

food in canada

THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY

Keeping fresh

THE NEW PRODUCTS
DRIVING THE DAIRY
MARKET pg.34

2013 FLAVOUR TRENDS

COLLABORATIVE
CREATIONS
pg.43



**NEW &
NATURAL**
Creative, healthy
and tasty — new
ingredients the
natural way pg.39



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Mom's Best

Rae Lindsay
Mom's Best

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Flavour specialists are working more closely than ever with food and beverage manufacturers to create innovative, appealing flavours for Canadian consumers.



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EDITORIAL

Fresh perspectives



Spring is all about renewal. For food and beverage manufacturers it's an ideal time to consider how your business operates, your relationship with suppliers and other partners, and what you're offering your customers. What could you be doing better? What needs to change?

If it's time to re-evaluate your products, consider teaming with ingredient and additive suppliers to develop new flavour profiles and/or functional elements (see "New and Natural" on pg. 39, and "Collaborative Creations" on pg. 43). Consider too new concepts coming from the foodservice world (see Global Food Innovation on pg. 16, as well as Research Chefs in Canada starting on pg. 49). Even if some of these concepts do not directly relate to your business, they can be invaluable sources of information on emerging trends and consumer behaviour.

Last month I had the opportunity to attend the Research Chefs Association annual conference in Charlotte, N.C. As in past years there were plenty of seminars offering valuable hands-on information relevant to product development. But I was most impressed by the sessions that challenged attendees to re-evaluate how they saw food production and distribution in the context of the wider community, and to really push issues such as food security, sustainability and food and water waste to the forefront. A change of this scale could fundamentally transform the way the industry operates, and the positive impact it could have on our communities and our resources could be immeasurable. ●

CCooper@foodincanada.com

WELCOME ABOARD

We would like to welcome Jack Meli as publisher of *Food in Canada*. Jack replaces Ingrid Eilbracht, who after almost 20 years as publisher of *Food in Canada*, retired last month. Jack has worked in publishing for more than 20 years in the engineering, architecture, foodservice and hospitality industries, and most recently in trucking and transportation. To reach him, call (647) 823-2300 or email to JMeli@bizinfogroup.ca





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It's all in the label

Iceberg Vodka is going for a patriotic look. The company's iceberg-shape bottle now has a maple leaf that turns red when the bottle is chilled through the use of thermo-chromatic ink — a feature the company says is a first for any vodka label in the world. The cold-activated, colour-changing ink on the company's clear bottle contains a feature that turns red "out of the blue" when cooled to 4°C (39°F). The cold temperature causes a pale silvery blue Canadian maple leaf that blends into the iceberg backdrop at room temperature to turn red.



News > file

Water Week

The Canadian Water Network (CWN) kicked off Canada Water Week with its conference "Connecting Water Resources 2013: Changing the Water Paradigm." The conference took place in Ottawa from March 18 to 21.

The event focused on discussing distinctly Canadian answers to global challenges such as what innovations will help better manage water resources, feed and power the world, and ensure enough safe drinking water amidst growing uncertainty and risk. Global water challenges such as declining water quality and supply, climate change, population growth and subsequent pressures on food production, and dated municipal infrastructures can all pose a significant threat to the sustainability of industries, businesses, cities and its people.

That's why it's important to look at the issues with water and focus on "the opportunities for innovation that tackling these challenges can present to Canada when we connect the key ideas and people," says Bernadette Conant, executive director of CWN. "Viewing both domestic and global water issues through this lens will help drive important conversations forward and push Canada to the forefront of sustainable water management."

Two of the sectors that require water resources are agriculture and food production. In the latter sector, PepsiCo Foods has made water reduction a core



part of its corporate social responsibility targets. Helmi Ansari, director of Sustainability at PepsiCo Foods Canada, was one of the speakers at the conference. Here, he tells *Food in Canada* how food processors can get involved and why they should.

Q: *What is PepsiCo's sustainability initiative about?*

Ansari: "We're working on energy, water and waste-to-landfill reduction. These are our three key focus areas and we've been successful in all three. We reduced the energy required to produce our foods by 20 to 25 per cent across our product line. Our water is down by more than 40 per cent. And our waste to landfill is probably the most amazing story — more than 99 per cent of the waste produced does not go to a landfill. It's recycled, it's reused or redirected to other industries as a resource."

Q: *When it comes to water conservation, why should food and beverage companies care?*

Ansari: "Water is a tremendous resource. It's often an ingredient and a key part of our processes. It's also a resource that has been rising dramatically in terms of its cost. Wastewater treatment costs are also rising dramatically. Municipalities and cities will tell you that upgrading aging water infrastructure will cost billions of dollars. That is also

going to add to the cost of water.

Canada does have one of the cheaper water rates. But our costs are growing fast. And it's come to a point where food processors are feeling the pinch financially. From a responsibility perspective, all companies who practice corporate social responsibility, who want to be good community players, have *pg.10* ➔

VEGETABLE OIL MAGIC

Recent research has found that canola and high-oleic canola oils can lower abdominal fat.

The research was led by the University of Manitoba, in collaboration with Pennsylvania State University, Quebec's Laval University and the University of Toronto. The federal government, the Canola Council of Canada and Dow AgroSciences provided funding.

The researchers say that the oils are effective when used in place of other selected oil blends in a heart-healthy diet for weight maintenance. The study looked at Canadian and American adults at risk for metabolic syndrome and found that consuming certain vegetable oils may be a simple way of reducing their risk of this medical condition, which means their risk of heart disease, stroke and type 2 diabetes is also lowered.



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↪ from pg.8

to play a leadership role in conservation. Some stats I saw say between seven and nine per cent of the water used in Ontario is used for food production, food processing and agriculture. So we have a big role to play.”

Q: *What can food processors do?*

Ansari: “Become more efficient in how we use water, rethink our processes. There’s a tremendous opportunity. When PepsiCo Canada first started, our target was to reduce water use by 50 per cent. This target was so daunting at the time that folks at the company said, ‘there’s no way you can hit this number, the target is too high.’ Yet we’re already between 40- and 45-per-cent lower in terms of the water we use to make foods. And we’ve upped our target to a 75-per-cent reduction.

The real story is if we challenge ourselves to rethink our processes, how we make food, how we clean our plants, we can make dramatic reductions in the amount of water we use and the amount of wastewater we generate. Water is often used for cleaning parts, equipment, bottles, to slice and wash vegetables, and then at the end of the process it’s used to clean. Often the focus is on the process or food safety, not on water conservation.

In a lot of industries people use way more water than they

need. If you take a critical look and start to optimize your processes, the low-hanging fruits are amazing. The first time that we go into a plant that hasn’t done any work on water conservation, we can often easily identify 15 to 30 per cent, short-term, water reduction opportunities just by changing behaviours.”

Premium Brands buys gourmet meats manufacturer

Langley, B.C.-based Premium Brands Holdings Corporation acquired Freybe Gourmet Foods Ltd. in March for \$55 million.

Freybe, a family owned operation for more than 165 years, manufactures premium gourmet deli meats, with annual sales of approximately \$78 million. The company operates a state-of-the-art 120,000-sq.-ft. facility in Langley and produces more than 120 varieties of sausage, ham and specialty meat products.

For Premium Foods — which produces, markets and distributes branded specialty food products — the acquisition will strengthen its deli meats business platform. “We will also be adding the Freybe name, which is one of Western Canada’s



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oldest and most iconic local brands, to our diverse portfolio of leading specialty food brands,” says George Paleologou, Premium Brands’ president and CEO. “Looking forward, we see significant opportunities to help Freybe grow its business and brand by leveraging both our deli meat platform’s sales and marketing infrastructure as well as our proprietary distribution networks in the foodservice and retail channels.”

and 22 other food and beverage manufacturers have in common? They’ve been ranked on the global Access to Nutrition Index (ATNI), which was just released by the Global Alliance for Improved Nutrition of Geneva, Switzerland.

The ranking and report assessed the nutrition-related commitments, performance and disclosure practices of 25 of the world’s largest food and beverage manufacturers as measured



It also works out well that Freybe’s facility has “significant unused capacity.” Premium Brands is shutting down its own Richmond, B.C.-based deli meats facility later this year and plans to shift its deli meats operation to Freybe’s site, says Paleologou. The move will be more cost effective and convenient for distribution for Premium Brands. “Furthermore,” adds Paleologou, “we intend to use Freybe’s unutilized production capacity to support our growth in the U.S. through our Ferndale, Wash.-based business Hempler Foods Group.”

An “urgent call” to food and beverage manufacturers

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Flavour is in the eye of the beholder

Can colour affect our taste perception? The results of an informal study seem to confirm that it does. D.D. Williamson, a manufacturer of natural colours, conducted a survey with two-dozen students who were presented with carbonated drinks in three different colours: clear, brown and pink. They were asked to describe how each drink tasted but were not told that all three beverage samples were the same flavour, lemon-lime. According to the survey results, an overwhelming majority of the students said the beverages had different flavours.



against guidelines, norms and accepted best practices. Danone, Unilever and Nestlé are the top performers on the index, receiving the highest scores on both the obesity and under-nutrition rankings. But even they have room for improvement, with the highest score being 6.3 on a 10-point scale.

“Obesity and under-nutrition affect billions of people and threaten a global health catastrophe. The Access to Nutrition Index is an urgent call to action for food and beverage manufacturers to integrate improved nutrition into their business strategies. It is not only good for public health; it is a business imperative and key to their long-term sustainability,” explains Inge Kauer, executive director of ATNI.

The three-year initiative was funded by the Global Alliance for Improved Nutrition (GAIN), the Bill & Melinda Gates Foundation and the Wellcome Trust. The ranking involved a

multi-stakeholder process that included input from governments, international organizations, civil society, academia and investors at every phase of the process. It was also guided by advice from an independent, multi-stakeholder advisory panel and a group of experts on nutrition. Company research and assessments were conducted by MSCI ESG Research using publicly available documents supplemented by additional information requested from each company.

ATNI evaluated companies on:

- Corporate strategy, management and governance related to nutrition.
- Formulation and delivery of appropriate, affordable and accessible products.
- Positive influence on consumer choice and behaviour.

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Rosemary Davis Award winners

Farm Credit Canada (FCC) has announced the winners of its 2013 Rosemary Davis Award. The award honours five women who are active leaders in Canadian agriculture. These women are role models, and can be producers, agribusiness operators, teachers, veterinarians, researchers or agrologists. The winners will receive a trip to Boston to attend the 2014 Simmons School of Management's leadership conference for women.

The 2013 winners are:

• **Colleen Younie** — Younie is a farm management extension specialist, business advisor and community leader from Morell,

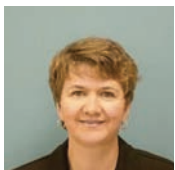


P.E.I.



• **Julia James** — James is a dairy farmer, opportunistic networker and youth in agriculture leader from Harley, Ont.

• **Rhonda Driediger** — Driediger is a berry producer, marketing specialist and agriculture industry leader from Langley, B.C.



• **Sylvie Cloutier** — Cloutier is a geneticist, professor and scientific leader from Winnipeg, Man.

• **Pierrette Desrosiers** — Desrosiers is a work psychologist, speaker and coach from Saint-Herménégilde, Que.



