

+ 25 RADIOACTIVE
CONTAMINATION

29 FOR THE LOVE OF
CHOCOLATE

40 RETHINKING
INNOVATION

FOOD *in* CANADA

Canada's food & beverage processing magazine

Brain BOOSTERS



Ingredients
for cognitive
function are
a smart move
for processors

PG.30

TOP 10
COMPANIES
TO WATCH
PG. 34

A healthy
CANDY
revolution

The days of sugary
products in the candy
aisle are numbered
PG. 26

Inside
ACCENT
ALIMENTAIRE
SUR LE QUÉBEC
PG.41

A TRUSTED SUPPLIER FOR MORE THAN 30 YEARS.

**BETTER SCIENCE.
BETTER RESULTS.**

See for yourself:



- Increase yields
- Reduce sodium content
- Achieve consistent results
- Improve product quality
- Enhance natural product flavors
- Extend product shelf-life
- Inhibit pathogen outgrowth



WTI INC.
WORLD TECHNOLOGY INGREDIENTS



FOOD in CANADA

Canada's food & beverage processing magazine



PUBLISHER | *Jack Meli*
(647) 823-2300
jmeli@foodincanada.com



EDITOR | *Carolyn Cooper*
(416) 442-5600 x3232
CCooper@foodincanada.com



MANAGING EDITOR | *Deanna Rosolen*
(416) 442-5600 x3234
DRosolen@foodincanada.com



ART DIRECTOR | *Melissa Crook*
(416) 510-5200 x3260
MCrook@bizinfogroup.ca



ACCOUNT MANAGER | *Daniela Piccone*
(416) 510-6773
DPiccone@foodincanada.com



PRODUCTION MANAGER | *Steve Hofmann*
(416) 510-6757
SHofmann@bizinfogroup.ca



CIRCULATION MANAGER | *Cindi Holder*
(416) 442-5600 x3544
CHolder@bizinfogroup.ca



Best-in-Class Performance



Combine the *Xtreme's* benchmark-setting sensitivities with its feature packed controls in a high-pressure wash down design... all at the price of a mid-range detector, and you've got the best dollar-for-dollar value on the market today.



Download Brochures & Market Guides



visit Purity.Eriez.com call 888-300-3743

Editorial Advisory Board: Carol Culhane, president, International Food Focus Ltd.; Gary Fread, president, Fread & Associates Ltd.; Linda Haynes, co-founder, ACE Bakery; Dennis Hicks, president, Pembertons; Larry Martin, Dr. Larry Martin and Associates; Shelley Martin, president and CEO, Nestlé Canada; Brad McKay, CEO, HFS Food Service; Susan Niczowski, president, Summer Fresh Salads; The Hon. Lyle Vanclief, former Minister of Agriculture; John Placko, culinary consultant.

Published by Glacier Media Inc.

38 Lesmill Rd, Unit 2, Toronto, Ontario, M3B 2T5

Food In Canada is published 9 times per year by Glacier Media Inc. To subscribe, renew or change your address or information, please send a fax to (416) 510-6875 or call (416) 442-5600, ext. 3552 or 1-800-387-0273.

Subscription price: CANADIAN PRICE is \$84.95 per year; \$124.95 for two years; most single issues \$15. OUTSIDE CANADA 1 year: \$159.95; Single: \$32.65.

Privacy Notice: From time to time we make our subscription list available to select companies and organizations whose product or service may interest you. If you do not wish your contact information to be made available, please contact us via one of the following methods:

Phone: 1-800-668-2374 Fax: 416-442-2191
E-mail: jhunter@businessinformationgroup.ca

Mail to: Privacy Officer, 80 Valleybrook Drive, Toronto, ON M3B 2S9

Publications Mail Agreement No. 40069240



PRINTED IN CANADA

We acknowledge the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage.

Content copyright ©2015 by Glacier Media Inc., may not be reprinted without permission. ISSN 1188-9187 (Print) ISSN 1929-6444 (Online)



MAXIMIZE food QUALITY
MAXIMIZE food SAFETY
ELIMINATE foreign MATERIALS
REDUCE labour COSTS



TOMRA (BEST – ODENBERG) Optical Sorters

For all of your food machinery needs, contact:

ECKERT MACHINES

www.eckertmachines.com // info@eckertmachines.com
Phone: 905-356-8356 // Fax: 905-356-1704

contents



Sign up for our newsletters at
www.foodincanada.com

Follow us on Twitter
[@foodincanada](https://twitter.com/foodincanada)



departments

- 6 Editorial**
- 8 News File**
- 20 Market Trends**
Market outlook and highlights from Dr. Larry Martin and Associates.
- 22 Food Law**
Can we say it? Inconsistencies regarding health claims in Canada.
- 24 Regulatory Affairs**
CFIA, taking a break from all their worries!
- 25 Focus on Food Safety**
Radioactive contamination.
- 29 Sensory Trends**
For the love of chocolate!
- 39 Packaging**
Thinking outside the box: GFSI certification options for food packaging.
- 40 Rethinking Innovation**
From "Innovate or Die" to "Innovation is Fun."
- 48 Product Spotlight**
- 50 Industry Insider**
Winnipeg-based Prairie West Ice Cream Inc.

26

features

- 26 A healthy candy revolution**
The days of sugary products in the candy aisle are numbered.
- 30 Brain boosters**
Ingredients for cognitive function are a smart move for processors.
- 34 Top 10 Companies to Watch**
This year's Top 10 innovative companies on our radar offer a wide variety of products, including dairy, healthy snacks and creative beverages.



in this issue

Accent Alimentaire sur le Québec

- 41 Nouvelles**
- 46 Profil d'entreprise:**
Agropur Cooperative



13

48 Ad Index



*The Lomas team
is an integral part of
our product R&D*



Periodically we survey our customers regarding their experiences with L.V. Lomas.

The ultimate objective is to gain real insight into how customers view L.V. Lomas. The feedback we received is proof positive that we're delivering on promises that we proudly stand by. And what are those? The finest products from world-class Principals combined with impeccable service rendered by the industry's best technical people. And of course, the new state-of-the-art Lloyd V. Lomas Technical Centre, where clients join us in hands-on product development, refinement and education. The above quotation is true, and flattering, but it only drives us to be better.

**How can we help to make you better?
Call us today at 1 800 575 3382.**



Please visit us at the **2015 IFT Show**
Chicago, IL — July 12 to 14, 2015
McCormick Place South — Booth #5115

Carolyn Cooper



Social call

In our May issue each year we profile 10 up-and-coming food and beverage businesses that we think capture the spirit of entrepreneurship. Each of these companies offers something unique — whether in terms of product, packaging or marketing efforts — that we think makes them stand out from the crowd.

Most of these companies also share certain qualities that make them, in our opinion, highly “watchable.” They are small yet dynamic enough to be flexible and nimble when change demands it. They are extremely innovative, often pioneering new products and categories long before the big guys jump on the trend. And they invariably have owner/operators who do everything from selling product to sweeping floors.

As I was going through *Food in Canada’s* Twitter feed this weekend I came across a company that reminded me of another common thread between many of these small but successful businesses — they are excellent online marketers.

The company, Made with Local, produces healthy bars and oatmeal made with ingredients sold in and around its Dartmouth, N.S. home. Owners Sheena Clark and Kathy MacDonald started the company three years ago when they saw there was an opportunity in the local market for a packaged snack featuring ingredients grown in Nova Scotia. The thing that jumped out to me immediately though, was the company’s packaging,

which is front and centre on its Twitter page. Replacing the typical pictorial front wrapper of the bar is creative lettering that happily tells the story of where its ingredients were grown, right down to the county.

The messaging is a central part of the duos’ marketing efforts, which naturally includes a strong online presence. “Every bar tells a story,” explains Clark. “We love the idea that our products have a community of growers around them. There are so many stories about the people who make our ingredients, so we always try to make sure we are helping to give them a bigger voice online. It feels really good to promote that.”

Despite having never spent any real money on marketing, Clark says social media has always been an important part of their plans. In fact, Made with Local had a strong online following before they had even sold a bar, meaning they already had customers ready and waiting. Clark says what works online is being authentic, humorous and diverse. “The things that get the most love and engagement for us are personal, everyday stories about the people who make and enjoy our products.”

CCooper@foodincanada.com



For more of our Top 10 companies to watch turn to PG. 34



WHY HOLAC DICERS
are the
TOP CHOICE
for increased
PIZZA TOPPING
PRODUCTION



holac[®]

When it comes to pizzas, consumers love their toppings. And Holac helps you quickly produce more toppings so you can produce more pizzas. From shredded cheese to ham flakes to cubed bacon, the Holac Dicer from Reiser can do it all. The Holac provides unmatched versatility and easily produces a variety of uniform product shapes and sizes. Featuring a simple-to-change cutting grid, a single Holac can cube, strip, shred or flake all types of meat and cheese products and improve yields with consistent size pieces ranging from 1/8" to 2-1/4". Holac offers a wide range of equipment to satisfy virtually any production requirement, from stand-alone machines to fully-automated lines. And Holac equipment is designed for easy sanitation and total hygiene. It's no wonder Holac Dicers are the top choice for pizza toppings. Contact Reiser today.



Ham flakes for pizza toppings



Shredded cheese for pizza toppings



Cubed bacon for pizza toppings

www.reiser.com
Reiser Canada
 Burlington, ON • (905) 631-6611
Reiser
 Canton, MA • (781) 821-1290

2014

REISER 
 Leading the food industry in processing and packaging solutions.

Who knew?

An 18-year-old student in Essen, Germany saw something on TV that sparked his curiosity. Mikail Bahar, reports the German news site www.derwesten.de, saw a program that showed South Americans brushing their teeth with an extract from banana peels. Bahar had to know what it was about the banana peels that worked, and set about researching the subject. He had help, too. The Aachen Research Center gave him free tooth decay bacteria, a centre in China and one in the Netherlands sent him extensive analysis, and a hospital in Germany let him conduct his experiments there. Soon he was able to show that the plant substance catechin is the active ingredient in the banana peel. He hopes to develop a prototype toothpaste soon and enter it into a state science competition.



News > file



Gluten-free dim sum on the menu

Celiac sufferers will soon be raising their chopsticks to enjoy gluten-free, home-cooked Chinese dim sum. Later this year, Terry Wei, proprietor of two successful Riz Restaurants in Toronto, plans to launch a line of frozen Asian delights in selected food stores. They include ha gaow (shrimp dumplings), siu mai (chicken dumplings), crystal dumplings (vegetables) and lotus pockets (chicken and rice), as well as other entrées.

Wei has been working on removing gluten from her menus since 2004. “The biggest challenge is replacing gluten with other ingredients to match the original flavors,” she says. “When you change the recipe, people notice the difference and won’t eat the new dish.”

Starting from scratch, Wei and her team spent three years developing new

components. They started by substituting corn, tapioca or potato starch for wheat flour used as a binder in conventional soy sauce, miso, hoisin sauce, fish sauce and even dark vinegar. They also had to create their own seasonings since many prepared products contain gluten, even though it is not a listed ingredient.

Such determination enabled the team to ace the taste test. Says Ryan S., a regular Riz patron who was diagnosed with celiac disease in his late 30s, “To me the gluten-free items taste the same as the original ones without causing me any problems. At a recent Super Bowl party, none of my guests, most of whom are not celiac sufferers, could believe that the food I ordered from Riz was gluten free.”

Celiac disease is a permanent intolerance to wheat protein that is also found in rye and barley. It is not a food allergy or food intolerance, but an inherited condition. It causes the body’s immune system to attack normal tissue, resulting in stomach bloating, diarrhea, vomiting and intestinal bleeding. About 1/133 people in the world are affected. There is no known cure and the only effective treatment is not eating gluten.

Recently, Agriculture and Agri-Food Canada reported that gluten free is the fastest-growing food intolerance category. Such products now account for 15.4 per cent of all new Canadian food product launches.

