontario, and we're going to be adding an additional three with this expansion."

Gavin Sargeant, vice-president of Automation, says building its own systems is so important that Conestoga employs staff for that purpose alone. "The internal building group is dedicated to doing buildings specifically for us, so we have the expertise in engineering, in project management, system design, even programming the robotics, all in-house. It allows us to be very specific and very streamlined in getting these buildings up and running."

This time, however, Conestoga tried a new approach. "For this building we're working with other suppliers for the first time to get some different ideas," said Laurin. "We actually spec all the equipment, all the rack design and then we have it built to our specifications. Conestoga purchased racking for the AS/RS from Long Valley, N.J.-based Frazier Industrial Company.

The size and scope of the construction are also new territory. "This is a large project. It's one of the largest projects we've done in one

hit," said Sargeant. "We're putting three AS/RS robots in it. The initial building is about 500 ft. long, so the length of the aisles are 500 ft. and the building itself is about 125 ft. tall. This is the first building we've done at 125 ft., so we're increasing our cube utilization and our efficiency of land use by going higher," added Laurin.

Construction began in May 2012 and phase one was completed by January 2013. The AS/RS added 10,000 pallet positions. Phase two, an extension large enough for 5,000 pallets, will begin in the spring. It will be erected so the two units can be joined and turned into a single AS/RS. "What we do is we run the [phase one] aisle down 500 ft. and we'll cap a wall off on it," explained Laurin. "Then in the spring, when the ground is thawed, we'll continue on with the concrete slab. We'll build the [additional] rack and enclose the building. Then we'll cut a hole in the end of the building and drive the stacker right through towards the new part of the building."

While punching holes in walls and joining two buildings seems daunting, Sargeant said it is fairly simple. "We make preparations for that during the building process. We make [it possible] for the racking of the extension to tie into the existing racking. The only time when we have to stop things and affect the operation of the existing building is when we cut that panel out in the middle and tie the two buildings together."

The AS/RS stores frozen food at -18°C. Inside the freezer, three robotic cranes process over 50 pallet transactions per hour each. They can pick two pallets at a time from a two-deep racking layout up to 100 ft. in the air.

They also operate completely in the dark. The only lighting in the building is emergency and task lighting in case the AS/RS needs repairs or a pallet needs to be checked manually. Laurin and Sargeant say the money saved on lighting plus other features – such as doorways with small entrances to prevent too much cold air from escaping and too much warm air from entering, and small roofs that reduce the amount of heat loss – make the AS/RS units much more energy efficient than traditional cold-storage facilities.

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# Sustainability at the loading dock

## Dock equipment raises the bar for food safety and sustainability

By Steve Kalbfleisch

Food and beverage manufacturers and distributors rely on maintaining cleanliness, environmental control and a tight seal at the dock to survive in an extremely competitive market. These operations often run multiple shifts with tremendously high loading cycles, and require equipment that can stand up to the increased concerns of food-borne illnesses, allergens and contamination.

Now that the focus on food safety is more about prevention than reaction, supply chain managers are looking carefully at the products they utilize every day for their loading dock operations. One of the best ways facilities can prevent food-related contamination is to use proper dock equipment, which can increase both safety and performance. And while most contamination takes place inside a facility, the best place to start prevention is outside the facility on the loading dock.

- **Vehicle restraints** – One way to prevent food-related contamination and keep products fresh is by using a vehicle restraint system designed to prevent a trailer from moving away from the warehouse loading dock. This premature departure breaks a tight seal, which opens up a facility to gaps along the dock door and leveller where unwanted dirt, debris and pests can enter. Available in both mechanical and powered models, the unique technology, minimal maintenance and easy operation help prevent this early departure and help maintain a tight seal on the dock.

- **Dock levellers** – The dock leveller is the main piece of equipment that connects the inside of a facility or warehouse to the back of the trailer. Utilizing a dock leveller that provides a tight seal and helps operations sustain a clean, efficient warehouse environment is more important than ever. Vertical storing dock levellers and

air-powered dock levellers are unequalled in the industry for environmental control.

Vertical storing dock levellers mount directly to the loading dock floor and work in conjunction with insulated dock doors to prevent food contamination by allowing the door to be closed flush to the floor. Unlike conventional pit-style dock levellers, they eliminate the air and light infiltration around the leveller, effectively reducing the threat of spoilage and contamination.

Air-powered dock levellers deliver safe, powered performance on the dock. They are built with an open frame and clean pit design to provide easy access to the pit floor for cleaning and scheduled maintenance.