DELIVERING MORE VALUE

The Value Chain Management Centre, which was part of the George Morris Centre, is now a global advisory group, Oakville, Ont.-based Value Chain Management International Inc., headed by CEO Martin Gooch. The move reflects how value chain management has become a distinct management strategy that increases the competitiveness and profitability of businesses, regardless of their sector or where they're based. The Value Chain Management Centre was established at the George Morris Centre in 2008. Since that time it has gained international attention for developing value chain research methods and training materials, and facilitating events.



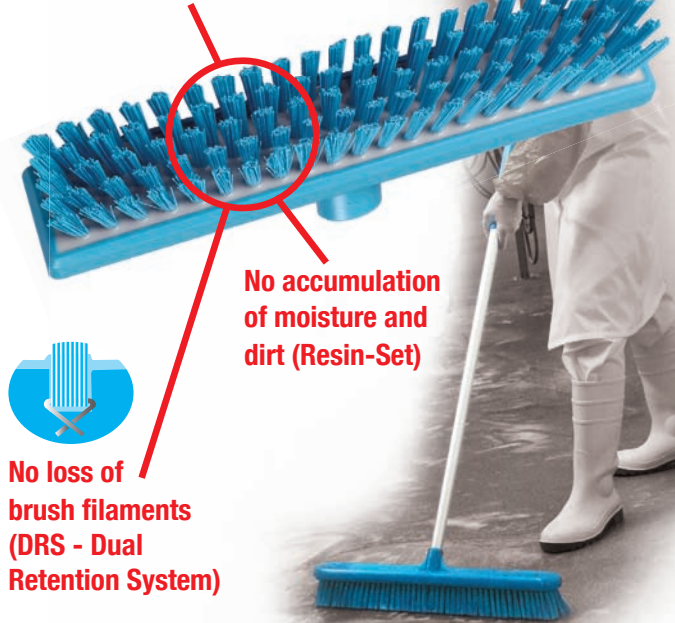
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INBRIEF

- Toby Davidson and her Toronto-based company **Cookin' Greens** appeared on CBC's *Dragons' Den* in March. Davidson asked for \$175,000, but the multi-millionaires on the show didn't bite. Since the show aired, Davidson says Cookin' Greens products are in 100 more retail locations and the company is looking to switch to stand-up packaging.



- Cococo Chocolatiers** of Alberta launched an Easter bunny Spring Road Trip Facebook Contest that resulted in donations to local food banks across Canada. Every time someone entered the Facebook contest it triggered an organic Cococo chocolate bar donation.

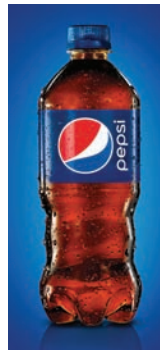
- B.C.-based **Central City Brewers + Distillers** announced its inaugural program dedicated to raise \$75,000 for autism research. Funds will go directly to Canucks Autism Network and Autism Spectrum Disorders Canadian-American Research

Consortium (ASD-CARC). The company held a dinner and auction this month to raise funds, and featured a limited release of its Imperial IPA of which \$5 per bottle went to ASD-CARC.

- The **Kensington Brewing Company of Toronto** is constructing a full production brewery in the city. The facility, which is set to open this winter, will have an on-site retail store and bar.



- Teams of breweries, bars, beer importers and ale writers got together last month for the first annual **Ontario Hopspiel** for charity. The 16 teams participated in a one-day curling tournament with all the proceeds going to the Native Women's Resource Centre of Toronto.



- Pepsi** has unveiled a new single-serve bottle for its Pepsi trademark portfolio, including Pepsi, Diet Pepsi, Pepsi Max and Pepsi Next. The bottle was rolled out this month across the U.S. in 16-oz and 20-oz packaging. Full conversion is still a few years off.

- Daniel Barrow** is the Canadian recipient of the 2013 Glenfiddich Artist-in Residence Prize. Barrow will live and work in Dufftown, Scotland at the Glenfiddich distillery. Barrow,

an acclaimed visual and performance artist, was chosen by a jury panel from OCAD University and Andy Fairgrieve, curator of the Glenfiddich Artist-in-Residence Prize.

- Quebec-based **Saputo Inc.** is closing its cheese manufacturing facility in Warwick, Que. in summer 2014. The company will integrate production into other facilities in the province. In all, the decision will affect approximately 100 employees. Saputo is also closing its Winkler, Man. facility in January 2014, which will affect 40 employees.

- Lassonde** and its Oasis juices will again support Quebec-born racecar driver **Alexandre Tagliani** for 2013. Tagliani races in the IndyCar series.

- SunOpta** is building a cocoa facility in the Netherlands. The facility will process internationally sourced cocoa beans into cocoa liquor, butter and powder, and will provide needed capacity to accommodate the company's growing organic and specialty cocoa business that is currently processed by third parties.

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Restaurants and hotels – a piece of the trend-watching puzzle

By Louis Giguère

Have you ever dined at a restaurant and later tried to recreate in your own kitchen what you ate? You can rest assured that you're not alone. In fact, many trends observed in the hotel and restaurant industry are making their way onto our tables. And the good news? We don't even need to put on our chef's hat!

One striking example of this trend is TGI Friday's, an American chain known for its fun, interesting meals. Several years ago it launched a complete line of its dishes for sale in grocery stores with the objective of providing people with the opportunity to re-create the restaurant "experience" at home. In addition to these clear transfers from one sector of the food industry to another, a more subtle approach is what's happening on restaurant menus. Ingredients, dishes and new flavours, spices and foods brought together, or even the dynamics occurring between different sectors, serve up plenty of food for thought for marketing and R&D people.

Dishes and permanent, strongly represented flavours on full-service restaurant (FSR) menus can be indicative of sure, established equity, while ingredients and flavours growing in popularity — yet poorly represented — can simply announce emerging trends. As such, we see in Technomic's MenuMonitor that flavours such as tomato, bacon, onion and Cheddar, as well as those with an Asian twist, are sure-fire bets in FSRs, where no ingredients are really in development mode. On the other hand, in the fast-casual sector, chili, lemon, salmon, avocado, rice, shrimp, pita and panini are emerging trends.

Such an observation contains several interpretations — let's take a look at three of them:

1. The FSR sector seems to be based on sure values, while the fast-casual sector tries to stand out through a more trend-based offering.
2. Foods indicative of freshness and health make their appearance in the fast-casual sector as they develop, while traditional flavours are omnipresent in FSRs, a sector increasingly less frequented.
3. Certain dishes and Asian flavours, very present in FSRs according to this data, have now become mainstream.

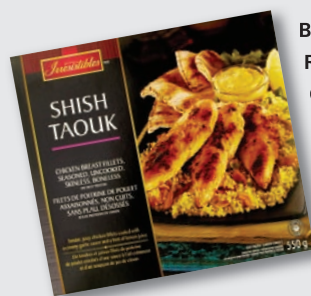
So there you have our compelling argument. If these trends are not truly signs of change, they do allow for observations made in multiple sectors to be cross-validated with those of other sectors, an exercise which is critical to achieving an accurate reading of the environment when leading an innovation project. In terms of emerging trends, my

experience leads me to focus more on the underground to discover them: food trucks, packed small kitchens and cafés, and some celebrity initiatives (for example, the opening of a chicken joint in Chicago by a top chef formerly at W Hotel, or the upcoming opening of Rotisserie Georgette in New York by the ex-marketing and public relations director at Café Boulud). We're talking major moves! The value of your interpretation of these observations will be directly related to your ability to connect them to larger, mega trends. Now this is the stuff that trends are made of! 🍎

Louis Giguère is senior director at Enzyme Food & Health Marketing Agency. Contact him at LGiguere@enzyme.ca



On the Market



Brand: Irresistibles
Retailer: Metro
Country: Canada
 Chicken breasts seasoned according to a traditional Lebanese recipe. The flavours and tastes of Lebanese fare cooked in fast-casual counters is simply Irresistible!

Brand: California Pizza Kitchen
Crispy Thin Crust
Manufacturer: Nestlé USA, Inc.
Country: U.S.
 Limited-edition frozen pizza with crispy thin crust, packaged in a 100-per-cent recyclable box. Nestlé USA goes wild with this small pizza parlour-style flavour.



Brand: Trader Joe's
Retailer: Trader Joe's
Country: U.S.
 These frozen spinach and kale bites are also suitable for vegetarians. Trader Joe's simply goes beyond what anyone would have expected.



PEOPLE ON THE MOVE



• **Ray Lalonde**, vice-president of National Ingredient Sales at Powell May International, has retired. **Alex Powell** assumed his responsibilities on April 1.

• Montreal-based Plats du Chef has appointed **Dana McCauley** its new vice-president of Marketing. Plats du Chef manufactures high-end

frozen foods.

• Ontario-based Brick Brewing Co. has named **Nick Relph** vice-president, Sales and Marketing.

• **Daniel Lafrance**, senior vice-president of Finance and Procurement and CFO for Lantic Inc., will retire as of August 2013.



• Ottens Flavors of Pennsylvania has appointed **Russell Baker** as senior Midwest account manager. The company also appointed **Negin Sharafbafi** as senior food technologist on the company's Innovation Team.

• Members of the Egg Farmers of Canada have re-elected **Peter Clarke** as chairman of the board of directors.

• **Tom Salter** has joined Salisbury, N.C.-based Shat-R-Shield as vice-president of Marketing. Shat-R-Shield manufactures shatter-resistant lamps.

• **C. Dean Metropoulos** will serve as CEO of the Hostess cake business, which will be acquired by HB Holdings LLC.

• **Larry Fernandes** from Ingredion Inc. has been elected president of the International Stevia Council.

• **Marcel Smiths** is now CFO for Cargill Inc.

• Bunge North America has named **George Allard** vice-president and general manager of the company's oil business. **Wade Ellis** has been promoted to vice-president and general manager of the company's milling business.

• **Matthias Altendorf** is the new CEO at Endress+Hauser, which is based in Germany. He replaces **Klaus Endress**, who will now sit on the supervisory board.



(L-R) Endress and Altendorf

• Caravan Ingredients has hired **Thomas Douglass** as Fortification director.

• Kentucky-based D.D. Williamson has hired **Laura Medina** as its Customer Support scientist at the

company's Global Support Center.

• **Greg Johnson** has joined Illinois-based Arpac as Western Regional Sales manager. His territory includes Western Canada and the U.S. Arpac is an OEM integrator of end-of-line packaging solutions.

• The Dow Chemical Company has named **Marc van Gerwen** as Global Business director for Dow Pharma & Food Solutions. The business was formerly known as Dow Wolff Cellulosics.

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SUPPLIER NEWS

- > **QualiTech Ingredients** has given its Canadian distributor, **CK Ingredients**, its 2012 International Partner of the Year award.
- > After evaluating **MGP Ingredients'** Fibersym RW and FiberRite RW resistant starches, Health Canada has approved

both products as dietary sources of fibre. **Quadra Ingredients** distributes both products in Canada.

- > Pennsylvania-based **David Michael & Co.** has signed a distribution partnership with Oakville, Ont.-based **Cambrian Solutions**.