The U.S. Federal Drug Administration and Canadian food safety regulators have set 20 parts per million (ppm) as the

gluten-free product labelling standard. Later this year, after she organizes a segregated plant to produce gluten-free supermarket items, Wei is confident they will pass the necessary tests to earn gluten-free labelling.

— Ken Mark



For consumers who need to follow a gluten-free diet — or for those who choose to — finding recipes that still allow them to enjoy sumptuous, homemade baked goods can be a challenge. That’s the thinking behind a new cookbook called *Sweet Goodness: Unbelievably Delicious Gluten-Free Baking Recipes*. The authors, Patricia Green and Carolyn Hemming, have created more than 100 brand new gluten-free, tried-and-true baking recipes. The cookbook covers all of the gluten-free baking essentials: cookies, bars and squares. There are also recipes for tarts, pies and savoury breads and buns. All of the recipes are not only gluten-free, but also feature on-trend ingredients such as gluten-free flours sorghum, quinoa, oat, teff and nut flours, along with chia seeds, coconut and maple syrup.



Congrès de la boulangerie

2015 Bakery Congress

D'innovation à tradition
Innovation through tradition

Les 31 mai et 1^{er} juin
May 31 & June 1

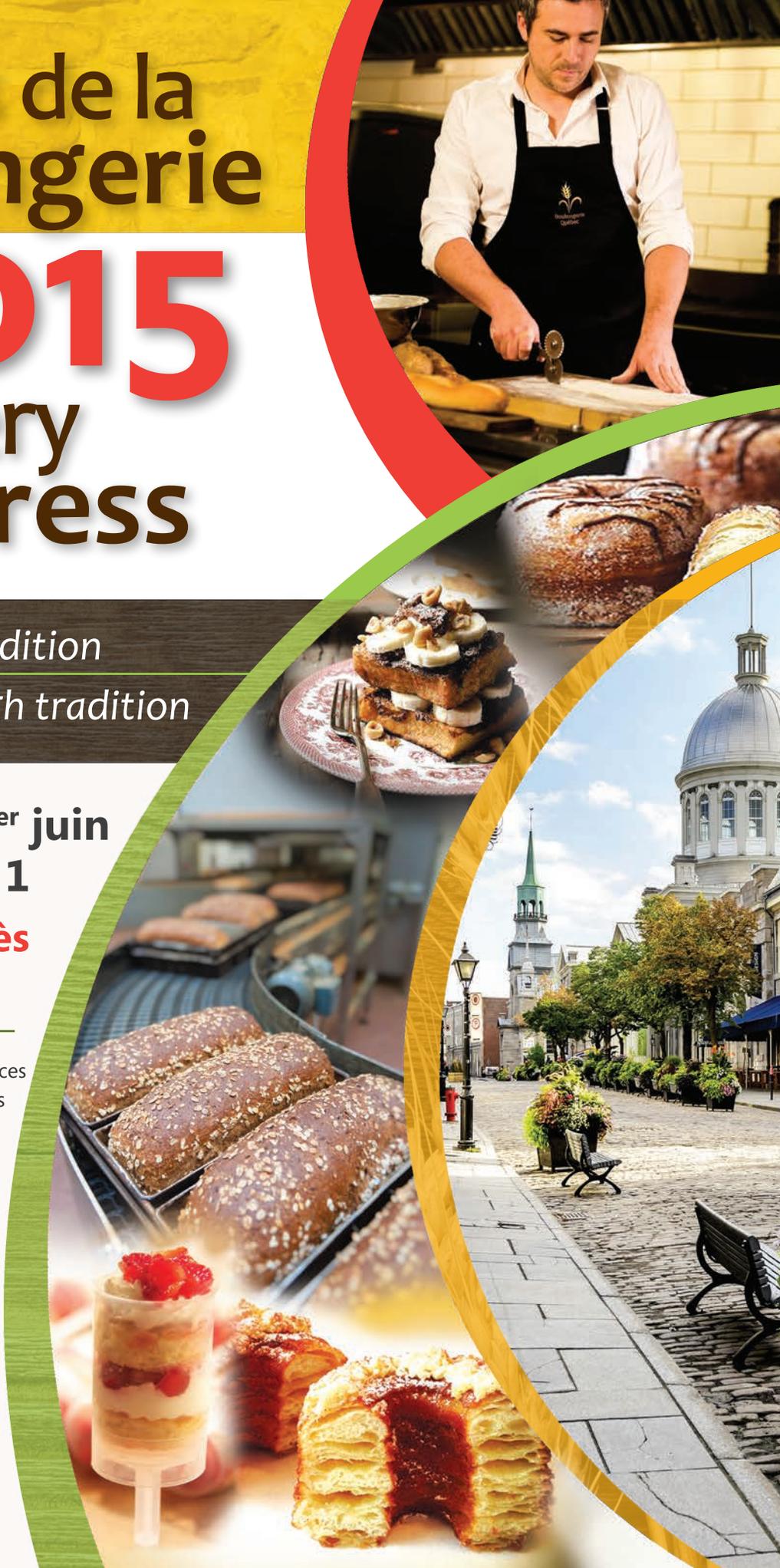
**Palais des congrès
de Montréal**

Pour toute information sur les espaces
d'exposition, les commandites et les
conditions de participation :

For exhibit space, sponsorship &
attending information:

www.baking.ca | info@baking.ca

Téléphone : 888-674-2253

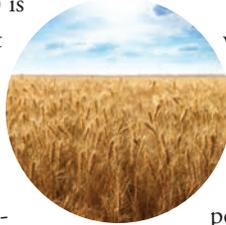


Joint venture invests in CWB

A newly established agribusiness joint venture based in Canada has been named the successful investor in the Canadian Wheat Board (CWB).

G3 Global Grain Group (G3) is investing \$250 million, giving it a majority ownership interest of 50.1 per cent in the CWB, with the minority ownership interest to be held in trust for the benefit of farmers. The transaction is expected to close in July 2015.

G3 is a joint venture between Bunge Canada, a subsidiary of Bunge Limited, and SALIC Canada Limited, a wholly owned subsidiary of Saudi Agricultural and Livestock Investment Company (SALIC). The new Canadian company



will be based in Winnipeg, Man.

CWB is a grain handling and trading company that operates a network of seven grain elevators in Western Canada and port terminals in Thunder Bay,

Ont. and Trois Rivieres, Que. CWB is building four additional state-of-the-art grain-handling facilities in Bloom and St. Adolphe, Man., and Colonsay and Pasqua, Sask. Bunge's export terminal in Quebec City, as well as four elevators in Quebec, will be part of the transaction.

World Health Day

World Health Day was April 7, 2015. This year, the World Health Organization (WHO) chose to focus on food safety and used the slogan: From farm to place, make food safe. According to the organization, the intention was to highlight how globalization and the international reach of the food safety chain offers opportunities and also threats for human health.



Eat for energy

Catelli Foods Corporation has launched a cookbook featuring a collection of recipes by leading chefs and Canadian athletes. Called *Catelli Pasta Boost: Energy-infused pasta dishes by some of Canada's top chefs and athletes*, the cookbook includes 15 creative recipes developed by the chefs using energy fuelled ingredients suggested by the athletes. The cookbook is available free of charge at www.catelli.ca or on the company's Facebook page: www.facebook.com/catelli. It also

Absolut bevorzugt!

(Absolutely preferred!)

1.800.668.4378 • www.nord.com



comes with the athletes' top health tips.

The initiative is part of a national campaign by Catelli pasta called Help Us Feed the Hope. For every "share" of the cook-

book on Facebook, Catelli pasta will donate a serving of pasta to Canada's food banks. As part of a coast-to-coast in-store promotion Catelli pasta will also donate a serving of pasta to food banks nationally for every box of pasta purchased through to the end of June. Participating retailers are Sobeys and Metro stores in Ontario, Sobeys stores in Eastern Canada, Super C, IGA and Metro stores in Quebec, and Federated Co-op stores in Western Canada.

Not just for your bones

Research from the University of Kansas Medical Center has found a correlation between milk consumption and the levels of a naturally occurring antioxidant called glutathione in the brains of older, healthy adults.

The researchers found that participants who had indicated they had drunk milk recently had higher levels of glutathione in their brains. This is important because glutathione could help stave off oxidative stress and the resulting damage caused by reactive chemical compounds produced during the normal metabolic process in the brain. Oxidative stress is known to be associated with a number of different diseases and conditions, including Alzheimer's disease, Parkinson's disease and many other conditions.



German engineered – without compromise.

Why have generations of the most demanding customers around the world made NORD products their preferred choice for an incredibly wide range of applications? The simple answer is that nothing compares to NORD when it comes to Quality, Performance, Innovation and Support. Nothing.

That's the NORD way — to earn and retain the loyalty of professionals who demand the very best. Your business is our reward. You will never get anything less from NORD. You know our name and you've got our word on it.



INNOVATION BEYOND THE ORDINARY



New technical centre will provide R&D, seminars

L.V. Lomas' new state-of-the-art Lloyd V. Lomas Technical Centre is officially open.

The 10,000-sq.-ft. centre is located in Brampton, Ont., just doors away from the company's Brampton office. Featuring a Food Application Lab, an Analytical Lab, a Home & Personal Care Lab, and the Lomas Presentation Room, the centre is devoted entirely to serving client needs.

The centre was developed as a one-stop shop for customers, allowing them hands-on training and free technical advice, while allowing Lomas to showcase the versatility of its



ingredients. Although it is only now celebrating its official opening, numerous clients have already experienced the centre.

Working with the L.V. Lomas team, clients are able to use the Food Application Lab free for prototype development and formulation of their own products using the wide range of ingredients offered by Lomas. Customers will also have the opportunity to sample finished products developed in the Lab that showcase the company's ingredient functionality, as well as its ability to create novel products that meet current consumer demands. "Through the efforts of our full-service Food Technical staff as well as support of our principal partners, we are able to develop formulations and prototypes to aid R&D initiatives for our customers and streamline their new product development process," explains Randy Jones, business director, Food, for L.V. Lomas.

Lomas offers an extensive product portfolio of food ingredients for use by customers, including starches, fibres, hydrocolloids, emulsifiers, fats and oils, encapsulated ingredients, gelatine, proteins, colours, and salt and sugar replacements. The company also says it will build a library of Lomas prototype formulations for different food applications, which can be used as a starting point for customer projects.

The Analytical Lab will also be used by Lomas for quality assurance analyses, including on bulk ingredients and manufactured value-added blends; chemical titration of fats and oils; food safety allergens; and analytical work such as analysis of specific gravity, viscosity, water activity and refractive index.

The Lomas Presentation Room is a 50-seat training room and communications technology hub that is already in use for lectures, presentations and technical seminars for clients.



**Better Price,
Greater Value On Shipping**

Greyhound Package Express knows the importance of delivering more value when it comes to shipping. It's why we've invested in new trailers and upgraded buses, a dedicated shipping fleet, and scanning technology that allows customers to track shipments in real-time. We've made it easier for customers with accounts to order and manage shipments, and print waybills, all from Shipgreyhound.ca. We're providing a better service at prices that are still lower than other national carriers, especially on shipments of 75 lbs. or more.

Greyhound Package Express always delivers greater value for a better price. Guaranteed.

Fast. Reliable. Convenient. Always Affordable.



PACKAGE EXPRESS

shipgreyhound.ca • 877.463.6446

Wellnex
Collagen Peptides
Clinically Proven for
Healthier Skin,
Bones and Joints

You Often Find Us on The Tip of Your Tongue

Our gelatin products have numerous and varied applications in the Food, Health and Nutritional Industries. As a natural and fat free ingredient that is both high in protein and virtually calorie free, gelatin is an invaluable ingredient in many food products.

Nitta Gelatin NA, Inc.

598 Airport Blvd., Ste. 900, Morrisville, North Carolina 27560
For Canadian Sales, contact: Graham Nord
Phone: (416) 640-8180 ■ Cell: (416) 705-5111
E-Mail: g.nord@nitta-gelatin.com ■ Web: www.nitta-gelatin.com

“The Technical Centre allows us a forum for education with our customer and principal base through focused symposiums, centered on specific product categories or geared to help solve major industry trends and formulation initiatives,” says Jones. Lomas plans to offer three to four food symposiums annually, covering market trends, applications and ingredient solutions. On June 17 the company will host a technical seminar on Functional Proteins for Food & Nutraceutical Applications, with presentations from partners ADM, Saputo and Gelita. Other symposiums planned for this year include Stabilization of Beverages and Clean Label Formulation.