- **Perimeter seal** – Dock leveller perimeter weather seals provide a superior seal along the sides and rear of the dock leveller to block dirt, debris, insects and pests from entering the facility. The innovative design closes off the gaps between the dock leveller and concrete pit walls that are typically missed by traditional weather seal or under-leveller seals attached to the front of the dock leveller.

- **Dock seals and shelters** – These products have been shown to have a significant positive impact when transporting perishable food items since the tight seal they provide helps maintain the quality of products in between loading and unloading. Dock seals and shelters provide an effective barrier against the elements to keep loading docks safe and efficient. They provide a positive seal between internal and external environments, which keeps pests on the outside and a clean facility on the inside.

- **Dock doors** – There has been more attention recently on the dock door's ability to seal the opening in food and beverage operations. Doors equipped with a thick foam panel and compression bottom seal provide high-quality thermal protection to preserve the warehouse's temperature and also keep extreme weather and debris out. This helps maintain the integrity of perishable items and shields employees from weather conditions.

A sealed loading dock area is key to a successful sustainability program. A properly designed loading dock system will enable operations to achieve safe food handling, which leads to sustainability. Product enters and leaves a facility through the loading dock area, where supply chain sustainability begins.

Steve Kalbfleisch is director of Canadian Sales for Dock Products Canada, a subsidiary of 4Front Engineered Solutions. For more information, visit [www.dockproductscanada.com](http://www.dockproductscanada.com).



Vertical storing dock levellers with dock door.



Perimeter Weather Seal – Providing a superior perimeter seal along the sides and rear of your dock leveller prevents energy loss, while blocking dirt, debris and insects.

## News Briefs

- **Air Liquide Canada** of Montreal, a subsidiary of the Air Liquide Group, says its carbon dioxide production (liquefaction) plants in Canada have obtained Food Safety System Certification 22000.
- **GS1 Canada** and **GS1 U.S.** have jointly produced a publication designed as guidance for industry-wide adoption of a single standard for case labelling information for finished products. The aim of the *North American Industry Guidance for Standard Case Code Labeling for Extended Product Attributes* is to enhance business efficiencies and improve product traceability along the supply chain.
- **Egg Farmers of Canada (EFC)** has purchased routing and scheduling software from Dallas, Tex.-based **Paragon Software Systems**. EFC will use the software to improve the efficiency of its field inspectors who audit and deliver biosecurity and animal welfare programs across 1,100 Canadian egg farms.
- **The B.C. Egg Marketing Board** is using IBM analytics to reduce workload, improve farmers' profitability and ensure the safety and availability of the more than 816 million eggs produced in the province each year.
- **The Port of Hamilton** in Ontario has become home to some of Canada's largest grain handlers. The port recently attracted the 103-year-old Canadian-owned grain trading company **Parrish & Heimbecker**. Agricultural commodities transiting the port have

grown by 35 per cent since 2008, and according to Hamilton's Economic Development Office, agriculture is now a \$1.3-billion engine for the city's economy.

- **The Deloitte Center for the Global Food Value Chain** has unveiled a series of research papers to help companies understand and comply with the Food and Drug Administration's *Food Safety Modernization Act*, which was signed into law in January 2011. The papers can be found at: [www.deloitte.com/us/foodvaluechain](http://www.deloitte.com/us/foodvaluechain)

## Products

### Refrigeration units

**Carrier Transicold** has introduced its Supra 60-series truck refrigeration units. The units feature improved performance and reliability, and include five single-temperature models: the Supra 560, 660, 760, 860 and 960 (which has a refrigeration capacity of 32,000 BTUs at 35F). [www.transicold.carrier.com](http://www.transicold.carrier.com)

### Packing control

**Standard-Knapp** has launched the 396 Positron Case Packer. The packer offers smoother and faster packing of carbonated, non-carbonated and hot-filled PET bottles into corrugated trays or plastic shells. [www.standard-knapp.com](http://www.standard-knapp.com)



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# accent alimentaire

## SUR LE QUÉBEC

## Nouvelles

### Un géant du jus reconnu pour son milieu de travail sain

Industries Lassonde inc. de Rougemont, et sa division A. Lassonde inc., ont reçu le prix Or, dans la catégorie Milieu de travail sain, décerné dans le cadre des Prix Canada pour l'excellence.