- > Ontario-based **Bioniche Life Sciences Inc.** has received \$500,000 in funding from the National Research Council of Canada Industrial Research Assistance Program for the company's research and development of a second generation *E. coli* O157 cattle vaccine.

- > **DuPont** has combined three of its food-related units into one business called **DuPont Nutrition & Health**. The new business includes Danisco, Solae and Qualicon.

- > Illinois-based **PureCircle**, a producer and marketer of high-purity stevia products, plans to commercialize its latest stevia product, high purity Reb D.

- > Cincinnati-based **Intelligrated**, an automated material handling solutions provider, has acquired **Datria Systems Inc.**, a provider of voice-enabled solutions.

- > Japan-based **Mitsubishi Corp.** has acquired **Kirin Holdings Co.'s** domestic food flavouring unit.

- > As of April 1, the **Closure and Container Manufacturers Association** became part of the **International Society of Beverage Technologists**.

A group was formed with representatives from both organizations to facilitate the transition.

- > **Cascades'** expanded Tissue Group plant in Lachute, Que. has received LEED Gold certification. In other news, the Tissue Group's Cascades Antibacterial paper towel has secured a four-star *Environmental Leader* Technology Review Score and has been named a 2013 Edison Awards Finalist in the Consumer Packaged Goods: Cleaning Solutions category.

- > Last month **DSM** opened its new Enzyme Solutions, Oils and Fats Unit office in San Diego, Calif.

- > **CP Kelco** will expand its San Diego, Calif. facility by about 40 per cent. The investments are aimed at increasing the availability of domestically produced xanthan gum.

- > **ConAgra Foods, Cargill** and **CHS** have combined their North American

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- 🌿 Sugar Reduction



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flour milling businesses to form **Ardent Mills**, a new flour milling company that will serve customers in the baking and food industries.

> Colorado-based **Birko**, a provider of antimicrobial process aids and sanitation chemistry to the produce industry, has partnered with **Crunch Pak**, a U.S.-based sliced apple producer, to provide food safety solutions for fresh produce manufacture. Crunch Pak of Cashmere, Wash. provides organic and conventional sliced apples to supermarkets nationwide and in Canada.

> **Virginia Dare** and **We-e Flavors** of China have joined together to establish a new full-service flavour company that will be based in Shanghai. The company will operate from the site of the former We-e Flavors in Shanghai.

> The Netherlands-based **CSM** has sold its bakery supplies businesses to **Rhône Capital** for US\$1.05 billion. The sale includes its European and North American bakery supplies business, including **Caravan Ingredients** and all international activities along with the CSM brand name.

> **Naturex**, a France-based manufacturer of natural specialty ingredients, has announced its commitment to providing ingredients that are not associated with deforestation.

COCA-COLA UNVEILS NEW CANADIAN HQ

More than 400 Coca-Cola Canada employees, along with Toronto Mayor Rob Ford, Provincial Minister of Infrastructure and Transportation Glen Murray, and Toronto Councillor Pam McConnell, turned out to celebrate the official opening of the company's new headquarters early this month in downtown Toronto. According to Coca-Cola, the new 105,000-sq.-ft. space will offer a productive and collaborative environment.



Photo: JJ Thompson

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SIAL Canada in Toronto

SIAL (Salon International de l'Alimentation) Canada returns to Toronto April 30 to May 2, 2013. Last year in Montreal, the show, which had nearly 700 exhibitors, attracted a record 14,000 attendees from more than 60 countries.

For 2013, Morocco will be the Country of Honour. And SET (Salon National des Equipments et Technologies en Alimentation/Food equipment and technology) returns to showcase the latest innovations.

The show will also feature several events, including:

- **SIAL Innovation** — SIAL Innovation is a contest that recognizes the year's best new products. The jury met in late March to select the 10 winning products that will be the finalists in line for the 2013 SIAL Innovation Grand Prize,



which will be unveiled on April 30 during the 7th annual Canadian Agri-Food Export Gala evening.

- **Olive d' Or** — The extra-virgin olive oil competition returns to the show for its 8th year.

- **La Cuisine by SIAL** — La Cuisine is a friendly competition featuring corporate chefs from all over the world. Chefs in the contest are given a basket of mystery ingredients and asked to create an original dish using all of those items.

- **Coffee Cup by SIAL** — This contest is Canada's only competition rewarding certified coffees. Participants this year include representatives from Colombia, Ethiopia and Hawaii.

Exhibitors' products will be featured on the La Cuisine stage, and this year there will be a full day dedicated to Moroccan foods.

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- **Best Cooking Pulses Pea Fibre** — Manufactured from Canadian non-GM yellow pea hulls, pea fibre is a gluten-free source of soluble and insoluble dietary fibre. It is ideal to boost fibre content in soups, pastas, beverages, and bakery formulations.

- **MGP's Fibersym® Resistant Wheat Starch** — A dietary fibre with a clean flavour, smooth texture, white appearance and low water-holding properties. Fibersym RW® enables formulators to easily increase fibre content in all wheat flour applications.

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The CFIL Awards

in the January/February issue of *Food in Canada* we profiled the three winners of our second annual Canadian Food Industry Leadership Awards (CFIL), sponsored by Grant Thornton LLP. The winners were Sun-Rype Products Ltd., McCormick Canada and Island Abbey Foods Ltd.

Here are a few shots from the award presentations that took place over the past month in Kelowna, B.C., Mississauga, Ont. and Charlottetown, P.E.I.



1. Sun-Rype Products president and CEO Dave McAnerney (*centre right*), along with employees at the company's Kelowna, B.C. facility, accepts a Canadian Food Industry Leadership Award from Martin Rutherford, Grant Thornton's Kelowna Manufacturing and Distribution Practice leader (*centre left*). **Photo:** Glen Durrell/KlixPix



2. Presenting a CFIL award to McCormick Canada president and CEO Keith Gibbons (*second from right*) are (*left to right*) Lino Rollo, Grant Thornton senior manager, Southern Ontario Food and Beverage Practice; Jeremy Jagt, Grant Thornton National Assurance Practice leader; and Jim Menzies, Grant Thornton Worldwide Food and Beverage Practice leader.

3. (*Left to right*) McCormick Canada's Keith Gibbons with Grant Thornton's Jim Menzies.

Photos: Kevin Kelly/KlixPix



4. John Rowe (*right*), co-founder and CEO of Island Abbey Foods, accepts a CFIL award from Peter Murray, Grant Thornton P.E.I. Manufacturing and Distribution Practice leader.

Photo: Ella Hutt/KlixPix

Market Outlook

By Larry Martin



At press time, the USDA was set to release a major report on expected acreage for the upcoming crop year, as well as grain inventories. In past years this report frequently moved the market substantially. With very low inventories of corn and soybeans in the U.S., it can again. In addition, grain charts are near long-term support, while oilseeds are near long-term resistance. Price movement the past several months went in favour of oilseeds and against corn. Private forecasters have come out with a range of expectations — all expect more soybean and wheat acreage, while they are divided on corn. If the USDA pulls one of its frequent surprises with a major difference, or finds or loses inventory, look for a major move in the markets.

In addition, the ongoing factors that we have discussed in recent months will continue to be at play:

- South American corn and soybean crops will likely be large to record large. They will have an impact.
- Export demand. There is considerable speculation that recent price declines will stimulate Asian buying. But do they need to with this large South American crop?
- After the dust has settled regarding U.S. planted acreage, all eyes will be on weather patterns there.

The oil and Canadian dollar markets are both in seemingly endless cycles that probably won't change until the world economy shows some substantial growth or tips into recession. ●

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 or at (519) 841-1698.

Market Highlights

Grain prices slumped and then recovered somewhat since our last issue, while oil has tumbled. As expected, the major factors affecting the grain and oilseed complex are weather and export demand.

- » **Grains and soybean oil** – Grain prices continued to sag throughout February and much of March before a small recovery. Large corn and soybean crops in Brazil and Argentina were offset somewhat by dockworkers who can't or won't move grain, leaving record numbers of ships sitting idle. This led to relatively good U.S. exports and further pressure on already-tight supplies.
- » **Corn** – May futures again tested support at \$6.80, before rallying again to the \$7.34 area. They are currently at \$7.25. More telling is that new crop December broke below all major support and moved down to \$5.44 before rallying back to the current \$5.65. Exports have picked up the past few weeks and the ethanol market has improved, thus leading to the most recent rally. Fundamentally though, there is a large South American crop and some meteorologists suggest ground water is returning to normal in parts of the U.S. Corn Belt. This led to a 25-per-cent discount on new crop corn futures. We suggested last month that buyers of old crop corn should purchase near the \$6.80 area on the May. If you did with futures, exit the position on a close below \$7.12 or on a further rally above \$7.55. For new crop, we would stay open below resistance at \$5.75, but protect above it with futures or Calls.
- » **Soy oil** – The soy complex remained relatively strong, though new crop is declining relative to old crop, and will likely continue to do so unless there is a return to drought conditions in the U.S. Soy oil continues to be independent from the rest of the soybean complex because of abundant supplies of palm oil. Currently at \$0.504, May soy oil is near the bottom of the \$0.48 to \$0.58 range. Buyers should buy the bottom and cover against the top.
- » **Wheat** – December Chicago wheat continues to have a premium to old crop May, but both dropped because of abundant supplies and several weeks of disappointing U.S. exports. Both broke through strong support and fell approximately \$0.70, with May moving to \$6.80 before rallying back to the \$7.25 area. We would cover above \$7.50 or at \$6.80 if support holds on the next setback.
- » **Sugar** – Sugar tried to rally in the past month, driving up over \$0.19 but, at \$0.1790, is close to testing support at the contract low of \$0.1767. Abundant supplies of sugar continue from several countries' acreage expansions. There is no short-term support below \$0.1767. We would cover there if support holds, but be prepared to stop out if it doesn't.
- » **Natural gas** – May futures are again testing resistance at \$0.04, after testing the \$0.0305 support. Someday gas is going to have to rise as new uses are found for it. Last month we suggested that buyers price at that support. If you did it with futures, we would take some profit if the \$0.04 area is not penetrated. Whether you are covered or not, protect above \$0.04.
- » **Crude oil** – Crude oil futures continue to cycle with the international economy. Since 2008, the May contract traded in a range between \$81 and \$110. If anything, the cycles are getting smaller. There is a bit of resistance around \$100/bbl. With current prices around \$95, we suggest covering against \$100, but with a Call or a trading plan that lets you take advantage of lower prices if they occur.
- » **Canadian dollar** – The loonie has been under pressure for strategic reasons as countries want to hold onto U.S. currency (though one wonders why given its continued economic deterioration!). Oil and gold prices were also under pressure. Both have gained back some of their losses. The loonie is currently trading in the \$0.97 to \$0.98 range. The suggestion last month to short June futures achieved the expected \$0.02 gain. We would hold that position if you haven't taken profit, but exit if June breaks resistance at \$0.99 or par.



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What more do they want?

By Ron Wasik

In my last article I described two scenarios food processors are likely to encounter leading up to and into a full-blown recall of a single product. These next scenarios are all too common as well.

Scenario three: The rolling recall.

Processors need to accept the fact that when a recall happens, it is due to a failure of some aspect of the food safety program for the product in question or, in the worst case, for the entire facility. It doesn't matter that in the past your food safety programs have been reviewed and deemed compliant by the leading brands you sell to, the local Canadian Food Inspection Agency inspection staff and the nit-picky Global Food Safety Initiative auditors. Your food safety program has failed!