BAKERY SHOWCASE 2015

The Bakery Showcase 2015 Trade Show & Conference takes place in Montreal from May 31 to June 1 at the Palais des congrès de Montréal. The Baking Association of Canada produces the event, which invites attendees to see, touch and taste the newest products, ingredients, equipment, services, technology and baked goods (fresh, proof and bake, par-baked, freezer-to-oven, and thaw and serve). The trade show floor is more than 43,000 sq. ft. and the event includes educational seminars and workshops. The show tends to draw wholesale and commercial bakeries, retail bakeries, patisseries, grocery chains, foodservice, specialty bakers, brokers, baking profession schools, consultants, government buyers and international trade missions. In fact, more than 75 per cent of the past attendees had a role in the purchasing decisions for their company. Exhibitors include companies that manufacture, market, distribute or brokerage baking ingredients, baked products, baking equipment, supplies, technology and services. For more, visit: www.baking.ca

> Morell, P.E.I.-based **P.E.I. Mussel King** has watched demand for island mussels grow. And now the company is expanding too. With help from the federal government, the company will purchase equipment to add a new production line to its operations, allowing the plant to add new package sizes of fresh and frozen P.E.I. mussels to its existing product line.



(Left to right) Scott Dockendorff, vice-president, P.E.I. Mussel King; Allen Roach, P.E.I. minister of Innovation and Advanced Learning and minister of Fisheries, Aquaculture and Rural Development; Esther Dockendorff, president, P.E.I. Mussel King; and Gail Shea, the federal minister of Fisheries and Oceans.

The recipe for quality starts with Quadra Ingredients

- 🌿 Antioxidants
- 🌿 Clean Label Ingredients
- 🌿 Fibre Enrichment
- 🌿 Immune Health
- 🌿 Low Sodium Solutions
- 🌿 Mineral Fortification
- 🌿 Omega 3 Fatty Acids
- 🌿 Sugar Reduction



Specialized. Effective. Trusted.

quadraingredients.com

1-800-665-6553



Quebec | Ontario | Alberta | British Columbia

Winning by Design

If you're attending PACKEX Toronto from June 16-18, be sure to check out the Winning by Design summit, which is produced by PAC, Packaging Consortium. The summit takes place on June 17 also at the Toronto Congress Centre.

The focus of the summit is the hot trends for 2015. Speakers include Mary Dalimonte, senior vice-president of Merchandising and Commercial Programs at Sobeys; Sandra Farwell, vice-president of Brand Management & Product Development at Walmart; and Jason Wadsworth, Sustainability manager at



Dalimonte



Farwell



Wadsworth

Wegmans. Topics include Waste Management — Good Design is Good Business and how radical design solutions will help the environment. Technology Innovations is another topic, which will cover how traditional design and science are coming together through new technology platforms. Another topic is Store Brand Lookin' Good, which will cover how private-label products are capturing market share. And finally there is Is it a Restaurant or a Grocery Store?, which will cover why grocery stores are radically redesigning their stores to offer convenient fresh food and prepared meals.

Also back by popular demand is the Student Packaging Design Competition where six schools imagine the next Walmart brand. Winners are selected by audience.

IN BRIEF



> Richmond, B.C.-based **Nature's Path** is celebrating its 30th anniversary. The company, which remains proudly Canadian and family-owned and operated, began in 1985 by co-founders Arran and Ratana Stephens in the back of their vegetarian restaurant in Vancouver. Today it has grown to become the largest organic dry packaged goods manufacturer in Canada. Over the years, Nature's Path has introduced products that are both certified organic and Non-GMO Project Verified, including hot and cold cereals, bars, snacks, waffles and more. Nature's Path is a founding member of the Non-GMO Project, has invested in Gardens for Good Grants, donates one per cent of EnviroKidz product sales each year through 1% for the Planet, and has in- ➔

TRENDS IN FOOD APPLICATIONS

Special Advertising Supplement

PROTEIN and FIBER TOGETHER FOREVER!

Consumers want to take control of their health and address the issues that are important to them throughout their lives. This includes digestive, fitness, heart and immune health. High-protein, high-fiber offerings are showing up across all categories, from beverages to baked goods.

We know eating enough high quality proteins is important throughout our lives to build and maintain muscles and support our immune system. Nutrient dense, high fiber diets have been associated with positive effects for digestive health, heart health and improvements in blood glucose control.

Most protein enhanced food preparations use dairy and/or soy protein as additives to their formulation. These types of proteins provide a complete complement of the nine essential amino acids in the proper proportions for good health. The problem with these proteins is that both are allergens, dairy proteins are very expensive and



soy proteins are genetically modified and may be unfriendly to your long term health.

Profi products are a revolutionary plant based protein blend that provide all nine essential amino acids. Adding both protein and fiber in one simple ingredient did not exist in the marketplace until now. **Profi 100, Profi 200, Profi Pro and Profi Bake** fill the gap for food processors

to have health and performance all in one uncomplicated ingredient.

Applications — pasta, soups, cereals, crackers, cookies, breads, protein bars, beverages, veggie burgers



For more information please contact us at (905) 458 7766 or email info@dealersingredients.com



FRESH ADVICE SERVED DAILY

Whether you are a manufacturer, distributor, retailer or investor in the food and beverage sector, today's complex marketplace demands sophisticated solutions. From the consumer's plate to the farm gate, MNP delivers the personalized consulting and tax strategies you need to create a recipe for success.

For fresh advice contact Glenn Fraser, Vice President of Food & Ag Processing at 1.877.251.2922 or glenn.fraser@mnp.ca



creased organic farmland in Saskatchewan and Montana through the purchase of three organic farms and partnership with the family farmers.

> **KiKi Maple Sweet Water** can now be found in Ottawa and Montreal. Arthur, Ont.-based **Troll Bridge Creek Inc.** — the makers of KiKi Maple Sweet Water — partnered with Laval, Que.-based distribution company Tradisi

Foods to introduce the beverage to these Canadian markets.

> Boucherville, Que.-based **Danone Canada** has invested approximately \$1 million to develop new packaging for the four-packs of its Greek yogurt brands: Oikos and Activia Greek. The new packaging will eliminate the current overwrap. The project involved

modifying the company's production facilities, which required more than a year of preparation and planning.

> **Boulart Inc.** has acquired Non-GMO Project Verified status



for its premium breads. The Lachine, Que.-based company produces baguettes, demi-baguettes, miche and rolls. It was the first company to introduce the Ciabatta Baguette to North America.

> The 2015 Seafood Excellence Awards winners were announced at Seafood Expo North America in Boston in March. Lunenburg, N.S.-based **High Liner Foods** won the Best New Foodservice award for its Pulled BBQ Salmon.

> Markham, Ont.-based **Sofina Foods Inc.** will rebuild a Mitchell, Ont.-plant it acquired and turn it into a turkey processing operation. The plant was previously a pork processing facility. The company says production could start in late 2015.

SUPPLIER NEWS



> **The Hershey Company** and **IOI Loders Croklaan**, a global shea butter supplier, have partnered to fund the construction of three warehouses in Northern Ghana. The project will improve the incomes for female shea farmers and positively impact their livelihoods. Hershey and IOI Loders Croklaan will provide funding to StarShea, a social business that commercializes shea butter supplied by its network of rural Ghanaian women, to construct the three warehouses allowing the women's co-operative to store shea nuts throughout the season. The program will help increase the women's profit for their crop.

> Toronto-based raw material supplier **CK Ingredients** has recently introduced a certified-organic version of its highly successful MoistureLok ingredient. Offered in Canada since 1998, MoistureLok is a clean-label humectant that extends shelf life, controls water activity, improves texture and increases yield in a wide range of food products. Manufacturers of organic bakery products and other foods will now be able to leverage MoistureLok's superior functionality.

> London, Ont.-based **A&L Biologicals Inc.** has received \$1.19 million to develop a diagnostic test that will help corn producers increase productivity through improved plant and soil health. The investment came from the federal government this year. ➔

Portable Freezing Made Easy

precision & versatility wherever you need it most

For your temperature-sensitive goods, trust the **Mobile Flex-Cool**, your cold chain solution. It offers precise controls to guarantee the right temperatures for your cargo at all times, **no matter where you are.**

To learn more, visit www.espar.com or call 1-800-387-4800.

MOBILE flexCool

Espar

A WORLD OF COMFORT



KEEP IT MOVING KEEP IT SAFE

WITH LUBRIPLATE NSF H-1 REGISTERED
FOOD MACHINERY GRADE LUBRICANTS

Lubriplate NSF H-1 Registered Lubricants do more than keep your machinery running at its best. They free you from the potential chemical hazard risks posed by Non-Food Grade Lubricants. In fact, using 100% Lubriplate H-1 Lubricants throughout your plant can significantly simplify your HACCP program by completely eliminating lubricants as a potential chemical hazard.

High Performance Synthetic and Pure USP White Mineral Oil-Based Lubricants.

NSF H-1 Registered Food Machinery Grade for Safe, Non-Toxic Lubrication.

FDA COMPLIANCE - With Regulations 21 CFR 178.3570, 21 CFR 178-3620, 21 CFR 172-878, 21 CFR 172.882 & 21 CFR 182



Lubriplate® Lubricants

Newark, NJ 07105 USA / Toledo, OH 43605 USA / Tel: +973-465-5700
www.lubriplate.com / LubeXpert@lubriplate.com



- REPRESENTATIVES IN CANADA -

Southern Alberta, Saskatchewan & Manitoba: Robin Tetrault / Summit Agencies Ltd. / 403-236-8655 / robin@summitagencies.ca
Northern Alberta and Saskatchewan: Peter Liston / Summit Agencies Ltd. / 780-406-7462 / peter@summitagencies.ca
British Columbia: Brian Weihs / Summit Agencies Ltd. / 604-329-7848 / brian@summitagencies.ca
Southeastern Ontario: Mechanical Sales Co. / 2199 Dunwin Dr. / Mississauga, ON L5L 1X2 / 800-263-7226
Southwestern Ontario: RJ (Richard) Seguin / Mechanical Sales Co. / 800-263-7226 / rjs@mesaco.com
Northern Ontario: Gord Jopling / Mechanical Sales Co. / 800-263-7226 / gordj@mesaco.com
Quebec and the Maritimes: Lydia Oosterbaan / Mechanical Sales Co. / 800-263-7226 / lydiao@mesaco.com

> Milford, Ohio-based **Buckhorn Inc.**, a provider of reusable plastic packaging and material handling systems, is celebrating the

50th anniversary of the first plastic bakery tray. In 1965, Buckhorn created the first plastic bakery tray for a major grocery retailer.



> **PAC, Packaging Consortium** and the **Canadian Printable Electronics Industry Association** have signed a MOU to explore ways to transform the multibillion-dollar packaging industry with printable and organic electronics. Printable and organic electronics (PE) can power new ways to manage inventory, track items as they are shipped, better

maintain product freshness, extend shelf life, monitor medication usage, identify packaging materials for recycling and turn consumer packaging into an interactive platform.

PEOPLE ON THE MOVE



> Erie, Penn.-based Eriez has appointed **Lukas Guenthardt** as executive vice-president of Global Strategy & Development. The company has also promoted **Tim Gland** to director, Erie Operations, and **Mike Mankosa** to executive vice-president, Global Technology. Sadly, **Chet Giermak**, who served as the company's president and CEO from 1971 to 2003, passed away in March.

> Kitchener, Ont.-based Brick Brewing Co. Limited has hired **Jim Manz** as its new director of Sales, Canada.

> **Kevin Auch** is the new vice-chairman on the board of the Edmonton, Alta.-based Alberta Wheat Commission. The AWC also has two new members: **Gerry Good** and **John Wozniak**.