Ces prix annuels, célébrant cette année leur 28e anniversaire, ont pour but de reconnaître les réalisations remarquables d'organisations canadiennes, de même que leur soutien à promouvoir la santé physique et mentale. Ils sont remis par Excellence Canada, un organisme indépendant sans but lucratif qui a pour mission d'aider les entreprises à mettre en œuvre des programmes d'excellence.

“Nous recevons ce prix avec une immense joie, puisqu'il célèbre une culture d'organisation dont nous sommes très fiers”, a déclaré Jean Gattuso, chef de l'exploitation d'Industries Lassonde inc. “Nous partageons cet honneur avec tous nos employés, car il leur revient. La culture de notre entreprise est basée sur l'innovation et l'excellence et, dans le contexte concurrentiel dans lequel nous évoluons, notre atout le plus précieux s'avère nos employés, qui sont à la base de Lassonde. C'est ensemble que nous sommes les plus forts et, à l'image de nos consommateurs, nous voulons demeurer en santé. C'est ce qui assure la pérennité de notre entreprise.”

Lassonde est la seule entreprise de restauration (aliments et boissons) à avoir remporté l'un des prix cette année.



## ENBREF

• **La coopérative Agropur**, la plus importante coopérative laitière au Canada, a annoncé son intention de fusionner avec **la coopérative Farmers Dairy Ltd** située à Bedford en Nouvelle-Écosse. “La fusion nous permettra de mieux servir nos clients à l'échelle nationale, tout en appuyant l'objectif global de consolider le secteur des coopératives de transformation du lait pour le bénéfice des producteurs laitiers membres”, a déclaré le président d'Agropur, Serge Riendeau, lors de l'annonce. La fusion devrait être achevée d'ici avril 2013.

• **Le Grand livre de l'érable** est le nouveau livre de l'écrivain culinaire **Philippe Mollé**, rédigé en collaboration avec la **Fédération des producteurs acéricoles du Québec**. Ce livre passionnant retrace l'histoire, la production et l'utilisation du sirop d'érable. Comme autre nouvelle, la Fédération a annoncé le lancement d'une boisson d'eau d'érable pure à 100 % ce printemps. La boisson, au goût légèrement sucré et rafraîchissant, sera homologuée NAPS: un procédé qui garantit que la sève d'érable utilisée s'avère naturelle, authentique, pure, stérile et intégrale.



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### Les entrepreneurs du Québec honorés

Le Groupe Desjardins de Montréal a annoncé les lauréats des prix Desjardins Entrepreneurs 2012, visant à reconnaître les compagnies et les particuliers qui contribuent au développement économique du Québec.

Voici les gagnants dans le secteur de l'agriculture et de l'agroalimentaire. Pierre Claprood, ancien PDG d'Agropur, s'est vu remettre le prix Hommage bâtisseur — Grande entreprise, présenté en partenariat avec Fasken Martineau. Fraise-Bec inc., de Sainte-Anne-des-Plaines, s'est méritée le prix Agricole. Groupe Anderson, des Bois-Francs, a reçu le prix Innovation et productivité Moyenne entreprise.

En outre, Desjardins a présenté les récipiendaires 2012 du Fonds coopératif d'aide à la relève agricole, visant à encourager les jeunes agriculteurs qui se sont démarqués par leurs habilités d'entrepreneur et de gestionnaire. Les lauréats de cette année, par région, sont les suivants : Dorothee Côté — Ferme D. R. Côte inc., de Saint-Fabien dans le Bas-Saint-Laurent; David Mercier — Mercier & Beaudry inc., de Saint-Roch-Ouest à Lanaudière Sud-Ouest; et Guillaume Lemieux — Fromagerie Chèvreerie Dion, de Macamic en Abitibi-Ouest.

Les prix ont été remis au mois d'octobre lors d'une cérémonie de gala à Montréal.



### BIENS DE CONSOMMATION

> **Popchips inc.** a ajouté la saveur ketchup à sa gamme de croustilles. La nouvelle variété offre un goût de ketchup audacieux et savoureux avec une pointe de piquant. Avec toute la saveur mais la moitié du gras des croustilles frites, les Popchips sans gluten constituent une option de collation plus santé. Chaque sachet individuel de 23 g contient seulement 100 calories et ne comporte aucun arômes artificiel, colorant ni agent de conservation.

### La gastronomie québécoise par le livre

Grand chef Relais & Châteaux et copropriétaire avec Christine Lamarche du réputé restaurant Toqué! de Montréal, Normand Laprise a lancé son premier livre de cuisine, justement intitulé *Toqué! Les artisans d'une gastronomie québécoise*. Lors du lancement en octobre, le PDG de Tourisme Montréal, Charles Lapointe, a souligné l'importance de la gastronomie dans la ville, en mentionnant notamment que les touristes avaient dépensé plus de 548 millions de dollars en 2010 dans des restaurants montréalais.