Regulatory agency personnel brought in to audit your facility may never have been in your plant before and may not even be known to your resident inspector. These individuals will be the elite inspectors of the agency and will be able to recite all applicable regulations in their sleep. The inspectors will have little sympathy for your situation when, in the process of

scrutinizing your records, they discover what they believe are systemic problems that could implicate other products produced on the same line and, potentially, to everything made in the facility.

Issues may include building integrity, pest control, inadequate validation and/or verification of prerequisite programs, sanitation chemicals, sanitation programs, pre-operational checks, ingredient or product sampling, lot definition, equipment maintenance, equipment design, deviation protocols or anything else which they say compromises food safety. The deficiencies identified need not be closely connected to the current product being recalled. These deficiencies will all be quietly catalogued by the inspectors and shared with their superiors before you are informed of the findings in another conference call,

Your company has an obligation to fairly compensate those directly affected.

which will likely have an expanded cast of agency personnel.

As in previous calls, insist on full disclosure of what has been found, as well as disclosure of what hard evidence has been collected. Ask whether the epidemiological evidence available is directly connected to the deficiencies. If not, you may be given more time to address the deficiencies. Given the implications of getting into an expanded and possibly an ongoing or rolling recall, processors need to review all the evidence carefully.

Do you agree with the agency's risk assessments of the deficiencies? If not, should you challenge the agency's findings and recommendations? Be sure you understand what the agency has asked you to do and confirm this in writing. Does your team need

more time to review the evidence or to develop a corrective action plan? If so, ask for more time. What products may need to be recalled — specific lots of implicated products or everything? What is the agency asking you to say to consumers? Remember that this message is from your company, not from the agency. However, having agency input on the messaging is wise. Last, but not least, don't forget to communicate with your ownership.

Scenario four: A class action develops following the recall.

Class action lawsuits shouldn't be ruled out even in cases where epidemiological and/or clinical evidence was not collected at the time the alleged incident occurred. We live in a very litigious society. A company's only hope of avoiding a class action suit is to take pre-emptive action by inviting anyone who believes that they have been affected to approach the company or its insurer to receive prompt and courteous attention.

If your company is at fault and there is strong medical and/or scientific evidence supporting individual claims, your company has an obligation to fairly compensate those directly affected. The amount of compensation will depend on a number of variables, including the permanence of the injury sustained.

Ideally, epidemiological evidence to support a claim should be gathered within days of the incident. However, individuals who did not seek medical and/or clinical attention at the time they allege to have been harmed may become plaintiffs in class action suits. Such claims can be costly for either party and become more difficult to support and to defend against as time passes. ●

Ron Wasik, PhD, MBA, is president of RJW Consulting Canada Ltd., www.rjwconsultingcanada.com



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Salt, sugar, fat: Food for thought

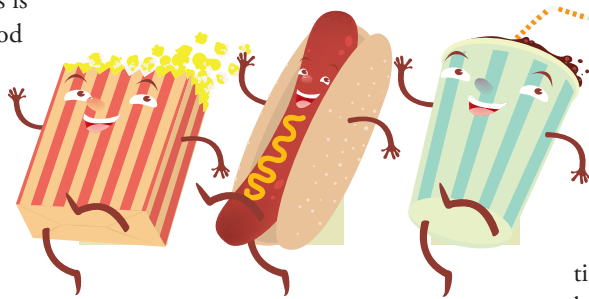
By Ronald Doering

The most thought-provoking book I read during my winter vacation this year was *Salt Sugar Fat: How the Food Giants Hooked Us* by Michael Moss. Its main thesis is clear from the title — the big food companies overuse salt, sugar and fat in their manufacturing of processed food, causing a health crisis in America that includes a huge growth in obesity, heart disease and diabetes. He says that they've discovered through new scientific research how these ingredients can be mixed and added to foods in multiple ways to turn consumers into virtual addicts. Moss is not as irritatingly preachy and elitist as his urban foodie colleague Michael Pollan, but the book is a trenchant polemic by yet another New Yorker who doesn't like big food corporations. I have my own biases, as the former regulator of these food giants and later having acted for many of them, and I'm not a scientist, so I'll refrain from listing my many concerns with his main premise. But the issues he raises deserve serious debate.

By now the book is a bestseller. Many readers will have read the book

already. Mainstream urban media have issued gushing reviews, never missing a chance to beat up on the food processing industry. So this is not a conventional book review — I'll just share three points.

Moss is a good storyteller. For example, we learn of the young Canadian farmer from Stevensville, Ont. who ends up in 1912 as a street vendor in Chicago. Tinkering at night in his boarding house, James Kraft discovers a way to pasteurize cheese and begins selling it in tin cans. We learn about William Wallace Cargill, the son of a Scottish sea captain, who buys his first warehouse to store grain in Iowa in 1865. Today his company is one of the richest in the world, with sales in 2012 of \$133.9 billion, and is still private, being controlled by his 100 descendants. The exciting story of the invention



of the highly successful Oscar Mayer Lunchables line is told by the inventor himself. Dean Southworth tells the story of why and how he invented one of my favourite foods, Cheez Whiz. We get the inside scoop about how the marketing people at one of the food giants discovered how to turn its drink made with sugar and artificial flavours into marketing gold simply by adding a miniscule amount of real fruit juice. Moss's re-telling of his 2009 story of how he "exposed" as "pink slime" what many still think is a good product (lean fine textured beef) should serve as a cautionary tale for any innovative food processor.

Moss's main sources are his many interviews with retired or fired former food company scientists and executives. Time and again, fascinating accounts of highly confidential internal meetings and material are readily given to Moss. These industry veterans seem to feel no sense of loyalty to their former employers and, in comfortable retirement in their lovely homes in southern Florida or California, are beyond reproach and happy to spill the beans. Many of them insist they never did or would actually eat the food they invented or sold, and they seem to relish the chance to try to make amends for their life's work, to unburden themselves for their many past sins.

Finally, the book ends on an interesting regulatory note. When a former CEO of one of the largest food giants is asked whether he thought government should be more aggressive in setting limits on salt, sugar and fat, he replies: "Regulation may well be the best way." I have often noticed this paradox. While publicly critical of regulation, privately companies often welcome regulation, as this is the only way to have a level playing field. This is particularly relevant to Canada today as rumours persist that Canadian regulators are moving scarce resources away from food standard setting and enforcement of quality and nutritional labelling in order to focus on food safety. This is a mistake. As Moss's book demonstrates, what's in our food and how it's labelled may be as important to our health as the safety of it. ●

Ronald L. Doering, BA, LL.B., MA, LL.D., is a past president of the Canadian Food Inspection Agency. He is Counsel in the Ottawa offices of Gowlings. Contact him at Ronald.doering@gowlings.com

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The fabulous future of food fortification

By Gary Gnriss

The first regulations controlling vitamins and minerals in Canada came into force in 1941, under the *Federal Food and Drug Regulations* (FDR). By 1945 vitamins and minerals were consolidated in their own part of the regulations. While significant revisions have been made to the FDR since then, the governance over the addition of vitamins and minerals has remained restrictive. Unless the FDR specifically permits the addition of a vitamin or mineral to a food, a food in Canada may not be fortified. Effectively, what this means is that the FDR has to be amended in order to permit vitamins and minerals to be added to foods where such addition is not currently provided.

There have been a few remedies provided in the FDR. A very old one is a Temporary Marketing Authorization (TMA). A TMA can be used to work around the prohibitive nature of the FDR. It is an instrument employed by Health Canada to allow the sale of a food that would otherwise be prohibited, while gathering the necessary information in support of possibly

making regulatory amendments. There is, however, no assurance that the regulations will be amended.

In 1997 the FDR was amended to include Interim Marketing Authorizations (IMAs). These are regulatory instruments permitting Health Canada to allow the sale of a food while they make the necessary FDR amendments. There have been a number of IMAs issued related to food fortification. The first IMA was that related to the addition of calcium and vitamin D in orange juice. Prior to this fortified orange juice could not be sold as a food and was sold as a drug product — a calcium supplement. To this day, the FDR has not been formally amended to permit calcium and vitamin D in orange juice beverages. Many IMAs related to vitamin and mineral fortification are technically no longer in effect, as the amendments in 2008 put a two-year limit on their life expectancy. However, these are still acknowledged by Health Canada. The difference between an IMA and a TMA is that in the case of an IMA, Health Canada has already accepted that the FDR will be amended. In the case of a TMA they are “still thinking about it.”

In 2012 the FDA was amended to give Health Canada the authority to issue Marketing Authorizations (MAs). MAs can be issued for matters related to the addition of vitamins and minerals. The 2012 amendments also repealed the statutory provision for Health Canada to issue IMAs. The FDR still includes those provisions, but these are to be eventually repealed by the more formal Governor in Council (GIC) regulations.

To make life even more interesting, Health Canada was given the responsibility to transition the many food-form Natural Health Products (NHP) into the food regulatory framework by the end of 2012. Many of these NHP food forms



included issues related to vitamin and mineral fortification. To address this, the ministry has dusted off the old provision and has issued TMAs like never before — everything from fortified water and fruit juice beverages, to energy drinks and even more conventional foods.

One of Health Canada’s priorities now is to set up MAs to govern food fortification. That process will likely not be very different from what has been done with food additives. For instance, Health Canada could define a class of fortification via an MA and then by Incorporation by Reference (IbR) include tables of foods that would be permitted to contain added vitamins and minerals. Those tables can then include foods already listed in the FDR and current IMAs.

If the TMA processes for foods that involve fortification are successful, they could eventually find themselves in those IbR tables. The FDR will also need to be amended by the more formal GIC regulatory process. This could include setting up the parameters of the type of fortification the ministry may be willing to consider. Of course this is speculation, as we will not see the structure of the new regulations until Health Canada has made them available.

The changes that are coming will be some of the most significant since those in the early 1940s. Be assured that Health Canada will retain its tight control over food fortification in Canada. ●

Gary Gnriss is a partner and president of Legal Suites Inc., specializing in regulatory software and services. Contact him at president@legalsuites.com

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An update on Bisphenol A in food contact materials

By Carol Zweep

Bisphenol A (BPA) has received wide media coverage over the last few years and has created controversy and frustration for the food and beverage industry.

BPA is a chemical monomer used in the production of polycarbonate plastic and epoxy resins. Polycarbonate is used in food contact materials such as beverage bottles, infant feeding bottles and food containers. Epoxy resins are used as an internal coating for food and beverage cans. BPA can migrate from polycarbonate and epoxy can coating into foods. Heat exposure through hot filling or heat processing increases migration of BPA. Some studies have shown low dose endocrine-disrupting effects and links to breast cancer and obesity, however there are considerable discrepancies with respect to the effects and levels at which they occur. Also many of these studies are rodent-based, while humans metabolize and excrete BPA more quickly than rodents.

In October 2008 Canada became the first country in the world to ban

the import and sale of polycarbonate baby bottles containing BPA. This decision was based on early development (up to 18 months) sensitivity to BPA, and conclusions that the safety margin needs to be higher. The main source of exposure for newborns and infants is through the use of polycarbonate baby bottles exposed to high temperatures and the migration of BPA from cans into infant formula.