> Aldergrove, B.C.-based SunSelect Produce Inc. has added **Mike Reed** to its team in the newly created role of chief business development officer/executive vice-president, Sales and Marketing.

> **Sylvia Augaitis** is the new executive director of the Wine Marketing Association of Ontario, the non-profit marketing association. The organization manages the Wine Country Ontario brand.

> St-Hyacinthe, Que.-based egg producer and processor Nutri Group has a new board of directors. **Serge Lefebvre** is the new chairman and **Claudia Désilets** is the new vice-chairman.



Lefebvre



Désilets

PRODUCTION PROVEN SLICERS & DICERS

www.urschel.com/smallprocessors.html



Production proven slicers and dicers manufactured by Urschel provide **consistent, precise cuts** with **continuous cutting action** to keep the fast pace of your production line running smoothly. Urschel machinery offers the **flexibility** to meet the needs of small processors that may become larger processors in the future. Contact **Chisholm Machinery** for more information.

www.urschel.com

© Urschel is a registered trademark of Urschel Laboratories, Inc. U.S.A.



Chisholm Machinery

P.O. Box 245 Niagara Falls, Canada, L2E 6T3
Telephone: (905) 356-1119
e-mail: info@chisholmmachinery.com



URSCHEL
The Global Leader in Food Cutting Technology



Cutting Solutions Slicing Dicing Shredding Milling/Grinding

CORRECTION

The story "Finding Success in Fermentation" in the April 2015 news section contained incorrect information on Uttara Balada Inc. Owner Lorman Ip founded the company in February 2014, rather than taking it over. *Food in Canada* apologizes for any confusion the error may have caused.



Global Footprint, Local Expertise

- Comprehensive portfolio of food and beverage ingredients
- Product and formulation expertise
- Market intelligence and global sourcing
- 115 country presence
- 22 Canadian locations
- Over 60 years in Canada

Those are just a few facts

Univar supplies food ingredients and formulation expertise for a broad range of food applications - baked goods, meat & poultry, beverages, confections, dairy goods, snack foods, and many others. Our wide range of expertise spans from development and marketing expertise to sodium and sugar reduction, clean labeling, GMO free ingredients, packaging, regulatory support and risk mitigation. We are ready to help tackle your toughest challenges, from market and trend research to ingredient and product formulation.

Fresh Ideas Start Here

A network of expertise and technology to deliver innovative solutions.

For more information, please contact your local Univar Food Ingredients account manager.
Foodingredients@univarcanada.com
www.univarcanada.com • +1 855 888 8648





COMMENTARY — The Feds Want SMEs to Increase Exports

The federal government is on an export kick. In late 2014, it announced an initiative for small and medium enterprises (SMEs) to increase their focus on exports. The goal is to double to 21,000, the number of SMEs exporting to “emerging economies.” This policy is implemented by, among other things, bringing together the Canadian Trade Commissioner Service, Export Development Canada, the Business Development Bank of Canada and the Canadian Commercial Corporation to deliver a series of seminars across Canada, and by providing a number of grants to help companies get started.

All this was underlined in the recent federal budget, with \$120 million of support for trade initiatives, \$30 million of which is specifically for agri-food.

Is this a good strategy for the agri-food sector? It certainly appears so. The world is experiencing the fastest growth in food demand in history, partly because of population growth, but more because of income growth in the emerging economies.

Some futurists say more food will be eaten in the next 50 years than in all of human history. The value of international trade in food products tripled from 2000 to 2013.

Canada has the third largest endowment of arable land per capita of any country, nine per cent of the world’s fresh water supply, and some of the more “sustainable” practices on earth. Yet our share of international trade has declined substantially led by manufactured food products. Measured by new investment as a percentage of depreciation, Canada has actually disinvested in the food industry.

Against this poor performance, even all of the \$120 million isn’t much, but it’s a start. We’re adding a module to our Canadian Food and Agri-Business Management Excellence program on managing export marketing. ●

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 and oilseed markets continue moving sideways as the USDA reported few surprises. Now traders are waiting to see how big the North American crop will be. Crude oil prices have taken a step up because of Middle East strife, pulling the Canadian dollar along with them.

> Corn – Corn prices are sideways, but threatening six-month support at \$3.77 on the July contract. A record South American crop is clearly in the books as analysts continue to raise their estimates. U.S. exports lag last year’s by 1.6 million tonnes and face increasing competition with South America’s. While there will be attempts to find reasons to “kill the crop” before it is fully planted, current fundamentals are decidedly bearish. We continue to like pricing hand to mouth while protecting above support at \$4.07, if futures break through \$3.77.

> Soy oil – Soy oil moved in a range between \$0.349 and \$0.298 since August, with a slight downtrend. This results from a very heavy supply of Malaysian palm oil and record crops of soybeans in the U.S. and South America. Expect a flat to weaker market, even though the USDA’s first 2015 acreage projection was lower than the market expected. Nowhere in the soybean complex did that report result in a

continued rally. Continue to protect just above major support at \$0.296.

> Wheat – A predictable weather scare in the winter created a small panic rally that tested the 23.6 per cent retracement. Then it rained! Futures dropped to test the contract lows at \$4.84 ½ on the July contract. U.S. export inspections are almost 20 per cent lower than last year. It does appear that there will be a fairly large U.S. crop to add to the 30 per cent current carryover. One potential bullish factor is that Russia and the Ukraine are being limited by the price and availability of inputs. Acreages are expected to be lower in those countries. We’ve been suggesting to protect at contract lows. Another alternative is to buy hand to mouth and protect above \$5.50.

> Sugar – Sugar continues to make new lows (\$0.119 on the nearby) not seen since 2009 because of the large crop in Brazil. Nothing has changed since last month except that the lows are now a penny lower: buy hand to mouth and use the old contract low of \$0.133 on the July as the level above which to protect.

> Natural gas – July futures made new lows at 2.58 cents, currently trading at 2.71 cents. Current supply of natural gas in the U.S. is nearly nine-per-cent higher than the same time last year, when supply was beginning to be replaced after the exceedingly cold winter. We

still think this is a good place to price forward.

> Crude oil – Brent crude prices rallied again with the most recent flare-up in Yemen, but have dropped off marginally. They are still at the 23.6 per cent retracement after contract lows. U.S. inventories are exceedingly high and people are looking for storage. Saudi production has increased markedly, even though some other countries’ production declined, proving again that the Saudis intend to protect their market share. The market is testing resistance at \$62.57 on the June contract. Continued conflict in the Middle East will likely push it higher, but the underlying fundamentals are still quite bearish. \$62.50 is the level against which we recommended buyers should protect, and still do.

> Canadian dollar – The Bank of Canada chose again not to change interest rates, so the currency market is back following oil prices. June futures are testing the 23.6 per cent resistance plane at \$0.815. Interesting that they are doing exactly the same thing as oil prices! For those whose risk is a lower loonie, this would be a good time to replace the Canadian dollar Puts we recently sold. The most obvious strike price would be \$0.78 because it is a recent low. However, any September or December Put with a premium of less than two per cent would be good insurance.





Integrated Innovations

If you're in the food and beverage business, **PROCESS EXPO** is the right show for you.

It's the only North American trade show where you'll see integrated solutions for every sector of the food and beverage industry. Plus the show floor is expanding with more exhibitors and a new co-location partner – **InterBev Process**. Together with the **International Dairy Show** – you'll see more ideas at three shows – all in one place.

PROCESS EXPO UNIVERSITY offers unmatched educational sessions featuring industry-leading food science academics. And see processing and packaging solutions in action on the show floor. It's a winning combination of university-level insight and real world experience.

Innovations to help you compete in today's global market.

Co-located with:

INTERNATIONAL
**DAIRY
SHOW**
2015

InterBev
PROCESS

REGISTER TODAY AT
www.myprocessexpo.com

September 15-18
2015 • CHICAGO

PROCESS
EXPO

FPSA
Food Processing
Suppliers Association

The GLOBAL
**FOOD EQUIPMENT
& TECHNOLOGY SHOW.**

© 2015 FPSA



Can we say it? Inconsistencies regarding health claims in Canada

For many years the Canadian Food Inspection Agency (CFIA) and the Food Directorate of Health Canada took the position that if the *Food and Drug Regulations* (FDR) did not specifically permit a health claim, then such a claim had to be approved by the Food Directorate through a pre-market assessment process. This interpretation is somewhat at odds with the actual provisions of the FDR, which do not explicitly mandate such an approval for these “other” health claims.

In recent years, the Food Directorate has taken a fresh approach to the traditional view requiring pre-market approval. Through stakeholder meetings and presentations, Health Canada made it abundantly clear that it would no longer require pre-market approval for health claims not specifically contemplated under the FDR. Under this modern approach, Health Canada assured industry that structure-function, disease reduction, and therapeutic claims may be made, provided they are truthful and not misleading. Only “Schedule A Claims” (for example, claims related to a food being a treatment, preventative or cure for any of the diseases, disorders or abnormal physical states listed in Schedule A of the *Food and Drugs Act*, such as cancer, depression, and diabetes) require a pre-market assessment and/or regulatory amendment.

Unfortunately, as a result of this shifting view, it is becoming increasingly unclear to industry to what extent it can rely on this modern approach to the regulation of “other” health claims. The policy change was informal in that there was no direct announcement of the policy shift or an official enumeration of the exact claims that would now be allowed, nor is there any clear guidance on the standards of evidence required to support a claim under the new approach. In plain terms, this means the type and degree of scientific support required for a claim to avoid being considered false or

“In recent years, the Food Directorate has taken a fresh approach to the traditional view requiring pre-market approval.”

misleading is unclear. While the shift in Health Canada’s perspective seems like a positive step forward, its very informality leads to confusion in the industry and has left many industry members either too timid to make innovative claims or facing uncertain enforcement by the CFIA.

Furthermore, the CFIA has not provided any definitive statement that its position is aligned with that of the Food Directorate, and in many ways has shown that its position may in fact not be consistent. On at least one recent enforcement we acted on, the CFIA indicated that our client could not make a specified claim because it was not approved under a TMA (Temporary Marketing Authorization). This stance is inconsistent with the Food Directorate’s position that TMAs only apply to formulas

and cannot be used for pre-market approval of claims. If the CFIA’s interpretation were correct, in order to make a claim that is not specifically authorized under the FDR, a company would either have to pursue a lengthy pre-market assessment, or re-formulate to make the product non-compliant and apply for a TMA. This would put a compliant formula at a strange strategic disadvantage from its TMA-approved counterpart, and does not make for good policy.

Another inconsistency is that the CFIA website has not been updated to align with the Food Directorate’s position on the matter. To further confuse the matter, the CFIA added the following statement to its website in February 2015: “When a health claim brings a food under the definition of a ‘drug’ (definition) through the use of a disease risk reduction claim (definition) or a therapeutic claim (definition), a pre-market assessment of the claim, by the Food Directorate of Health Canada, is mandatory.”

While we recognize that both organizations fulfill different roles — the Food Directorate is policy-focused, while the CFIA’s role is enforcement — both organizations are part of the Canadian government and therefore industry members should reasonably expect, and be able to make investment decisions, on the understanding that the two entities will maintain consistent positions. Otherwise, it is a case of the left hand not knowing what the right hand is doing. The Canadian food industry and consumers deserve better. 🍎

Lewis Retik is a leader of the Food and Natural Health Products Law Group and a partner at Gowlings. Contact him at lewis.retik@gowlings.com



“Our products may be healthier, but our margins aren’t.”

People who know Food & Beverage, know BDO.

The Consumer Business Practice at BDO

Food processors throughout Canada face an increasingly challenging business environment: changing consumer demands, ever-stricter regulations, and new competitors in a sector that’s already over capacity. BDO’s professionals offer significant industry-specific experience, providing an exceptional range of partner-led services to help you grow your business – no matter what the market conditions.

Assurance | Accounting | Tax | Advisory

www.bdo.ca/consumer-business



Gary Gnirss



CFIA, taking a break from all their worries!