Venus célébrer le lancement de *Toqué! Les artisans d'une gastronomie québécoise*, (de gauche à droite) le journaliste Stéphan Bureau, Normand Laprise et Charles Lapointe. Photo de Mathieu Rivard.

## Institut Canadien de Science et Technologies Alimentaires Section Québec

### Si vous ne l'avez pas déjà mis à votre agenda:

#### ◆ Salon des Fournisseurs 2013

Place Forzani à Laval le 11 avril 2013 de 14:00 à 19:00

Forum Éducation sera tenu pour une deuxième année consécutive durant la soirée des fournisseurs. Suivez les détails sur notre blogue.

Pour toute information additionnelle, veuillez contacter les directrices de l'activité:

**Kathleen Ross:** kross@bellf.com

**Christine Infilise:** christine\_infilise@quadra.ca

**Manon Cloutier:** sam1@sympatico.ca

#### ◆ Tournois de Golf 2013

Club de golf les Quatre Domaines le 9 septembre 2013

Pour toute information additionnelle, veuillez contacter les directeurs de l'activité:

**Carl Beaudoin:** carl\_beaudoin@quadra.ca

**Patrick Larose:** patrick.larose@univarcana.com

**Émilie Pharand:** epharand@vlomas.com

#### Soirée Vin et Fromage 2013

Dates à confirmer

Pour toute information additionnelle, veuillez contacter les directeurs de l'activité:

**Marie-Christine Tessier:** marie@theingredientcompany.com

**Manon Cloutier:** sam1@sympatico.ca

# Frais et surgelés

PAR HÉLÈNA KATZ

Simplifier l'heure du repas se veut l'objectif derrière les produits savoureux de Viandes VP Meats



Galette de boeuf  
précuite avec grill mark

L'entreprise Viandes VP Meats, située à Henryville au Québec, se spécialise dans les produits surgelés et les produits cuits, en particulier le boeuf, le poulet, le veau et le porc. Les produits surgelés à valeur ajoutée de la compagnie comprennent rôtis, filets de porc, souvlakis, boeuf haché, pains de viande, hamburgers, viandes marinées et fondues. La nouvelle gamme de produits cuits se concentre actuellement sur les hamburgers au boeuf.

Les viandes proviennent d'abattoirs canadiens et américains. Ils subissent une congélation instantanée à une température d'environ  $-45^{\circ}\text{C}$ , afin de conserver les vitamines, les éléments nutritifs, la tendreté et la saveur des aliments. «Lorsque les consommateurs font cuire le produit, ils le placent dans

**V**ous arrivez à la maison après une longue journée de travail, vous empoigné un hamburger assaisonné de quelques épices dans le congélateur, sur lequel vous refermez la porte du four à micro-ondes. Vous placez ensuite son pain d'accompagnement dans le grille-pain. Juste comme vous finissez de sortir les condiments du réfrigérateur, le micro-ondes sonne et le grille-pain déclenche. Le souper est servi. Vous mordez allégrement dans votre hamburger, pour constater que la viande n'est pas bien cuite. «Vous pouvez les prendre directement du congélateur et les mettre au four à micro-ondes», affirme Pierre Dion, directeur des ventes chez Viandes VP Meats inc., en parlant des aliments surgelés confectionnés par sa compagnie. «Une fois cuites, nos viandes sont aussi juteuses que si elles sortaient du barbecue, mais elles sont prêtes à servir en un rien de temps.»

l'eau. Il dégèle ainsi plus rapidement qu'avec les méthodes traditionnelles», explique M. Dion. «Nous ne cherchons pas à remplacer la viande fraîche; nous offrons un complément à celle-ci.»

L'entreprise familiale a débuté ses activités il y a plus de 50 ans en tant que boucherie, avant de prendre de l'expansion et devenir le supermarché Pasquier à St-Jean-sur-Richelieu, à 15 minutes d'Henryville. En plus de la viande, le commerce vend, entre autres, des produits de boulangerie, des produits du terroir et de la bière. Sa popularité auprès des clients a motivé de nombreux agrandissements. Ensuite, les propriétaires ont eu l'idée de transformer et vendre des produits surgelés à plus grande échelle.

Les frères Paquette ont fait construire une installation de 45 000 pi ca. à Henryville, près de la frontière américaine.