Exposure to BPA lower than previously estimated

In the last few years Health Canada has conducted surveys to gather information on BPA levels in food and beverage sources in order to understand consumer exposure. In total 132 commodities in 33 categories were assessed with consumption patterns and body weights from Statistics Canada. The resulting mean probable daily intake of BPA for the general population was determined to be 0.055 ug/kg bw/day. Several surveys were also conducted specifically for infant exposure to infant formula and baby food. The mean probable daily intake of BPA for infants of different age groups (up to 18 months) was calculated to be 0.083 to 0.164 ug/kg bw/day. These values are much lower than Health Canada's provisional tolerable daily intake of 25 ug/kg bw/day.

In October 2010 Health Canada added BPA to its toxic substance list, but has not outlawed its use in food packaging. In September 2012, Health Canada's Food Directorate released an update to its risk management strategies and announced that "the current dietary exposure to BPA



through food packaging uses is not expected to pose a health risk to the general population, including newborns and infants." This is in agreement with other regulatory agencies from the U.S., Europe and Japan.

Regulations in other countries

The U.S. Environmental Protection Agency has a reference dose of 0.05 mg/kg bw/day, which is the same value that the European Food Safety Authority sets for its Tolerable Daily Intake.

BPA in food contact material intended for infants and young children under three years has been banned in a number of countries, including France, Belgium, Sweden and Denmark. In July 2012, the U.S. Food and Drug Administration banned the use of BPA in toddler sippy cups and baby bottles.

BPA-free packaging

Other plastic materials can be used to replace polycarbonate. Some companies have substituted cans for glass or aseptic packaging.

Alternate can coatings are becoming available, and are expected to be broadly used in the near future. It is important that these can coatings meet necessary performance, cost, availability and safety requirements. Health Canada has assessed and deemed acceptable some coatings for liquid infant formula. Companies such as the Campbell Soup Co., H.J. Heinz and General Mills are committed to phasing out use of BPA in can coatings. ●

Carol Zweep is manager of Packaging and Food Labelling Services for NSF-GFTC. Contact her at czweep@gftc.ca

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Innovation, competition and shifts in consumer habits continue to drive the dairy market forward

BY VALERIE WARD

The dairy market has showed few signs of overall growth in the past two decades, but it's been anything but sluggish when it comes to competition, product innovation and consumer behaviour. While volumes of fluid milk, butter, skim milk powder and ice cream processed in Canada have remained the same or declined since 1990, shipments of cheese have risen significantly and yogurt sales have gone through the roof. According to 2005 figures from Agriculture and Agri-Food Canada, the nation's dairy sector processed 213,729 tonnes of yogurt in 2004, more than double the production of 1990.

"Yogurt has been the big driver in dairy," says Joel Gregoire, food and beverage industry analyst at the NPD Group. "When we entered the 2000s, Canadians reported eating yogurt an average of 26 times a year. In the year ending March 2012, that number had increased nearly threefold, to 66 times a year, across all meal occasions and demographics. Canadians are also eating cheese about 145 times a year, more now than at pretty much any other time over the decade."

Canada's changing demographics, coupled with rising health awareness, are behind the shift in consumption patterns. Aging baby boomers are looking for products with perceived health benefits, such as lower fat and pre- and probiotic ingredients. As immigration rates overtake natural population growth, we see interest in foods such as kefir, a fermented, probiotic, self-carbonating milk that's popular in Russia and in Eastern and Northern Europe. More one-person households and working women have fuelled demand for healthy, on-the-go dairy foods and beverages that can also serve as meal replacements. Finally, there's momentum around foods with local, natural or organic ingredients. For example, although it represents only a small percentage of the overall dairy market, production of organic cow and goat's milk is trending up.

Dairy producers and processors are meeting these shifting needs by continuing to adapt and innovate. Besides creating new flavours and formats, they're taking advantage of new growth opportunities, such as the lactose-free segment now growing at double-digit rates. Among smaller producers, the trend is toward artisan or specialty products.

Still a developing market

Yogurt manufacturers have room to manoeuvre in what is still a developing market, thanks mainly to the success of Greek yogurt. According to NPD's National Eating Trends report, the thick, creamy yogurt style represented just one per cent of all yogurt consumption in 2009; in 2012, it accounted for more than five per cent. Danone, makers of the Oikos brand, attribute the success of Greek yogurt to the balance it offers between pleasure and health. "It combines pleasing texture and taste with low fat levels and high protein content," explains Virginie Bernal, Danone's consumer and shopper insights director. In fact, it's just that low-fat/high-protein combination that has prompted the U.S. Department of Agriculture

pg.36 →



to consider adding Greek yogurt to the National School Lunch Program this year.

Drinkable yogurts are also a growth area, geared to on-the-go families with kids. In addition to Danone's drinkable lines (Oikos low-fat yogurt, DanActive probiotic) there's Yop from Yoplait, and most recently, Ultima's Nomad line, part of the



IÖGO series of products it launched in 2012. Like the rest of the IÖGO family, Nomad is gelatine-free and made without artificial colours and flavours, giving it clean label appeal.

Despite forecasted declines in the EU due to health claim restrictions, probiotic yogurt is set to increase by US\$1.7 billion in 2013. "Probiotics are a more mature market, but they will continue to be profitable," Bernal says. "As part of a balanced diet and healthy lifestyle, probiotic yogurts address the need for regularity and other digestive health benefits."

Potential for organics

Organics offer a further growth area for dairy, says Don Rees, CEO of Organic Meadow, a 25-year-old Ontario-based, farmer-run dairy co-op whose products retail nationwide. "More people are moving to organic, often younger consumers, and especially young mothers who don't want to serve their families foods that may contain antibiotics, hormones, GMOs or pesticides," he notes. "At the same time, the increased availability of organic products has boosted demand. It's easier for people to consume good-tasting foods they perceive as better-for-you when they can find them at Loblaws."

Organic Meadow offers a full slate of dairy products including lactose-free milk, Greek yogurt and kefir, but plans to introduce more variety. "For example, we've only scratched the surface with our organic cheeses and want to expand them in a strategic and timely way," Rees says.

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Certainly, a renewed focus on cheese would make sense given Canadians' appetite for specialty types. Hundreds of artisanal cheeses are being made across the country by small producers such as Carmelis Goat Cheese, located near Kelowna, B.C. Owners Ofri and Ofer Barmor make nearly 20 cheeses using organic goat's milk from their own free-range goats and from another local farm. With flavours that range from dill and Provençal herb to red-wine washed and Gorgonzola (called goatgonzola), Carmelis Cheese Shop has become a local tourist attraction. "Demand for our cheeses is definitely growing," says Ofri Barmor. "People enjoy sampling local foods and are more aware of the health benefits of lower-fat goat cheese."



A taste for artisan butter

Interest in artisan foods is also carrying over to butter. "Consumers want to get back to foods they see as more natural, with real flavours," says Greg Nogler, general manager at The Stirling Creamery in Stirling, Ont. Under Nogler's direction, Stirling has developed a series of barrel-churned butters made from local cream. One of these is Churn 84, a European-style, higher butterfat product that's richer and denser on the palate and is especially suited for baking applications such as laminated dough. Other products include goat's milk butter and whey butter. Made with whey left over from cheese making, whey butter combines a nutty, earthy taste with the smooth texture of ripened soft cheese. The specialty butters are available at selected retailers in Ontario and have recently made retail breakthroughs in B.C. and Alberta.

"What we're seeing is the same trend that's swept categories such as cheese, wine and chocolate," Nogler says. "There's a real opportunity now to lift butter out of its commodity status and show consumers what's possible with it." 🍓

Remember this easy recipe to create your next dairy flavour success.

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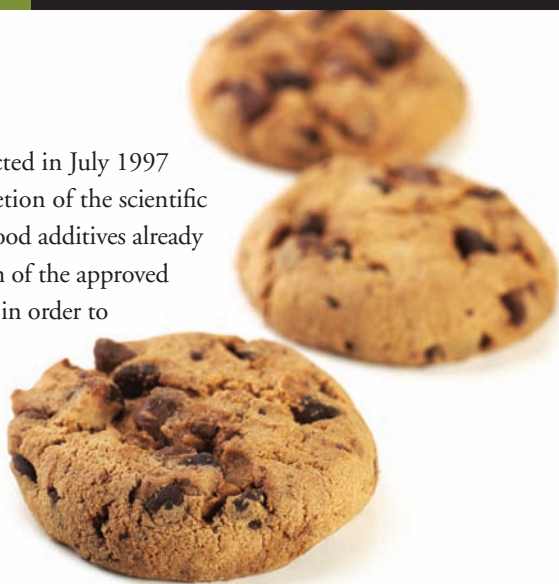
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Interim Marketing Authorization

The Interim Marketing Authorization (IMA) process is an initiative enacted in July 1997 through Project No. 923. The IMA bridges the time between the completion of the scientific evaluation of certain enabling amendments (such as expansion of uses of food additives already listed under Division 16 of the *Food and Drug Regulations*) and publication of the approved amendments in the *Canada Gazette*, Part II. The criteria that must be met in order to request an IMA are detailed in Project 923.

As of Oct. 25, 2012, Health Canada will no longer issue IMAs, as the ability to do so has been replaced in the *Food and Drugs Act* with the Marketing Authorization (MA) authority. For more information on IMAs and MAs, see Gary Gnriss' Regulatory Affairs column on pg. 30.



IMAs published In Part I of the *Canada Gazette* during 2012

NAME AND REFERENCE	DATE PUBLISHED
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<p>Project 1722 – To permit the use of xylanase derived from <i>Bacillus subtilis</i> strain XAS in the production of bread, flour, whole wheat flour and unstandardized bakery products such as cookies and cakes.</p>	<p>Jan. 14, 2012</p>
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<p>Project 1723 – To permit the use of sodium carboxymethyl cellulose to prevent the formation of hesperidin crystals in canned mandarin oranges.</p>	<p>Jan. 14, 2012</p>
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<p>Project 1605B – To permit the use of the enzyme amylase derived from <i>Bacillus amyloliquefaciens</i> in the production of infant cereals.</p>	<p>Jan. 28, 2012</p>
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<p>Project 1612B – To continue to permit the use of caffeine and caffeine citrate as food additives in non-alcoholic, carbonated, water-based, flavoured and sweetened beverages other than cola-type beverages.</p>	<p>March 17, 2012</p>
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<p>Project 1705 – To permit the use of citric acid and sodium citrate as pH adjusting agents and as sequestering agents in various standardized and unstandardized marine and fresh water animal products (excluding fresh fish).</p>	<p>May 12, 2012</p>
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NAME AND REFERENCE	DATE PUBLISHED
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Regulatory amendments recently published in *Canada Gazette*, Part II. These new regulations modify Part A, B, D or E of the *Food and Drug Regulations*.