The Canadian Food Inspection Agency's (CFIA) modernization efforts have recently embraced the iconic Cheers lyrics, "Taking a break from all your worries, sure would help a lot."

In January 2015, the CFIA announced it would be taking a break before the introduction of the much anticipated *Safe Food for Canadians Regulations* (SFCR) that was expected to be introduced in the first half of 2015. It seems there is a bit more thought and further reorganization needed by the agency to ready itself for that eventuality. Fair enough. The changes coming will have a significant reach in, and impact on, food businesses in Canada. It will bring with it a new licensing regime and inspection system.

To lessen that pain for everyone, the CFIA itself needs to be ready. The agency is not predicting when proposed regulations will come out. This is a federal election year, and as such speculation might suggest there will not be interest in doing so before then. It is easier to speak about food safety success than to demonstrate it.

The Cheers' idea of taking a break is spending time in a pub. But the CFIA is not sitting idle. The restructuring of the agency is still happening. There are also many food regulatory modernization initiatives on the menu, including food labelling. The CFIA has noted that it is still committed to presenting a draft on the future direction of food labelling by

mid-2015. This is not proposed regulations, just a more focused vision.

Since its early days the CFIA was shaped by the multitude of federal food legislation — including the *Canada Agricultural Products Act*, the *Meat Inspection Act* and the *Fish Inspection Act* — that it had inherited from its ancestors. Each of these laws, and there are more, require administration. Administration shapes the organizational framework. *The Safe Food for Canadians Act* will eventually repeal these laws, and thus require a new framework. Transitional changes are already happening.

“ Food labelling today is technically challenging and exceptionally complex. It really takes very little effort not to get it right. ”

Much of the talk by the CFIA on food regulatory modernization is centred around prevention of food safety issues. That of course is an easy sell, and it has good political capital that is easy for the general public to relate to. Food labelling and advertising seems to have taken a back seat to other CFIA and federal government priorities. What seems to be lost in the discussion is the decades of openness by the CFIA and its predecessors to engage in food labelling dialogue. If it is the agency's goal to have consistency and a level playing field related to food labelling, then such dialogue is crucial.

Preventing food label failures is a harder concept to appreciate. It should

come as no surprise that most want to comply. Food labelling today, however, is technically challenging and exceptionally complex. It really takes very little effort not to get it right. When the CFIA consolidated some of its food labelling guidelines and policies in 2014 on its website, there was a sense that the job for the CFIA on food labelling guidance was done. However, the guidance is a starting point and does not encompass all food labelling. It often needs explaining on how this might relate to various scenarios. Food policy and guidance needs a voice, not just a webpage.

The current process of contacting the CFIA starts at a local CFIA office or the establishment inspector. It would seem more logical to have maintained and enhanced a more central approach, a system dedicated to answering questions and gaining the understanding of the issues that industry may seem to have particular difficulty with. The agency had proposed opening an office of food labelling expertise as part of its modernization effort. Suspicion is that this may serve internal purposes. Even if so, it would at least provide a focal point for questions to be directed to.

If the CFIA's customers get so frustrated such that they will abandon being an audience, there will be no one left to sell their guidance to. As the song's lyrics go, "Where everybody knows your name" will then be a thing of the past. The priority on food labelling needs to be in the limelight. ●

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



Radioactive contamination

This isn't a subject that food processors think about and I probably would not have written this column had it not been for a couple of articles on radionuclides in foods that caught my attention. One article was a joint FAO/WHO report on radioactive contaminants in foods, and the other was a peer-reviewed research paper in the *Journal of Food Protection* on the distribution of radioactive cesium in rice. I asked myself, what programs does Canada have in place to deal with radionuclides today?

What is radioactivity?

Radioactivity is the release of particles and energy when atoms breakdown (decay) or when atoms react to extremely high energy. Scientists call radioactive elements radionuclides. Radioactivity occurs naturally in rocks and soil and can be produced artificially.

Today, most people's understanding of radioactivity is in connection with life-saving medical applications (millions of diagnostic tests and treatments are done annually) or the destructive outcomes of WWII on Japan and other more recent events, namely the nuclear arms race that started in the 1950s and finally ended in 1980, Three Mile Island (1979 — U.S.), Chernobyl (1986 — Ukraine) and Fukushima (2011 — Japan). There is a dichotomy of gratitude and fear surrounding nuclear energy, an application we wouldn't want to live without and another application we would rather



live without. The same dichotomy exists for genetically engineered products for pharmaceutical and food applications.

Canada established the Canadian Radiological Monitoring Network (CRMN) in 1959 to monitor the environmental release of radioactivity (fallout) from nuclear weapons atmospheric tests. Today the Network is managed by the Radiation Surveillance Division of Health Canada's Radiation Protection Bureau (RPB). The CRMN consists of 26 monitoring stations across the country that routinely collect and test air and water vapour, rain water, potable water and milk samples for radioactivity.

Health Canada has conducted a series of "Total Diet Studies" since 2000 to assess the presence of radioactivity in the food staples in major cities across Canada. Results from these studies for 2010 (St. John's), 2011 (Ottawa), 2012 (Vancouver) and 2013 (Montreal) are available from Health Canada (email to publications@hc-sc.gc.ca, requesting: HPFB BCS TDS RAD-2010-13). In every one of these studies there is no evidence for any concern. Health Canada also tested 169 samples of foods imported from Japan after the Fukushima nuclear power plant calamity. All test results were below Canadian action levels.

The federal government implemented a Federal Nuclear Emergency Plan (FNEP) in 1984 as part of an *Emergency*

Management Act. The FNEP is managed and maintained by Health Canada's RPB, Environmental and Radiation Health Services Directorate and Healthy Environments and Consumer Safety Branch. The 5th Edition of FNEP Master Plan was released in January 2014.

Health Canada remains the gate keeper of the plan, which now includes 16 other federal government institutions whose mandates include public health and safety, food security, transportation, foreign affairs, border security, atomic energy and the Privy Council Office that would take the lead in a nuclear emergency. Surprisingly the Department of National Defense is not among the cohort.

International programs

Monitoring nuclear safety is a global endeavour today. Most developed countries around the world co-operate in monitoring radionuclide levels in their food supplies and environments. This data is shared in real time with all participants. In addition to all of what has just been described, Canada regularly conducts emergency exercises to both test and ensure its nuclear safety programs are effective.

Canadians need not be concerned about radionuclide contamination of their food supply. We should feel secure in the knowledge that Canada has monitoring programs in place to alert us of any nuclear threats. This country is also constantly testing and updating its emergency response programs to address an emergency should it arise. ●

Dr. R.J. (Ron) Wasik PhD, MBA, CFS is president of RJW Consulting Canada Ltd. Contact him at rwasik@rjwconsultingcanada.com

A healthy candy revolution

S BY TREENA HEIN

ugar, sugar, sugar. It's certainly on the minds of most Canadians when they reach for a snack or a treat. Traditional candy obviously contains a lot of it, which is driving companies to rethink their formulations. "Consumers are increasingly opting for healthy indulgence options...and industry participants strived in 2014 to bring in product improvement and innovation to meet the demand in this regard," says Frank Jiang, Euromonitor's Canadian confectionery research lead.

There are two main natural sweeteners that are making steady progress in replacing sugar in many candy products. One of these is xylitol, and its use in confections has soared over the past five years, according to Xylitol Canada vice-president Matt Willer. Xylitol is a natural sugar substitute derived from fruits and vegetables. It has the same exact sweetness, look and feel as table sugar, but with 40 per cent fewer calories. It's safe for diabetics and provides substantial oral health benefits.

"Today you have people avoiding sugar and avoiding chemical sweeteners, so use of natural sugar substitutes, including xylitol, have skyrocketed and will continue to do so," Willer explains. "Xylitol, being the easiest to use and the cavity preventer, has

**THE DAYS
OF SUGARY
PRODUCTS IN
THE CANDY
AISLE ARE
NUMBERED**





lent itself to become one of the more popular in candy.” Xylitol is now found in major candy brands such as Ice Breakers, Mentos, Ice Chips and Trident. The candy lineup of Xylitol Canada’s brand Xyla includes lollipops, gum, hard candy, mints and taffy (the company also offers jam, condiments and more), available at Whole Foods, Sobeys, London Drugs and many other retail outlets.

Increasing xylitol candy sales are challenged by the fact that right now the cost is higher and the product availability is lower compared to traditional products. However, Willer notes that awareness and acceptance of xylitol continues to reach all-time highs, and that this is in part due to support from the dental community. Xylitol has received positive support in *The Journal of The American Dental Association* and from the Harvard School of Dental Medicine. In addition, researchers state in a recent paper published in *The Journal of The American Geriatrics Society* that xylitol gum can provide a “real clinical benefit” in terms of several oral health issues that commonly affect many seniors. Xylitol reverses the destructive effects of sugar on oral health. It cannot be converted to acids by oral bacteria, and it also generates an alkaline environment that inhibits plaque formation. With proper use, xylitol actually stops the tooth

decay process, and long-term use increases the buffering capacity and protective factors in saliva. It even has the ability to enhance re-mineralization of the enamel.

Extracts from the stevia plant are the other natural sweetener making substantial inroads into the candy category worldwide. The International Stevia Council states that hundreds of new products are being launched each year made with stevia extracts, across a wide range of countries. The European Stevia Association explains on its website that stevioside (a stevia extract) is extremely heat stable, and is compatible with dairy products and with acidic fruits such as berries, oranges and pineapples. “Moreover, it is pH stable, non-fermentable and does not darken upon cooking, and therefore it has a wide range of applications in food products.”

Stevia and xylitol can also be found in chocolate, with stevia bars offered by companies such as Dante Confections of Massachusetts, Coco Polo of New Jersey and Lily’s Sweets in



WITH PROPER USE, XYLITOL ACTUALLY STOPS THE TOOTH DECAY PROCESS, AND LONG-TERM USE INCREASES THE BUFFERING CAPACITY AND PROTECTIVE FACTORS IN SALIVA. IT EVEN HAS THE ABILITY TO ENHANCE RE-MINERALIZATION OF THE ENAMEL.



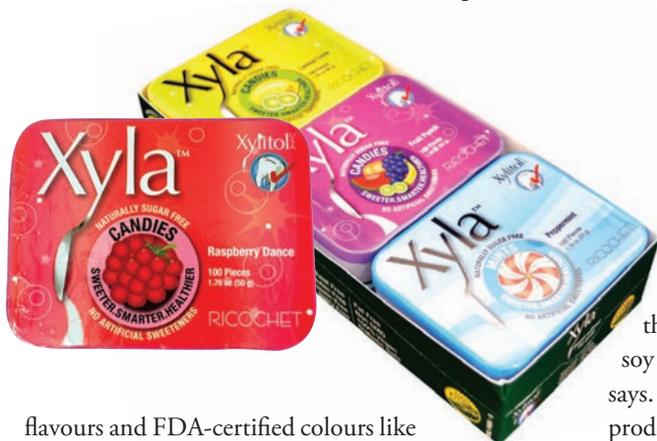
Seattle, Wash. Xylitol chocolate is made by such firms as Michigan's Dr. Johns and Chocolistic in Connecticut.

For the big chocolate players, however, the present focus seems to be the use of more natural ingredients rather than sugar replacement. Nestlé has already removed artificial colours and flavours from some of its most popular products such as Smarties and Aero bars, and is committed to removing these ingredients from the few products that contain them by the end of 2016, if not sooner, says Nestlé Canada Corporate Affairs representative Maria Serraino. "Nestlé USA," she adds, "is committed to removing artificial



The firm has also shown interest in "going natural" through its recent purchase of Illinois-based Enjoy Life Foods, which has marketed a variety of "free-from" baked goods and confections in Canada since 2005. They are found in major grocery store chains in the gluten-free section. In 2014, the company's overall sales of chocolate bars increased by a whopping 67 per cent over 2013, and Chocolate Morsels by 72 per cent, due to increased distribution but also due to what chief marketing officer Joel Warady identifies as a demand for better-for-you snacking. "We believe products are better for you if they are 'free-from' many unhealthy things," he says. "We are free-from gluten, the top 12 Canadian allergens, GMO and all artificial ingredients."