“Ils voulaient desservir le marché américain, précise M Dion. New York et Boston sont aussi près de nous que Toronto.” L'installation a été accréditée par l'Agence canadienne d'inspection des aliments, l'autorisant à vendre ses produits dans les autres provinces canadiennes.

Malheureusement, une catastrophe s'est abattue sur l'entreprise. En mai 2009, avant même que la production ne commence, un incendie a complètement ravagé l'usine. Le petit village de quelques milliers d'habitants n'avait pas assez d'eau à sa disposition pour venir à bout du brasier, de sorte que les intervenants n'ont pu que regarder le bâtiment se faire raser.

Déterminée à continuer, la direction de Viandes VP Meats fit construire une nouvelle installation. Tel un phénix renaissant de ses cendres, une nouvelle usine de 82 000 pi ca. se mit en branle quelque 10 mois et 16 millions de dollars plus tard. Accréditée HACCP,



Brochettes de boeuf après cuisson

l'usine intègre des pratiques écologiques, tels un éclairage à DEL et un système de réfrigération sans fréon. Elle est également devenue la première usine au Canada à posséder une



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centrale thermique Echo Chill de Cimco Réfrigération, une division de Toromont, fonctionnant à l'ammoniaque et au glycol. Les mesures éconergétiques mises de l'avant par l'usine lui permettent également de réduire sa consommation de près de 2,5 millions de kilowattheures par année.

Viandes VP Meats a recours aux technologies d'emballage et d'étiquetage de pointe. Au lieu d'être emballés sous vide, les produits sont soumis au pelliplacage (emballage moulant) : un procédé de pellicule transparente qui permet de protéger la viande contre les brûlures de congélation pendant au moins un an. "C'est comme un moule sous la forme d'une pellicule placée directement sur le produit, décrit M. Dion. De cette façon, vous avez un souvlaki congelé parfaitement protégé, qui conserve toute sa valeur nutritive."

"Nous ne cherchons pas à remplacer la viande fraîche; nous offrons un complément à celle-ci."

L'emballage permet également aux consommateurs de voir le produit. "Quand vous arrivez à la section des aliments surgelés [d'une épicerie], vous voyez des boîtes avec de belles images, illustre M. Dion. Vous ouvrez ensuite la boîte pour apercevoir... de la neige. Le point fort [de l'emballage] avec nous, c'est que vous voyez ce que vous achetez."

L'entreprise est en mesure d'effectuer la surgélation rapide de 10,000 kg de viande par heure. "Cette capacité nous permet de desservir les grands marchés", souligne M. Dion. Il y a un an environ,

la compagnie a lancé les produits cuits à la demande des clients. "Nous montrions nos produits aux gens et ils nous demandaient: "Est-il possible de se les procurer en version précuite?"

M. Dion note que les consommateurs à court de temps cherchent de l'aide dans la cuisine. "Les gens nous demandent de développer des recettes spécifiques, dit-il. Ils veulent davantage

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Contrôle de la température



Conditionnement sous atmosphère



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**— Norman Leung**  
Ingénieur d'application, Marketing, Praxair

### Résultats

Livraisons ponctuelles

Contrôle de la qualité des produits transformés à l'usine (température, rendement et apparence)

Capacité de production accrue (1 000 kg de poitrines de poulet par heure)

**Occasion avantageuse pour le client :**  
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de produits qui ne nécessitent pas beaucoup de travail une fois arrivés à la maison, et dont la préparation se veut rapide.” Le petit dernier de la compagnie s’appelle Burgr : une galette de steak haché avec son pain à hamburger, qui peut être cuit au four à micro-ondes en moins d’une minute.

Vianes VP Meats compte maintenant 85 employés à temps plein et génère plus de 20 millions de dollars de ventes annuelles. M. Dion mentionne que ces ventes sont à peu près également réparties entre le secteur du détail et celui des milieux institutionnel et industriel. Des produits sont également exportés aux Caraïbes, au Panama et en République dominicaine. Les exportations représentent environ 15% des ventes totales, mais M. Dion indique qu’il y a de la place pour la croissance.

Les yeux de Vianes VP Meats sont actuellement tournés vers le marché américain. “Il est plus difficile de vendre aux États-Unis que n’importe où ailleurs dans le



Poulet Délice après cuisson

monde, signale M. Dion. Ce marché s’avère très concurrentiel. Nous devons donc démontrer des produits qui se distinguent.” Et ces produits doivent répondre aux normes de la U.S. Food and Drug Administration. Le transformateur de viande québécois vise les chaînes d’épicerie américaines et il planifie assister à des expositions alimentaires, dont une se tiendra à Napa au mois de mars.