<p>Project 1611 – Food Additive: Asparaginase. Registration No. SOR/2012-26</p>	<p>March 14, 2012</p>
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<p>Project 1632 – Regulations amending the <i>Food and Drugs Act</i> – Phospholipase. Registration No. SOR/2012-46</p>	<p>March 28, 2012</p>
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<p>Project 1631 – Regulations amending the <i>Food and Drugs Act</i> – Xylanase. Registration No. SOR/2012-45</p>	<p>March 28, 2012</p>
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<p>Project 1571 – Regulations amending the <i>Food and Drugs Act</i> – Food Additives. Registration No. SOR/2012-44</p>	<p>March 28, 2012</p>
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<p>Project 1557 – Regulations amending the <i>Food and Drug Regulations</i> – Food Additives. Registration No. SOR/2012-43</p>	<p>March 28, 2012</p>
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For full details on regulatory amendments published in *Canada Gazette* Part I and Part II, see www.gazette.gc.ca

For information on MAs issued in 2012/13 and the Table of Food Marketing Authorizations and associated documents Incorporated by Reference into the MA, visit Health Canada at www.hc-sc.gc.ca



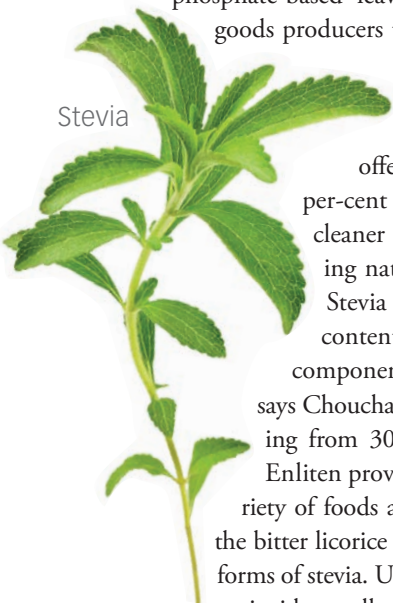
The newest ingredients give consumers more creative, healthier taste experiences the natural way

BY TREENA HEIN

Makers of Canadian food products continue to focus on cleaning up their labels, and ingredient companies are providing them with more options to do that. “There is a push to switch to natural colours and flavours, and also to eliminate chemical preservatives and replace them with natural ones,” says Sam Choucha, regional product manager (food specialties) at Univar Canada, based in Richmond, B.C. “Free-from” food markets are growing steadily, he notes, with a high demand for allergen-free, gluten-free, sodium-free, sugar-free and so on. *pg. 40* ➔

Univar's newest ingredient products help lower the amount of sodium in processed foods the natural way. "We are in the midst of launching a new low-sodium sea salt from Dea, a natural sea salt from ICL Performance Products that allows for a 25- to 50-per-cent replacement of sodium chloride," Choucha says. The product, Salona, has only 1.7 g of sodium in every 100 g, compared to 39 g of sodium per 100 g in sodium chloride. Univar also offers Cal Rise from Innophos, a sodium-free, phosphate-based leavening acid that allows baked goods producers to use sodium-free and calcium enhancement claims.

Stevia



On the sweet and natural side, Univar recently began offering Fructilight, a sugar 100-per-cent derived from fruit that allows a cleaner ingredient declaration. "Keeping naturalness in mind, we also offer Stevia Enliten, which has a very high content of Rebaudioside A, the stevia component with the best taste profile," says Choucha, "and a sweetening power ranging from 300 to 400 times that of sugar." Enliten provides a clean, sweet taste in a variety of foods and beverages, in comparison to the bitter licorice taste associated with some other forms of stevia. Univar also provides a new natural antioxidant called Licresse, a licorice extract that can extend the shelf life of a variety of foods.

Licorice



Besides clean label and "free-from" products, companies continue to focus on a range of other ingredient issues. "Food safety, sustainability and traceability of ingredients is a major trend," Choucha notes. "Customers are interested in learning more about ingredient sources." These factors appear in Innova Market Insight's Top Trends for 2013, notes Anton Angelich, Marketing vice-president at Brooklyn, N.Y.-based Virginia Dare. Other trends in the Innova list include a growing demand for products containing high protein, and products offering new sensory experiences.

"Sensient Natural Origins offer specific flavour profiles which can help enhance specific attributes in finished products such as

"There is a push to switch to natural colours and flavours, and also to eliminate chemical preservatives and replace them with natural ones."

Sicilian lemon



freshness, juiciness and richness," says Debra Tomotsugu, Marketing manager for Mississauga, Ont.-based Sensient Flavors Canada. These flavouring agents are versatile, "from the named source" extracts that are 100-per-cent natural. They are grouped into four main areas: Citrus (Sicilian lemon, for example), Fruit & Floral (orange flower), Spice & Vanilla (including black pepper sarawak), and Specialty (coffee, mocha roast, hops and others). Tomotsugu says that depending upon the volume requested, Sensient Flavors Canada can also provide companies with even more versatility through creating tailor-made flavour profiles.

Tomotsugu believes the use of natural flavours will continue to grow in many product categories alongside a trend towards offering consumers new and adventurous taste experiences with flavours that have authentic, regional appeal. "For example, as part of Sensient's 2013 flavour trends, we have included pawpaw, described as a cross between a mango and a banana," she says. Pawpaw is the largest edible fruit indigenous to the U.S. "Another flavour is blue honeysuckle berry," adds Tomotsugu.

Black pepper sarawak





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“Originating from Russia, its flavour is a cross between a blueberry and a blackberry.”

The company has also included nostalgia-based experiences in its 2013 flavour trends — like peanut butter and jelly, or French toast and speculoos (a classic European spice cookie that many consumers enjoy). “We are also receiving more requests for ethnic flavours such as Vietnamese Pho, Chinese five spice and a variety of curry flavours,” Tomotsugu notes. In addition, the company is being approached to work on stevia-based products, particularly in beverage and dairy categories, and organic flavouring ingredients that are used in dairy as well as coffee and tea applications.



The company’s new Tea Concentrates use a proprietary technology that solubilizes the tea solids that are normally part of ready-to-drink tea formulations, Angelich explains. “Our consumer research indicates that 76 per cent of beverage consumers would prefer that there was no visible tea powder in their drink,” he notes. Because more consumers are also reaching for iced coffees, Virginia Dare has created iced coffee units that can be dairy-free or milk additive, which vary in degree of coffee roast and feature popular flavours. Unlike previous generations of cold coffee beverages, Angelich says these new products are thinner in texture, and more drinkable as meal accompaniments.

Customers of Brampton, Ont.-based Debro Chemicals are also “wanting and needing in some cases to clean up their labels,” observes Lori O’Boyle, Debro’s Food Ingredients business unit manager. “There is a big push for natural products like colours, sweeteners and preservatives. One of the products we are featuring is Erylite Stevia from Jungbunzlauer since the approval in Canada late last year for more than table-top use.” She says there is also a customer focus on sodium reduction, though not as strong as it was a year ago. “However, with legislation coming from the Canadian government,” notes O’Boyle, “I expect the interest to increase over the next two years gearing up to meet the deadlines for sodium reduction in retail products.” Debro Chemicals offers Sub4Salt (also from Jungbunzlauer), which O’Boyle says is an excellent product in terms of functionality and cost. “Products that promote good health are on everyone’s radar, and we continue to work with our principals and customers to bring solutions forward.”



Vietnamese Pho

Virginia Dare is offering new natural options in the rapidly growing “ready-to-drink tea” category. “A very new and exciting beverage concept from Virginia Dare is Chocolate Tea,” Angelich notes. “Made of natural tea concentrate and natural chocolate flavour, its taste is neither chocolate nor tea, but something totally new and the best of both.”

The company is also offering new formulations of rooibos, white tea with delicate fruit flavours, and green tea-vanilla.



Rooibos

Collaborative Creations

BY CAROL NESHEVICH

Flavour specialists are working more closely than ever with food and beverage manufacturers to create innovative, appealing flavours for Canadian consumers

Anne Perreault is a veteran of the flavour industry, having worked in the business for almost two decades. But over the last few years she's seen a real shift in the way flavours are typically created for the food and beverage world. "It's almost a different way to approach it these days," explains the technical director for St-Hubert, Que.-based Metarom Neotech. "It's much more about sharing knowledge and being an innovative partner with customers." Claudine Demers, director of Sales and Marketing for Brossard, Que.-based Bell Flavors & Fragrances, wholeheartedly agrees. "I've been in the industry for 20 years, and over the last five I've seen a lot more partnership and collaboration [between flavour specialists and their food and beverage manufacturing clients]," she says.

pg.44 →



Rosemary smoked tomato jam and poached egg.



Chicken tamales with katsu sauce.



Chilled Chinese dumplings with creamy dukkah sauce.

This collaboration happens in a variety of ways, one of which entails the food manufacturer supplying the flavour company with its actual product “base” to experiment on. “It can be a juice, a yogurt, a sauce — they give us their actual food base — and we apply our flavours to that, and we can, if needed, develop new flavours. Then we present that back to them,” says Demers. “And then it’s back and forth like that until we come up with just the right flavour.”

Bell has been doing this more often these days, as opposed to “someone calling up and saying, ‘We need strawberry flavours,’ and us just sending them five different strawberry flavours to try,” says Demers. “That’s how it would typically happen in the past.” There are still customers who choose to simply have flavours sent to them, but increasingly food and beverage manufacturers are choosing a more collaborative approach. “This kind of close relationship has really developed very nicely over the last few years, and I think it’s a win-win situation for both sides,” says Demers.

Flavour forecasting

According to Christine Rush, Product Development director for London, Ont.-based McCormick Canada, the degree of collaboration will vary depending on the customer. “But our goal, as a supplier to them, is to really find out their background and needs. What are the project objectives? Does the customer have any consumer insight from the demographic that we’re trying to deliver to? Are there any manufacturing challenges that we need to take into consideration?” A great deal of discussion and a number of meetings will occur with the client, says Rush, and then “once we’ve collaborated with the customers themselves, and we’ve got as much information as possible to really understand what the project is and what the flavour system requirement might be, we then start the collaboration with our cross-functional team at McCormick.

That team is made up of trend trackers, marketing experts, consumer insight experts, culinary chefs, packaging experts, food scientists and sensory scientists. So we really work together to deliver to our vision, which is to save the world from boring food.”

Indeed, at all flavour houses these days, various experts — from trend analysts to culinary chefs — are becoming more heavily involved in the process. “It used to be that we [flavourists] were on our own developing flavours, but now there are definitely a lot more chefs working with flavour houses,” says Perreault. “It seems to me that the cross-breeding between flavours and flavourists with chefs and haute cuisine has really enabled us to think outside the box, and I find that really exciting.”

In general, flavourists will work with their clients in either a reactive or proactive way. A typical reactive relationship occurs when a food or beverage company calls to request a new flavour. But flavour companies may also be proactive and approach customers with presentations on hot new flavours, leaving it up to the customer to decide if they want to incorporate these ideas into their own products. Demers says Bell will do these presentations approximately once a year with its regular clients. “It’s really nice when you present something, and eight or 10 months later you see that actual flavour in a product on the market,” she says.