“For the big chocolate players, however, the present focus seems to be the use of more natural ingredients rather than sugar replacement.”



flavours and FDA-certified colours like Red 40 and Yellow 5, from all of its chocolate candy products." For example, in the Butterfinger bar, these two artificial colours will be replaced by annatto, made from the seeds of the achiote tree.

Across North America, the Hershey Company is also striving to use only natural content in its chocolate, such as roasted almonds and cocoa beans. This "simple ingredients" effort is one of three guiding principles that the company began implementing in 2013. Transitioning more products to a simplified ingredient list will continue this year, says Brandy Woolford, associate manager of Brand Public Relations and Consumer Engagement, with treats such as Hershey's Kisses Milk Chocolates. The other two Hershey guiding principles are "transparency" and "thoughtful and responsible sourcing," for example, moving to 100-per-cent certified and sustainable cocoa.

Mondelez, which makes Cadbury chocolate, has stated that it is working to reduce saturated fat content in some of its offerings.

With regard to soy, Warady says recent studies have shown some potential health issues in people who consume a lot of it. "Add to that the fact that in America, 90 per cent of all soy is GMO and you find that soy has become an ingredient that people look to remove from products," he says. "Most chocolate in the market contains soy lecithin as an emulsifier; we produce our chocolate without any soy, which makes for a cleaner ingredient deck, and a more pure chocolate product." Warady admits it is significantly more expensive to create chocolate without the use of soy, but notes that customers are willing to pay more for premium offerings. "When people taste our Chocolate Morsels or bars, they say it tastes like real chocolate," he explains. "They eat our Chocolate Morsels right out of the bag, so while they're now in the baking aisle in a large bag, we see an opportunity to have them in the snack aisle in smaller-size bags." Enjoy Life Foods already sells its Chocolate Morsels to some major food brands for use as an ingredient, and says it is positioned to increase this market substantially in 2015.

In addition to seeing more natural ingredients and sugar substitutes, candy consumers should also expect more health-boosting additives. "In particular," Jiang notes, "medicated confectionery and sugar confectionery fortified with medical ingredients such as amino acids and vitamins are likely to become more available in candy aisles."

Willer at Xylitol Canada agrees. "You will see more value-added candy, you will see more natural candy, and you will see more functional candy," he says. "The good news is xylitol can be used in any of these categories." Enjoy Life Foods is also interested in functional ingredients such as antioxidants and protein.

Whatever may come in the candy aisle, expect it to be better than ever for you — and, without a doubt, to still be sweet. 🍓





For the love of chocolate!

Nowadays, you can find chocolate in any form and mixed with the most interesting flavour partners — sweet and savoury, intensely spicy, fruit and nutty, and organic are just some of the consumer trends that are currently driving innovation and sales in Canada’s multi-billion-dollar confectionery market.

We recently embarked on our own test of love in this category, to see whether six popular brands of plain milk chocolate equally tug at our heart strings.

Blind date

We asked 50 lucky females from the Greater Toronto Area who regularly consume chocolate to taste and evaluate six brands of plain milk chocolate. This array included two premium brands and one private-label brand. Each respondent tasted one square or piece of each bar.

And because most chocolate brands have embossed branding on each piece of chocolate, respondents were blindfolded to avoid easy brand identification.

The love story

For the most part, all the chocolate samples were equally “lovable.” Five of our six contenders had no significant differences on measures of overall liking, purchase intent, overall flavour, or overall texture.

Only one of the six test products failed to impress, scoring significantly lower than all the other brands on most key measures including overall liking of both the flavour and texture. The main point



of difference was that this bar severely lacked the milky flavour and creamy texture that consumers expect in a milk chocolate. This was not a product with melt in mouth qualities — in fact the lack of “melt” was the largest contributing factor to the bar’s dismal performance.

Higher love

Most of our chocolate lovers (68 per cent) were purchasers of both everyday chocolate bars and premium-priced chocolate bars. When asked about the perceived benefits of buying premium chocolate they said the most important benefit by a large margin was because it has a richer flavour.

Taking a closer look at the performance of the two premium brands in our test, surprisingly neither stood apart as having significantly better quality, texture or flavour. Neither was perceived to have significantly more “premium” taste or textural profiles than three of the non-premium test samples.

One of our premium brands did achieve the top directional scores for quality and flavour. It was also most likely to be described as natural, least likely to be described as artificial, and it had the best scores for sweetness and texture of the bite. However, despite its premium credentials it was too thin and not creamy enough.

One of the most differentiating attributes of our samples was the rate of

melt. The melt rate can be described as the amount of time required for solid chocolate to turn into liquid while moving it around with the tongue. Generally we find that there is a consistent desire for fairly rapid melt. If the melt rate is too slow, the chocolate piece is typically described as waxy and artificial. A quick melt rate is associated with creaminess and milkiness, which are of course very desirable attributes of milk chocolate as well.

Our weakest performing brand scored dismally low on this attribute, with over half of respondents describing the melt as too slow. For the brand with the top score on this attribute, 68 per cent thought the melt was “just right,” while still 18 per cent desired a faster melt.

A labour of love

Purchase decisions in the chocolate bar section may be driven by a multitude of motivating factors, such as price points, brand credentials, emotional ties with the brand, or simply spontaneous cravings. In fact, when we asked our testers why they chose one brand of chocolate over another, 96 per cent simply attribute their brand choice to the generic catch-alls of “It’s a brand I like” or “It’s a brand I crave at the time.”

While not everyone has the same definition of the perfect chocolate “mate,” the real test is whether the experience delivers as anticipated. And like any relationship, it may make the difference between a match made in heaven...or the broken hearts club. 🍫

For questions about this research, or how you can leverage consumer taste buds in your business, contact Dan Scholes at info@contracttesting.com or (905) 456-0783.

Brain BOOSTERS

Ingredients for cognitive function are a smart move for processors

BY NATALIE CAJIC

On any given day Canadians look to coffee to kick-start their morning. In fact, more Canadians drank coffee in the past day than they did water.

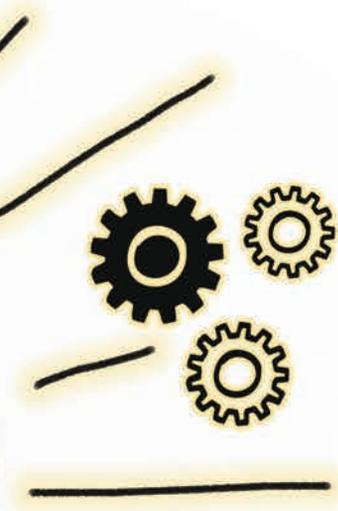
According to a 2013 report by the Canadian Coffee Association, about two-thirds of adult Canadians (65 per cent) preferred coffee over tap water (63 per cent). The caffeine in coffee gives its drinkers a boost in physical and mental energy. Little wonder coffee drinking increases with age and peaks in the 65-to-79 age bracket.

“The target audience for brain-boosting products is huge,” says Dr. Russ Hazen of Fortitech Premixes. “Parents want baby geniuses, students want to excel, workers want to stay sharp on the job, and aging adults want to stay in the game of life as long as possible,” he adds.

And processors are meeting the demand. The overall number of food and beverage launches in Canada with a claim related to either brain or nervous system functions increased by 55 per cent between 2010 and 2014, says Joel Gregoire, food and drink senior analyst, citing Mintel’s Global New Product Database (GNPD).

While coffee rules as a favourite brain-boosting beverage for Canadians, processors have a number of ingredients that provide cognitive support.





On trend now

Certain botanicals have long been known to help in cognitive function. In Chinese herbal medicine, ginseng and ginkgo biloba are believed to improve brain circulation thereby increasing mental alertness and clarity. However, consumers have been urged to avoid ginkgo biloba in supplements, herbal teas and energy drinks as a new study has shown evidence that ginkgo may cause liver and thyroid cancers in mice and rats.

Nevertheless, trend-watchers report botanicals were strongly represented at the recent 2015 Natural Products West show in Anaheim, Calif. in March. Editors at New Hope Natural Media, Jenna Blumenfeld and Elisa Bosley, noted that natural and organic drink manufacturers at the show were boosting nutrition and flavour with fruits, herbs and even flowers. Favourite formats were tea and kombucha.

Beverage manufacturer Rebl caught the eye of these two editors. The San Francisco-based company launched elixirs and tonics with “super herbs” that promise to awaken, de-stress, and re-energize. The coconut milk-based elixirs contain adaptogenic herbs such as ashwagandha, macca and reishi, while the tonics focus on ginger, Siberian ginseng and yerba mate.

Beyond botanicals

While consumers love beverages that provide short-term benefits, they’re also looking for products that will deliver long-term cognitive support.

Mintel’s Gregoire says most of the new launches with a claim related to either brain or nervous system functions were in the baby food category, including formulas. Fifty per cent of new launches in 2014 were in this category. Infant nutrition was the first application for the ingredient Carnipure, says Christine Infilise of Quadra Ingredients. Carnipure is made of l-carnitine, a biological active form of carnitine, derived from amino acids and essential for fatty acid oxidation and energy production.

Today Lonza Ltd. celebrates 30 years of the manufacturing and marketing of Carnipure and with more study and improved food technology, the Swiss scientists have found new applications for l-carnitine in the areas of energy metabolism, sports nutrition and weight management. In addition, some evidence shows that another form of carnitine, acetyl-L-carnitine, may delay mental disorders including Alzheimer’s disease and age-related memory loss. The body can convert l-carnitine into acetyl-L-carnitine.

While Carnipure L-Carnitine is only approved for use in natural health products, Infilise says they are expecting novel food approval imminently. Quadra Ingredients was appointed Lonza’s Canadian distributor last year →



Ginseng root



Red reishi



Yerba mate tea



THE OVERALL NUMBER OF FOOD AND BEVERAGE LAUNCHES IN CANADA WITH A CLAIM RELATED TO EITHER **BRAIN OR NERVOUS SYSTEM** FUNCTIONS **INCREASED BY 55 PER CENT** BETWEEN 2010 AND 2014

for both the nutrition and food emulsifiers portfolio of products.

Omega-3 fatty acids have long been associated with promoting heart health, but emerging research is showing links between omega-3s, particularly docosahexaenoic acid (DHA), and brain and neurological health. There is also some evidence to show that omega-3 fatty acids may help prevent Alzheimer's disease and dementia, but Dr. Hazen cautions against making the leap saying "additional study of this question is needed."

And further review is about to get underway. Last December, Health Canada announced that it, alongside the U.S. government, would fund a comprehensive study into omega-3 fatty acids for the purpose of establishing a dietary reference intake (DRI). DRIs represent the most current scientific knowledge on nutrient needs of healthy populations.

Meanwhile, processors are promoting omega-3s as heart and brain healthy. Take Mamma Chia for

example. The California-based company manufactures bars, granola and drinks loaded with chia seed, a source of plant-based omega-3s. Mamma Chia recently launched an energy drink that not only has 90 mg natural caffeine but also 2,500 mg of omega-3s in a 10-oz bottle.

Choline opportunity

Choline is a micronutrient not yet on the consumer radar. But the lack of awareness of this essential nutrient may soon change. Last year Health Canada and the US Food and Drug Administration proposed changes to the Nutrition Facts panel where processors would be permitted to voluntarily list choline on food labels.

"Choline has been known for decades for basic elements of its functionality in the human body, but it has been underappreciated," says Kristine V. Lukasik, PhD, director, Applications, Scientific and Regulatory Affairs, Food and Nutritional Ingredients, for Balchem Corp. Lukasik says North Americans have unwittingly diminished their choline intake as they've moved away from foods high in fat and cholesterol, like liver, eggs and a variety of meats — all rich sources of choline.

Choline helps to develop the memory centre of the brain in infants, facilitates brain function in adults, and may counteract certain effects of age-related memory loss, cites a Balchem brochure on the ingredient, VitaCholine, distributed in Canada by L.V. Lomas.