La percée aux États-Unis et dans les autres marchés dépendra toutefois en partie de la capacité de l’entreprise à sensibiliser la clientèle sur les avantages de ses méthodes de transformation des viandes et de décongélation par rapport à celles de ses concurrents. “Certains gens disent que tout le monde peut faire un produit surgelé, mais ce n’est pas vrai”, certifie M. Dion. En effet, les produits ne sont pas tous surgelés de la même façon. “Quand vous décongelez un steak, les cellules explosent et vous avez du sang sur la viande. Avec nos produits, vous conservez la saveur et les cellules demeurent dans le steak, explique-t-il. Une fois que les gens comprennent le concept, ils trouvent cela bien logique.”

M. Dion fait remarquer que les portions individuelles des produits constituent un autre avantage. “Nous vendons des solutions aux gens, dit-il. La plupart de nos produits sont portionnés; les épiceries n’ont donc pas à les peser.” Leur emballage par portions individuelles donne aux consommateurs toute la latitude de les manger à leur rythme plutôt qu’en vitesse, au rythme de la date de péremption. “Si vous êtes un étudiant, vous ne voulez pas acheter le format familial et manger la même chose pendant six mois, conclut M. Dion. Nous offrons un produit qui se démarque de ce qu’on retrouve sur le marché.”

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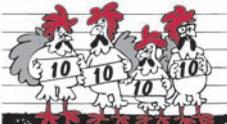
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*Ideas for the future.*



*John Mann, vice-president of Sales and Marketing.*

## Grand River Foods Ltd., Cambridge, Ont.

By Deanna Rosolen

Three plant expansions later and it's clear that a decision Grand River Foods made back in 2005 has paid off. The company is based in Cambridge, Ont. in a plant that has tripled in size, has approximately 400 employees and today can process chicken, seafood, beef and pork all in completely separate areas. Not bad at all for a company that started 25 years ago processing just fresh chicken.

John Mann, vice-president of Sales and Marketing, says that in 2005 the company decided a change was needed — it had to evolve. We wanted to remain “competitive and offer value-added products,” explains Mann. “A paradigm shift was occurring in terms of what consumers with busy schedules were looking for. And the

foodservice industry was looking to reduce labour costs. People needed products that were further processed, further prepared for them.”

Today, Grand River Foods produces almost 250 SKUs, all private-label frozen products for retail and foodservice. The plant uses advanced technologies to bread, sauce and coat the food, and high-tech equipment to grill, steam and roast chicken, beef and pork products.

But, as Mann explains, getting to these state-of-the-art technologies was the tricky part. Grand River Foods had to decide in 2005 if it was going to be a “me-too” company and invest in

*“You have to continue to change and not rest on your laurels or you'll get passed by.”*

technologies available in North America, which many other processors were using. Or, should it take a leap of faith and invest in technologies found in Europe that were ahead of the curve? The company took the leap and purchased its cooking equipment, ovens and breading equipment overseas. “At that time we were producing only poultry, but here was an innovative process that improved the quality of the product and gave a more authentic, less processed feel to it,” says Mann.

Keeping up with trends can also be a challenge. Mann says the company is always working to understand what consumers want, and note that many are looking for nutritious ingredients and easy preparation. Mann adds that

more consumers are also focusing on product labels. They're more conscientious, he says, about what they're consuming and how it will affect their health long term. As a company, he says, they “try to keep all those balls in the air, making sure to address all trends when we're coming up with ideas. It depends as well on the brand you're producing for. But you've got to keep all that at the forefront.”

## Q&A



**Q:** What issues is your sector facing?

**A:** “It's a very tight margin business where you're not making dollars you're making pennies. You have to make sure what you're doing is right, and that you do it well. Mistakes can be costly. You have to continue to change and not rest on your laurels or you'll get passed by.”

**Q:** What's ahead for Grand River Foods?

**A:** “We continue to innovate, to further process items, to make everyone's meal preparation as easy and as good for them as we can. Our goal is to continue to keep tabs on what's new, what new products we could process, if there are different types of materials to use, or can we use technology to do a better job with what we're doing. We continue to invest in the business. We're not sure if an acquisition is down the road. Or if we could further expand.”

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Arnold Drung, President, Conestoga Meat Packers, Breslau, Ont.

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