With its highly publicized annual McCormick Flavor Forecast, McCormick takes “proactive” to a whole other level. McCormick & Company, Inc. worldwide has been putting this forecast together every year since 2000, based on extensive research done by chefs, sensory scientists, dietitians, trend trackers, marketing experts and food technologists from around the world. “We definitely use it as an innovation tool for us,” says McCormick Canada’s executive corporate chef Michael Cloutier. “And that drives our product innovation as well.” The company’s 2013 forecast features five main flavour trends, each with its own

catchy name, like No Apologies Necessary, or Empowered Eating. “In our forecast for 2013, one of the biggest trends we’re seeing is called ‘Global My Way,’” explains Cloutier. “It basically describes how people are discovering familiar flavours with ethnic ingredients, but morphing two things beyond traditional uses.” This could include combining Japanese katsu sauce and oregano, or mixing anise with Mexican caramel sauce cajeta.

Exotic tastes

Today’s consumers are clearly much more worldly and knowledgeable about food than they were just a few decades ago, and that’s only increasing as time goes on. “If you look at the success of the Food Network and celebrity chefs, and some of the fabulous food magazines out there now — and even how people travel and expect that same experience in their home country — the consumer is much more educated, so we have to follow suit,” says Cloutier. That said, “The degree of innovation that the consumer expects — and allows you — varies somewhat from product to product,” adds Rush. “In the snack food category, for instance, the consumer gives you ‘permission’ to delve into those new flavour arenas more than they do with larger-ticket items.”

“The degree of innovation that the consumer expects — and allows you — varies somewhat from product to product.”

Perreault also warns that while consumers are unquestionably looking for innovative flavours, they will be wary of tastes that are a little too innovative. If you try to give Canadian consumers something that doesn’t taste like anything they’ve ever had, it often doesn’t work. For instance, a few years back, acai berries were all the rage, as part of a general trend toward eating “super fruits” (fruits packed with health-improving elements). But Perreault found it didn’t really achieve widespread success as a flavour on its own. “A beverage based on acai berry, for instance — I think people taste it and think, ‘What does that taste like? What is that?’” she says. “It doesn’t resonate in people’s experience, so they often won’t buy it again.” The key, she says, is in combining something familiar with the unfamiliar. Exotic tropical fruits and even unfamiliar power fruits can really work as flavours, but they usually work better when they’re blended with another fruit that provides a more familiar taste. “So we might pair a more traditional tropical fruit — say pineapple or banana — with a more out-of-the-box tropical, like guanabana or durian,” Perreault explains.

The trend toward unique pairings reaches beyond the fruit category. Perreault, for instance, points to caramel as a current flavour trend, noting, “the blending of caramel with fruit flavours; now that’s interesting.” She is also seeing a lot of “the use of smoke, and the use of different spices, blending that with fruit. So if we’re thinking of chai, one step further would be the blending of bitter orange and the spices that are found in either a chai or pumpkin spice.” Blending chocolate with savoury flavours is another popular trend, says Perreault. “If you think of what the food industry has done with chocolate, blending it with chili powder, with capsicum, with cinnamon, creating Mexican chocolate...and you can do blends of chocolate with peppercorn, with basil — there are a variety of things that just push it that little bit further.”

Besides introducing new flavours and unique combinations, “It’s also about treating the flavour in an innovative way,” says Perreault. “Talking about flavour concepts in a different way, using the flavour in different types of mediums...it’s about challenging the customer, and making them think of flavours in a different light.” ●

Flavor designer
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California Almonds: A Nutritious Snack with Crunch Power

Almond Board of California promotes almonds through its research-based approach to all aspects of marketing, farming and production on behalf of the more than 6,000 California Almond growers and processors, many of whom are multi-generational family operations. All over the world, consumer interest and demand for almonds in snack products is strong and growing. According to a 2011 study by Sterling-Rice Group, almonds are the nut selected by consumers most frequently for being “a good snack” that “helps my heart health.”¹ Additionally, in 2010 and 2011, almonds were

the nut consumers reported eating most often as a snack or in other foods.¹ Consumers continue to seek out almonds as a snack



because they satiate hunger and pack a satisfying crunch. In fact, almonds’ crunch liking scores increased in 2011 to an all-time high of 8.1 (out of 10) among consumers.¹

It’s clear that consumers are looking for almonds in their snack products, and manufacturers are responding to the demand! Since 2006, almonds have been the number one ingredient nut used in new products worldwide.²



1. 2011 North American Consumer AAU, Sterling-Rice Group.
2. 2011 Innova Global New Product Introductions Report. Good news about almonds and heart health. Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.

Egg Alternatives – Replace eggs without compromising quality and taste

Eggs constitute important ingredients in a wide range of food products because they contribute significantly to the nutritional value as well as the organoleptic and physical properties of food products. Eggs are truly a multi-functional ingredient. Some of the key functionalities of eggs are binding, colour formation, emulsification, flavour, foaming agent, leavening ability, texturizing and tenderizing, thickening, structural agent, shelf life extension and moisturizing agent.

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specific application and desired end results. The L.V. Lomas product range for egg replacement includes wheat protein isolates for fat emulsification and whipping properties; egg free powder bases to provide a brilliant and glossy appearance on baked goods; potato starch and corn starch used in bakery products for their emulsification and foaming properties; hydrocolloid such as HPMC replaces egg coagulation by gelling with heat and entrapping gas cells; acacia gum is known for its emulsifying, foaming and stabilizing properties; pectin works to stabilize emulsions while giving a smooth and creamy mouthfeel. These are just a few of the solutions that L.V. Lomas Ltd can offer.

To learn more about our egg replacement solutions, please contact us at 800-575-3382 or visit www.lvomas.com



Grain Processing Corporation — Gluten-Free Solutions

At Grain Processing Corporation (GPC), we know consumers are increasingly searching for gluten-free foods. In the past, there was a limited selection of gluten-free products to choose from and most of those options were undesirable in terms of taste and texture. In addition to poor quality, these gluten-free foods were lacking in nutrition, with low amounts of fiber and high amounts of sugar and fat.

That's why GPC is increasingly supplying gluten-free ingredient solutions. Our technical experts have created proven trial formulas for a wide range of gluten-free applications, from quick breads and yeast breads, to cookies and cakes, even doughnuts. Using corn-based, gluten-free functional ingredients, we've developed innovative, customizable solutions to many traditional problems, including those of texture, shelf life and product volume.



GPC's line of corn starches, both native and modified, offer an exceptionally clean flavor and help provide the appropriate structure and textural properties without leaving the finished product dry, crumbly, gritty or with off-flavors. Unlike other fiber sources, GPC's TruBran® corn bran lets you reach higher desired fiber content levels in formulations with minimal impact on flavor, appearance or texture. Because TruBran® corn bran is minimally processed, it's a natural fit for a clean label.

GPC scientists continue to work on gluten-free applications. If you have a gluten-free challenge, it's likely we've already found a solution.

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variety of applications including bakery, meat, savoury, beverages, dairy, fruit and vegetables.

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designed to effectively reduce rancidity and development of off-flavors. Licresse is also used to delay oxidation and prolong shelf life of food products.

Salona® low sodium sea salt from ICL Food Specialties is a natural mineral that is an effective tool for replacement of salt in food and beverage products. Salona low sodium sea salt is a natural sea salt from ICL Food Specialties that allows for a 25 to 50% replacement of sodium chloride. Salona is designed to assist manufacturers in meeting consumers' nutritional, dietary and taste demands.

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Performance

Due to their uniquely high monounsaturated fat content and natural stability, Omega-9 Oils offer longer and cleaner frying, extended product shelf life and superior versatility for today's demanding foodservice and food manufacturing environments.

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The clean, light taste of Omega-9 Oils does not mask or impact the food flavors sought by chefs. They also provide consistent food quality, with little flavor transfer between fried foods.



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RESEARCH CHEFS IN CANADA



News > file

RCA stays and plays in Charlotte

More than 1,200 food industry professionals met in Charlotte, N.C. last month for the Research Chefs Association (RCA) annual Conference & Culinology Expo. The Queen City is one of the south's most impressive banking, art and culinary centres, with a diverse range of restaurants serving everything from barbecue to modern American classics and twists on international fare.

The annual event took place March 6 to 9, with the theme "Winning Food R&D: Start to Finish." Innovative research was definitely on the menu, with a variety of interactive seminars and presentations aimed at boosting creative thinking.

This year's keynote address was by chef Homaro Cantu, chef/owner of Chicago's Moto and iNG restaurants, who spoke on "Trailblazing a New Culinary Frontier." Cantu, who invited audience members to sample the taste masking abilities of miracle berry, discussed his views on sustainable



TOP LEFT: This year's opening reception took place at Charlotte's NASCAR Hall of Fame.



TOP RIGHT: Charlotte's famous "Firebird" statue stands in front of the city's Bechtler Museum of Modern Art uptown. BOTTOM RIGHT: Chef Homaro Cantu delivered a lively and interactive discussion on taste, sustainability and the future of food innovation.



ingredients and the future of food transformation, including the possibility of turning "junk food" into healthy products while maintaining their taste profile.

The talk by Dr. Mehmood Khan, executive vice-president and chief scientific officer, Global Research & Development for PepsiCo, Inc., was also a crowd pleaser. Speaking on "Global Food Challenges, the Future of Food and the Implications for R&D Professionals," Khan emphasized the need to rethink how the food industry looks at food security and sustainable

production around the world. Emphasizing the fact that there will be an estimated nine billion people to feed by 2050, with three-quarters of those people living in urban centres, Khan challenged the industry to change its views on how food will be grown, processed and distributed in the future.

The conference featured a wide range of educational and hands-on *pg.50* ➔

FOOD FIGHT IN WINNIPEG

The Food Fight at the Forks — University of Manitoba edition took place last month in Winnipeg, Man. as part of the Discover Agriculture in the City weekend.

Ten teams made up of students from the university's Food Science and Human Nutritional Sciences competed with such diverse food products as carrot cake oatmeal, gluten-free waffles, goat's milk yogurt drink, and pinto bean smoothie.

The winning team, which included food science students Elisabeth Harms, Kathy Diep, Jolene Le and Meng Guo, impressed the judges with their Sea Buckthorn Plusterz product, a pretzel snack infused with sea buckthorn and dipped in white chocolate.

For more information, or to enquire about food science students' availability for work, please contact laura_lazo@umanitoba.ca

— Crystal Jorgenson



(Left to right) The University of Manitoba's communications specialist Crystal Jorgenson, with student team members Elisabeth Harms, Jolene Le, Kathy Diep and Meng Guo.

→ from pg. 49

presentations. One standout seminar included a look at menu trends and predictions from Mark DiDomenico and Maeve Webster of Datassential (chef-driven dining, the new American bistro and communal dining are all on the menu for 2013). In another fascinating session, Leslie Norris of Flavor Sense and Gregory Willis of Senspire demonstrated the connection between flavour science and the technology used in social networks. This technology is helping to map out the often-conflicting flavours that make up the complex flavour matrix in different food and beverages.

The event was rounded out by the annual Culinology Expo, which drew hundreds of attendees to see and sample the wide range of ingredients and food products on display. For more on the expo, see pg. 53.

The 2014 RCA Conference & Culinology Expo takes place March 12 to 15 in Portland, Oregon.

RCA in Canada

In December more than 70 food industry professionals attended the first ever Canadian chapter Research Chefs Association (RCA) “Lunch & Learn” event themed “Creative Formulating for ‘Lean’ Label Needs,” hosted by Mississauga, Ont.’s Giraffe Food & Beverage, one of the regional



IN BRIEF

- **Jean-Christophe Comtois**, a culinary student at Quebec’s École hôtelière de la Capitale, won the Mystery Basket and



Acqua Fan Favourite Awards at the 11th annual S. Pellegrino Almost Famous Chef Competition. Comtois, who won for his signature dish of Seafood, Parsnip Purée and a Barley Salad with Citrus, competed against nine peers in the final round of the North America-wide competition as the Canadian Regional Champion.