A leading brand in the cognitive category is Nawgan, an "alertness beverage" with Kyowa Hakko's Cognizin-branded citicoline ingredient. Technically, citicoline is cytidine 5'-diphosphate choline and is used for Alzheimer's disease, dementia and head trauma. Nawgan also contains alpha-glycerol phosphoral choline, providing a second source of choline, and by combining it with citicoline the beverage contains 95 mg of choline, or 17 per cent of the recommended intake. Karen Todd, R.D., director of Marketing for Kyowa Hakko USA, is quoted as saying that Cognizin was initially targeted to the adult and mature market, addressing the issues of energy, attention and memory.

Today's brain-boosting ingredients go beyond caffeine, giving processors an edge in creating functional products in the cognitive health category. ●



Intelligent packaging of
CONVENIENCE FOOD.

ATS-Tanner Banding Systems Inc.

Oakville ON L6L 6M8 (Canada)

Phone +1 905 815 9999

ats-tanner.ca

ATS[®]
Unique Banding

When he reduced costs by 13% with a new RTU, he wasn't just saving money. He was setting a precedent.

Once your clients start seeing the benefits of our incentives for upgrading to high efficiency RTUs, they will want to look into making other parts of their building like ventilation, chiller and building automation systems more efficient too. When they do, they'll be joining thousands of organizations across Ontario who are already enjoying the savings that our programs deliver.

Take a look at their stories and our incentives at saveonenergy.ca/business



10 TOP

Canadian food & beverage companies to watch

Each year the Canadian food scene welcomes a crop of new companies, many of them started up by entrepreneurs with no food, let alone food processing, experience. But they do share a passion for food and for the idea that prompted them to take the risk and start up a company. Each one has a fascinating story, making them this year's food and beverage companies to watch.

By Deanna Rosolen

Hidden Garden Foods Ltd.

Catherine Anderson of Burnaby, B.C., launched Hidden Garden Foods Ltd. in 2013. The company makes gluten-free cookies with hidden vegetables. www.hiddengardenfoods.com



Q: Where did the idea for your company and products come from?

Catherine Anderson: I was a busy mom with two little girls who refused to eat vegetables. I was always trying to creatively hide vegetables in other food, and it struck me that there weren't really any convenience foods on the market

that would help with hiding vegetables for me. I decided to unleash my entrepreneurial spirit and try to come up with something on my own.

Q: Any challenges getting started? I didn't have a background in the food industry so it was a steep learning curve to start.

Q: What makes your products unique? Our Hidden Garden cookies have a half serving of vegetables in them. They're also gluten free, all natural, and still taste like delicious little cookies.

Q: Future plans? We are excited to have launched in the U.S. in March. We also have a lot of product innovation in the pipeline right now with new products coming out later on this year.

Q: Highlights from the past year? We partnered up with some fantastic new Canadian distributors, which have really helped to take the business to a new level.

Q: What has consumer response been like? Overwhelmingly positive. It has been really fulfilling to watch the business grow.



Piccola Cucina

Winnipeg, Man.-based mother/daughter team Anita and Pina Romolo launched Piccola Cucina in 2009. The company makes gourmet, artisan Italian treats. www.piccolacucina.ca

Q: Where did the idea for your company and products come from? **Pina Romolo:** The idea initially came after we were laid off from our jobs and thought about starting a small biscotti baking business. The business and products have since evolved into a line of Italian macarons and almond-based pie shells.

Q: Any challenges getting started? Locating a small commercial kitchen, budgeting, scaling up and learning how best to manufacture our products with maximum efficiencies, as well as how to package our product to meet labelling requirements.

Q: What makes your product unique? It all began with the traditional amaretti cookies, an Italian-style macaroon made with almonds, egg whites, sugar and natural flavouring. A couple of years ago, we developed a sweet almond pie shell using the same simple macaroon ingredients. This high flavour, high texture shell is perfect for sweet fillings from custards, to fruit pies, to cheesecakes. They're essentially ideal for any traditional filling with an elevated flavour profile. Over the last six months we developed an unsweetened, vegan version of the almond pie shell in response to customer feedback. It's the perfect vessel for savoury dishes like deep-dish pizza, meat pies and quiches.

Q: Future plans? We plan to expand into Ontario and Alberta through a distributor, and to fully launch in the U.S.



Oatdeal The Healthy Choice

OATDEAL The Healthy Choice is located in Saskatoon, Sask. and owned by George Barreras and Hiscay Rivera. The husband and wife duo established the company in 2012 and started selling oat-based smoothies in mid-2014. www.oatdeal.com

Q: What made you start the company?

George Barreras: The idea started when we moved to Canada eight years ago and noticed that Canadians didn't know much about oat drinks and oat smoothies. The product was not available. This was surprising for us given the fact that Canada and especially Saskatchewan are known for growing oats. Since I came from South America where these drinks are very common and have good acceptance, we decided we needed to create a healthy oat drink specially designed for the Canadian market.

Q: Any challenges getting started? Making people understand that they can drink their oatmeal has been a challenge. We have had to invest a lot of time and resources in product awareness. The good thing is that when people try it, people love it.

Q: What makes your product unique? We are the first company in Canada to produce oat-based smoothies. We are



also the first with a hot smoothie concept and the first in the world producing a healthy coffee whitener made out of oats. The smoothies are easy to make.

Q: How long did it take to get from the idea to the actual product? The idea started in 2008 and four years later we received a grant from the provincial government. With support from the Saskatchewan Food Industry Development Centre Inc. we made our first product prototype.

Q: What has consumer response been like? The response has been amazing both from consumers and local media. Even though Canadians are not familiar with oat drinks they do know the benefits of oats. The fact that our products are gluten free, are a source of calcium, vitamin D and protein, are free of chemicals and additives and are made with Canadian ingredients attracts the attention of consumers.

Q: Where are your products sold? Our products are available at all Federated Co-operative food stores in Saskatchewan, Alberta and Manitoba. We also sell our products to coffee shops and restaurants.

Q: Future plans? We plan to expand to the East Coast and into the U.S.



J.R., David, Joseph and Dawson



Screamin Brothers

Screamin Brothers is owned by the Wikkerink family: Wayne, Anne, J.R., Dawson, Joseph and David. They launched in 2010 and are based in Lethbridge, Alta. The company makes dairy-free, and fruit and vegetable frozen treats. Five per cent of the company's net profits is donated to support children locally and internationally. www.screaminbrothers.com

Q: Where did the idea for your company come from? **Dawson Wikkerink:** J.R.

started the business back in 2010, when he was 10 years old. Our family adopted little brother Joseph from Haiti, who had arrived home only weeks before the devastating earthquake. At that time, our family was in the process of adopting another brother, David, who was caught in the aftermath. J.R. wanted to do something to help the children of Haiti, so he started selling his allergen-friendly treats at the local farmers market.

Q: Any challenges getting started? The biggest challenge was the distribution of a frozen product. Ensuring quality right to the retailers' shelves is critical.

Q: What makes your product unique? Our coconut milk-based frozen treats are sweetened with honey from the base of



the Rocky Mountains in Alberta. This special ingredient gives our products a unique flavour. Our new fruit and vegetable based Rhythm Pops contain no added sugar or sugar substitutes. All of our products are manufactured in a dedicated facility free of gluten and the priority allergens.

Q: Highlights from the past year? We appeared on CBC's Dragon's Den, and we worked with David Chilton, author of *The Wealthy Barber*. We've had the opportunity to donate to incredible charities. Another is seeing our products on shelves from B.C. to New Brunswick.

Q: What has consumer response been like? The support we have received continues to inspire us to make a difference.

Q: Future plans? Our plans are to increase sales into the foodservice category, as well as expand our new line of no sugar added fruit and vegetable Rhythm Pops.

5 McClintock's Farm

The McClintock family started farming in Courtenay, B.C. in 1988. Then in 2010 the company purchased water buffalo and started milking them in 2012. They launched water buffalo yogurt in March of 2015. www.mcclintocksfarm.cp-sms.biz/

Q: Where did the idea come from? **Sandra McClintock:** For the first three years of production, all of our milk was made into cheese, but with increasing herd size and milk production we needed to develop another water buffalo dairy product. We started experimenting in our home kitchen and found the milk made excellent yogurt.



Q: Any challenges getting started? The biggest challenge has been getting retailers and consumers to try a dairy product made with milk from a species that is largely unfamiliar to North Americans.

Q: What makes your product unique? The yogurt is made with 100-per-cent water buffalo milk and requires no additional processing or ingredients. It is also easier to digest than cow's milk.

Q: Why water buffalo yogurt? Water buffalo milk is naturally high in fat and protein and has a low-water content, perfect for producing thick yogurt without the need for added cream, milk powders or thickeners.

Q: Is your background in food? I have a degree in animal science and my background is with conventional dairy farming. Producing yogurt and gelato is something I have been planning to do for the last five years.

Q: Highlights from the past year? Our family has worked hard to get this water buffalo yogurt project off the ground and with the help of a government grant, we are seeing a dream become a reality.

Q: What has consumer response been like? Very positive! Consumers are often surprised at how mild and creamy the yogurt is.



Q: Future plans? We are developing water buffalo gelato and plan to launch it this summer. We are also looking at becoming designated as grass fed as we exclusively pasture our water buffalo from April through until October.

6 Riverside Natural Foods Ltd.

Riverside Natural Foods Ltd. is based in Vaughan, Ont. and launched in 2013. The family-owned company makes peanut-free granola bars and granola minis with a serving of vegetables, and raw fruit and nut bars all under the MadeGood brand. www.madegoodfoods.com

Q: Where did the idea come from? **Nima Fotovat:** Before launching the MadeGood brand we travelled the world and found several new technologies we could apply to the snack market. Our drive is to bring healthier snack concepts to market and build a globally recognized brand.

Q: Any challenges getting started? There was tremendous trial and error all around, a consequence of pursuing innovation. Developing the brand and product line was done from scratch, starting in the kitchen of our family home. We also had to take risks with equipment and process related investments once we leased our 20,000-sq.-ft. facility. We were fortunate to receive support from the AgriInnovation Program.

Q: What makes your product unique? Our Raw Bars are produced without syrup binders, which is unique in the market. With the emphasis on reducing or eliminating added sugars, this has been



(left to right) Nima Fotovat with Hon. Peter Kent.

well received both at home and in our export markets. Our Organic School Safe line offers Granola Bars and also Granola Minis in a unique spherical format. Both of these contain a serving of vegetables and are the perfect lunch box item.

Q: Highlights from the past year? We exported to nine countries in 2014, shortly after we launched the full product line.

Q: What has consumer response been like? We have had positive feedback on our products. We like to keep our marketing focus on getting the product into consumers' hands at shows or through sampling programs. Air Canada will be offering our Granola Minis on board starting in June so we think that will be a great opportunity for the brand to reach consumers who may not visit the natural food aisle.

Q: Future plans? This year we are adding a second production facility, which will provide us with a dedicated allergen-free facility. On the sales side we are launching MadeGood in the U.S. and Japan, along with expanding our presence with the major Canadian retailers. We've also been working on new flavours.



7 Next Millennium Farms

Next Millennium Farms (soon to be known as Entomo Farms) is located in Norwood and Campbellford, Ont., with offices in Toronto. The company, which launched in 2014, was founded by three brothers: Jarrod, Darren and Ryan Goldin, who are originally from South Africa. The company makes cricket and meal worm flour; whole roasted crickets, super worms and mealworms; and frozen and live insects. www.nextmillenniumfarms.com

Q: Where did the idea come from?

Jarrold Goldin: Ryan and Darren had been raising insects for reptile feed for seven years. They talked to me about a United Nations and FAO document, *Edible Insects: Future Prospects for Food and Feed Security*, and about insects or entomophagy (the human consumption of insects as food) as a viable solution to

the impending global food crisis. They then decided to start a farm. Insects are a tremendous protein alternative and have a kinder environmental impact than current protein farming practices.