The event took place last month at the Culinary Institute of America in Napa Valley, Calif.

- In February Toronto’s **Centennial College** officially unveiled its new **Culinary Arts Centre**. The 7,600-sq.-ft. culinary centre is part of the college’s \$3.5-million renovation. It features two large professional kitchens, a bakeshop lab and state-of-the-art equipment, as well as traditional grills, a smoker, tandoori oven, wok line and a brick-lined pizza oven.

- Mississauga, Ont.’s **International Centre** has gone green, with updates to its kitchen facilities that include 100-per-cent green energy from **Bullfrog Power**. The 8,000-sq.-ft. kitchen facilities will be Canada’s largest bullfrogpowered kitchen, using 354 megawatts per year of green electricity and 1,298 gigajoules of green natural gas.

sponsors of the Eastern Canadian Region.

Product developers from a variety of food companies learned how to use novel and innovative ingredients to replace common “undesirable” ingredients, such as MSG, salt, artificial flavours and more.

U.S. and Canadian vendors introduced the group to their “clean label” ingredients such as salt replacers, stevia, natural flavours, yeast extracts and more. Afterwards, participants roamed the tables tasting control products

against reformulated products. Attendees were amazed by how easy it was to replace these ingredients without any detectable difference in overall taste perception.

The Canadian RCA chapter will hold another lunch and learn event on June 7 at the ThinkFOOD! Centre at Maple Leaf Foods in Mississauga, Ont. To register, or for more information about the RCA in Canada, contact Ellen Hurwitz at ellen@giraffefoods.com

THE AMAZING RACE, WITH DUCKS

For the second year in a row, teams of Ontario culinary students competed in King Cole Ducks Ltd.’s “Great Amazing Duck Race.” The all-day, farm-to-fork competition, which had participants crossing the Greater Toronto Area to complete their challenges, called on students to show their talents at everything from egg picking and knife skills, to shopping for fresh



ingredients and recipe creation. The final dishes, a duck appetizer and entrée, were completed at George Brown College’s kitchen labs.

First place winners of this year’s event were Tabitha Hendricks and Scott McInerney of Niagara College Wine & Culinary Institute, for their appetizer Duck Trio — Liver Truffle, Duck Slider and Duck Oyster, and their entrée Herb and Citrus Infused Duck Breast.



Live below the line

BY JOHN PLACKO

Never before have I been asked to develop three nutritious, and delicious, recipes using only \$1.75, but that is precisely what happened when I was approached by the team at Live Below the Line.

Live Below the Line is an innovative, global, fund-raising initiative that challenges Canadians to live below the poverty line for five days – April 29 to May 3 – and spend only \$1.75 a day for food and drink, while raising funds and awareness for the 1.4 billion people who live in extreme poverty every day.

Most of us don't think twice about spending that amount of money on our morning coffee alone.

The challenge, as I see it, is going to be to switch from our current high expectations of what food and drink should look and taste like, as well as how often and how much we eat on a daily basis. What ingredients can we cook with that are relatively inexpensive, filling, and readily available? The cost of all ingredients consumed, including herbs, salt and pepper and items grown in your personal garden, must be within budget.

The Live Below the Line campaign began in [pg.52](#) ↗



Placko's three dishes, all made for \$1.75, were (left to right) packaged instant ramen noodles with carrot, mushroom, onion and meatballs made from sausage for dinner; split pea soup with sliced ham for lunch; and cooked rolled oats with grated apple and yogurt for breakfast.

A Culinary Odyssey

Australia in 2010, then spread to the U.K., the U.S. and New Zealand. This year marks the launch of the campaign's first-ever Canadian campaign. The kickoff took place at Toronto's Nella Cucina on March 6. Media and staff from the partner organizations, Cuso International, Spread the Net, RESULTS Canada and Raising the Village, were treated to three dishes which could be prepared for the targeted \$1.75 a day per person. Breakfast consisted of cooked rolled oats with grated apple and yogurt; lunch was split pea soup with sliced ham; and dinner was packaged instant raman noodles with carrot, mushroom, onion and meatballs made from sausage. If that was to be your daily menu, no other foods or beverages could be consumed on that day except six to eight glasses of tap, not bottled water.

Through the experience of being the culinary spokesperson at the Live Below the Line kickoff, I discovered a few tricks to help you get through this challenge:

- Do it with a group of people so that you have a built-in support network.
- Pool your resources with friends or family members so that you can buy in bulk and have more variety.
- Dry peas, beans and lentils are a good and inexpensive food item with some staying power.
- Remember, there is no snacking in between meals or stopping for a specialty drink.
- Drink plenty of water. We are very fortunate in Canada to have ready access to an abundance of fresh drinking water.

Live Below the Line offers participants a glimpse into the lives of those living in extreme poverty by challenging Canadians to limit their daily food and drink spending to only \$1.75 per day per person. Could you do it for one day? Could you manage five days?

How can you take up this challenge in your company or restaurant? Front of house and kitchen staff could join forces and pool their resources. Employees could compete to see who can create the most inexpensive and tastiest recipes. Perhaps you could share your recipes and experiences on social media sites to help other



John Placko at the launch last month of the Live Below the Line campaign in Canada.

participants. Challenge your friends and family members to join the cause. Visit the campaign on Facebook at facebook.com/lblca, on Pinterest at pinterest.com/lblca, on Twitter @LBLca #livebelowtheline or at www.livebelowtheline.ca to see what previous participants have done to be successful.

Live Below the Line's goal this year is to have a minimum of 2,000 Canadians participate in the challenge. Last year 15,000 people across the globe undertook the challenge, raising more than \$3,500,000 for anti-poverty initiatives worldwide. Join me in taking up this challenge by visiting www.livebelowtheline.ca to register for the campaign. It won't be easy, but if more than a billion people live like this on a daily basis, surely we can manage to do it for five days. 🍎



John Placko is owner of the Modern Culinary Academy in Toronto. Contact him at johneplacko@gmail.com, or visit www.ModernCA.ca

RC Products

The Research Chefs Association (RCA) Annual Conference & Culinology Expo took place in Charlotte, N.C. from March 6 to 9. To showcase culinology, the blending of culinary art with food science, many exhibitors featured food and beverage samples made with their proprietary ingredients. Here's a little taste of what was on display at this year's Expo.

Sweet flavours

David Michael & Co. featured Roasted Sweet Potato Ice Cream & Ginger Cookie Sandwiches, made with DM Choice Artificial Roasted Sweet Potato Flavor #36131, and Natural Ginger Flavor WONF #32125. The company also showcased a tasty Mole Ice Cream & Cornmeal Cookie Sandwich using Michaelok Natural & Artificial Mole Flavor #3512, and Natural Flavor "Heat Sensation type" #22465. www.dmflavors.com

Colourful range

Lycored displayed its line of natural and healthy vegetarian food colourants for use in a variety of food and beverage applications. Natural Lycopene, extracted from tomatoes, provides vegan reds for use in fruit products, dairy, bakery and beverages. Natural Beta Carotene, extracted from Blakeslea trispora, offers a range of yellows and orange shades for use in bakery, fillings, confectionery, dairy and beverages. www.lycored.com



Nutty taste

California Almonds showcased Almond & Chicken Sausage Bahn Mi with Almond Mustard. With almond honey mustard, almond butter mustard and chopped almonds, the snack contained 21 g of protein and 20 per cent of the daily recommended intake of iron. www.almondboard.com

Unique treats

CPKelco and Univar served tasty Gluten-Free Tapioca Mini Pitas made with Keltrol Advanced Performance-F Xanthan Gum, as well as a Spanish-inspired Immobilized Sangria, featuring Kelcogel F Gellan Gum, Kelcogel LT-100 Gellan Gum and Keltrol Xanthan Gum. www.cpkelco.com; www.univarcana.com

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Vijay Kumar, general manager of Pine River Cheese.

Pine River Cheese, Kincardine, Ont.

By Deanna Rosolen

A fire can set you back, but it doesn't mean you're out of the game. For dairy co-operative Pine River Cheese in Kincardine, Ont. it took 15 months, until February 2012, after a fire destroyed the company's plant to get up and running again. No one was hurt, but very little was salvageable from the 127-year-old co-operative's site, says Vijay Kumar.

Kumar, the co-operative's general manager, says that if there was an upside to the fire it was that the plant was rebuilt into a completely modern, state-of-the-art facility. "In terms of food safety, it's even better," he says. "You could say we're like a phoenix rising from the ashes."

Consumers and retailers welcomed the brand back, which has a long

history in Bruce County in north-western Ontario. But the company is still working on gaining back the volumes it had before. The co-operative is owned by 16 dairy farmers, and produces 23 cheeses under the Pine River brand. Varieties include Cheddar, mozzarella, Monterey Jack, havarti and colby. The co-op is also one of the few cheese companies that offers three-, five-, seven-, and eight-year-old aged Cheddar.

How Pine River ages its cheese is one of the features that sets it apart, says Kumar. It's all done naturally, with no enzymes used to speed up the process. The company also uses 100-per-cent Canadian milk, whereas many cheeses on the market, says Kumar, often use modified milk ingredients and other fats. The challenge for the co-op is getting these details out to consumers. "We compete with cheaper brands, but they're a different product," says Kumar. "Positioning our product and making sure we can get the premium we require because our costs are higher, that's a challenge."

The plan is to raise Pine River's profile. Kumar says social media is an area where the company can tap into those groups of consumers who want to know more about the foods they eat. The company has also started to implement direct-to-store distribution, rather than shipping product to a distribution centre where it's often "a nameless product on the shelf." Kumar says the advantage is that Pine River can make the product available to the retailer as need arises, and have more direct contact with retailers, which helps to build the brand. The Dairy Farmers of Ontario also supports the

company, giving it booth space at trade shows and events.

There are other opportunities as well. Kumar says private label is an area they're exploring. And the company is also open to partnering with other manufacturers on dairy-based products. "We have 63 acres of land, so if a manufacturer is looking for a partner, we can do it," he says. "We have the base, the milk, the plant and the land, so in case a structure needs to be built, it can be done." ●

Q&A



Q: After the fire, what was it like for the company to get back into the market?

A: "Very tough. Especially in the consumer market, if you're out of sight, you're out of mind. It's like we're a start-up. Retailers and consumers were sympathetic. But retailers, for instance, can't keep their shelves empty – that's prime retail space. We had to claw back into the market. It can't happen overnight. We know we're going to do it, it's just going to take some time."

Q: What challenges do you face?

A: "When you produce a pure product and a product that is naturally aged and uses 100-per-cent Canadian milk, it will be a little more expensive. Just communicating that, since we're not one of the large players, is tough. It is a challenge when you're up against the giants."

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Dion Wiebe, President, Rossdown Natural Foods, Abbotsford, B.C.

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1. Research conducted by IPSOS-ASI Ltd., January 2010
2. Fry study conducted by Cargill, Spring 2009.