Q: Any challenges getting started? The largest challenge here in North America is helping people get over the “ick” factor of eating insects, and educating them on the impressive nutritional profile of insects and the benefits of insect farming to the environment — specifically water and land conservation.

Q: What makes your product unique?

Everything. We raise our insects using some of the most innovative and efficient farming methods in order to produce top-grade cricket flour and roasted insects for humans.

Q: What has consumer response been like?

So encouraging. Once people try our whole roasted insects or the cricket flour, they are absolutely blown away by



the palatable taste and how easy it is to eat insects.

Q: Is it a growing sector? The growth in food products containing insects and insect flour sold in North America is growing exponentially. From two companies in 2008 to more than 25 companies by the end of 2014, insect protein startups are keeping up with food trends such as gluten-free, high protein, super foods.

Q: Future plans? We will continue to expand our farming operations and innovate on farming methods. We will also be launching exciting new products for our wholesale partners and consumers.

8 Lee's Ghee

Toronto-based Lee Dares, a former fashion model, is the owner of Lee's Ghee, which launched in 2014. The company makes ghee, a clarified butter that originated in India, which comes in original or infused with organic spices and herbs. www.leesghee.ca



Q: Where did the idea come from? **Lee Dares:** Lee's Ghee was inspired by my travels to India in 2014 where I learned about the health benefits of ghee. I started my company because I couldn't find a good, local source of organic ghee in Toronto and was tired of using coconut oil for all my cooking. My flavours are inspired by my philosophy that “food is medicine” and that consuming whole, unprocessed foods as much as possible is one of the keys to great health.

Q: Any challenges getting started? When I first started my business I was working full-time at a restaurant, going to school on my days off and trying to start my business on the side. I found it difficult to juggle my passions and support myself and finance my start-up. I soon realized that I had to give something

up. So I gradually reduced my hours at work to part-time, gave up some courses and eventually took the leap and quit my job.

Q: What makes your product unique? Ghee has been around for thousands of years and is a staple in Indian and South Asian cooking. What makes Lee's Ghee different is that the butter used to make the ghee is local and organic and our ghee is infused with savoury and sweet organic herbs and spices. It's a combination of something old and something new.

Q: Highlights from the past year? Participating in the One of a Kind Show this past March was definitely the highlight of my business so far.

Q: What has consumer response been like? The response has been overwhelmingly positive. A lot of people who try my products have never heard of ghee before, but are eager to learn more about it. Because it isn't that well known in Western culture, there is an educational component to selling it as well. People generally like the rich, nutty taste and grainy texture of ghee when they try it and are surprised that it's so versatile.

Q: Future plans? We are launching a new flavour this summer, which is inspired by camping and the great Canadian outdoors.



9 Belgh Brasse Microbrewery

Belgh Brasse Microbrewery is based in Amos, Que. It was founded in 1999 and then purchased by Linda Geloso in 2007. The brewery ceased operations in 2011 to reposition the company's corporate strategy to specialty beers. It launched again in 2012, with a new beer line called MONS Abbaye Ales. www.belghbrasse.com



Paul Brindamour

Q: Where did the idea come from?

Jean-Louis Marcoux: I'm originally from Belgium and am the master brewer. I created these beers with ingredients and brewing processes inspired by traditional Belgian know-how and my own specialty ideas. The MONS name originates from the name of my home town.

Q: Any challenges getting started? We had some significant challenges, part of restarting a brewery operation with new products, and trying to achieve our financial goals faster. We had to be innovative, creating and marketing premium brands while always considering that the plant had to be well adapted for production.

Q: What makes your product unique? Our products are high-quality. We work with carefully selected ingredients and use spring water here in Amos. Snow and rain are filtered by an esker, a rare geological phenomenon created during the Ice Age, resulting in water that's exceptionally clean. Our brewery is the only one on the planet using spring water from an esker. We also manage yeasts and secondary fermentation using the same method as in champagne.

Q: Highlights from the past year? This year, the MONS family of products won 12 international medals, totalling 24 in all. MONS DUBBEL won the award for best Dubbel in the world at the World Beer Awards in London for two consecutive years. In 2014, sales increased so significantly that our production capacity almost reached saturation.

Q: What has consumer response been like? Excellent and fast! We've seen a significant increase in sales. We are clearly not finished yet; we have a lot of great projects in line for the next couple of years.

Q: Where are your products found? Mainly in Quebec in the major grocery and convenience stores and specialty stores. Recently we launched in Ontario and Nova Scotia.

Q: Future plans? In 2015, the brewery will invest \$7 million to expand, adding 20,000 sq. ft. of production space. We're also acquiring cutting-edge equipment and will quintuple production capacity. We plan to consolidate the MONS brand, launch new products and continue expanding in Quebec and new markets.

10 No.7 Mexican Hot Sauce Inc.

No. 7 Mexican Hot Sauce Inc. is based in Toronto and was launched in 2013 by husband and wife team Sandra and Carlos Flores. The company makes Mexican hot sauce and will soon launch dry spices. www.no7hotsauce.com

Q: Where did the idea come from? **Sandra Flores:** Carlos has always made hot sauce for friends and family. It's a very Mexican thing to have salsas on the table at all times, which they consider to be hot sauce not what we Canadians think of as a fresh and mild dipping sauce. I was very curious (what's the big deal about this sauce anyway?) and I convinced Carlos to launch it out of our espresso shop (Cafe Con Leche Espresso Bar). Its popularity has grown beyond the shop.

Q: What challenges did you face getting started? It's not something we knew much about (versus the coffee business which we were already in) so it was a step-by-step learning process. We had to figure out how to bottle it, what to call it, and what the rules and regulations were when it comes to launching a product to the masses.

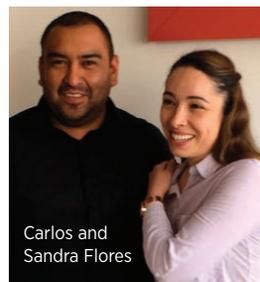
Q: What makes your product unique? It's a family recipe and we're making it here in Toronto. It's Toronto's first and only Mexican Hot Sauce being made and sold to consumers and restaurants. It's also salt- and sugar-free, vegan-, nut- and gluten-free and most importantly: it's flavourful with heat.

Q: Highlights from the past year? We began with one sauce and have now grown to six different flavours and the interest from so many restaurants just these last months has been incredible.

Q: What has consumer response been like? We do so many events and the response is overwhelming from "chili-heads" to people who say I can't believe I actually like hot sauce. People are always surprised to sample the sauce from the makers themselves. We enjoy every step, and meeting people who are excited to meet us and try our product is great.

Q: Where are your products found? Our product is sold at the shop (Cafe Con Leche) — the No.7 Mexican Hot Sauce headquarters — and also online. We are in locations outside of Toronto, too and we won't stop!

Q: Future plans? We will launch our Dry Spice very soon. We want to keep connecting, growing and learning along the way. We want to stay true to our brand: Made in Canada-All Natural.



Carlos and Sandra Flores



Thinking outside the box: GFSI certification options for food packaging

Over the past seven years, there has been a strong push by the retail and foodservice industry toward supplier certification against Global Food Safety Initiative (GFSI) benchmarked schemes. While food safety certification is rapidly becoming the industry norm for food products, we are now seeing certification requirements extended to food contact packaging.

Historically, suppliers have been subjected to multiple types of food safety audits to meet the expectations of multiple customers. The food industry is now experiencing a significant shift away from basic audits to more comprehensive certification standards. Certification aims for continual improvement in food safety management to ensure safe products are delivered to consumers. Certification to one of the GFSI benchmarked standards can now result in having a single solution for a supplier to meet the needs of many customers, saving both time and money.

The GFSI benchmarking process was developed by the Global Food Safety Initiative, an independent non-profit organization managed by The Consumer Goods Forum. Through its Guidance Document, GFSI sets requirements that must be included in any standard seeking GFSI recognition. In simpler terms, all

of the GFSI recognized standards measure a facility's food safety programs against a very similar set of criteria — some go deeper, or take different approaches. For example, GFSI recently developed criteria for food packaging standards. There are now four standards benchmarked by GFSI for the scope of packaging products:

- IFS PACsecure
- British Retailer Consortium (BRC) Global Standard for Packaging and Packaging Materials
- Food Safety Systems Certification (FSSC) 22000 for Packaging
- Safe Quality Food (SQF) for Packaging

While auditing is a key component of any food safety certification program, there are additional aspects that can provide greater assurances that requirements are being met. Traditional third-party audits are typically one-day audits, resulting in an audit report noting areas of conformance and non-conformance against criteria. The supplier could then share the audit report with its customer to demonstrate food safety measures had been taken.

In a certification program, the end result is a certificate. To achieve certification, a supplier has to undergo a more comprehensive audit (often two or more days), which looks closely at the food safety systems in place. Following the certification audit, the supplier must demonstrate that it has taken action to resolve any non-conformances identified. Only after the certification body verifies corrective actions can a certificate be issued. The certificate demonstrates to a customer that the supplier is in compliance with an international standard. Re-certification

audits are conducted annually to demonstrate ongoing compliance.

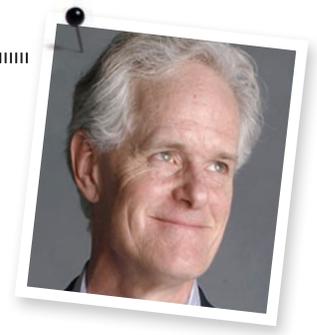
One of the key strengths of the GFSI benchmarked certification programs is that auditors must be specifically qualified for the industry sector they are auditing. This means that an auditor visiting a packaging facility not only has to have experience with packaging in general, but they must also have experience with the specific types of products and materials being produced in that facility.

Because the four packaging standards discussed here are all GFSI benchmarked, they share some similar components. Each of the standards has requirements for: Hazard Analysis and Critical Control Points (HACCP); management commitment; internal audits; facility conditions; employee hygiene; employee training; control of incoming products; traceability and recall; pest control; and recordkeeping and documentation. This is by no means an exhaustive list.

The trend toward food safety certification for the packaging industry is expected to continue. NSF International works closely with many of the largest food companies to help them assure the safety and quality of their supply chains. NSF International offers certification to BRC, FSSC 22000, SQF and IFS packaging standards. With 70 years of experience working with the food industry, NSF is well positioned to help your business achieve certification. ●

Robert Prevendar is global managing director of Supply Chain Food Safety at NSF International. Contact him at foodsafetysolutions@nsf.org or visit www.nsf.org

Peter Henderson



Revisiting Tom Peters' from "Innovate or Die" to "Innovation is Fun"

For years Tom Peters was on an "Innovate or Die" soapbox. No doubt his manifestos and engaging presentations helped spark new ways of thinking about business excellence and the role of innovation.

Below are 12 favourites from a 2009 list of his 121 "Innovate or Die: Menu of [Essential] Innovation Tactics," which would apply to most agri-food and beverage businesses. Even if you have read these "innovation tactics" before, it can be worthwhile to review again.

- » Innovation is to a large extent a "numbers game": He-she who tries the most stuff wins. (Astonishingly true.)
- » Fail to share yields "death penalty." Sharing-transparency is the innovation organization's lubricant; therefore those who hoard must get the boot.
- » Never waste a lunch! Lunch is five opportunities per week, 220 opportunities per year to get to know interesting outsiders, folks from other functions, customers, vendors, frontline staffers.
- » Re-invent HR to be a Centre of Innovative People. It's not that HR has to "support" a culture of innovation. HR must be a chief carrier of the culture of innovation and must model innovative behaviour 100 per cent of the time. An "innovation culture" in HR is arguably



more important than an innovation culture in marketing and new product development. Think about it. (Alas, this is ever so rare.)

- » R&D spending/small projects. Make sure the R&D portfolio includes many one-off, short-term projects. Quite

“HR must be a chief carrier of the culture of innovation and must model innovative behaviour 100 per cent of the time.”

often, these little fellas grow to become the biggest of the big.

- » Customers on all teams. Customers must pervade our electronic and physical halls. They must especially be part of all innovation teams.
- » Lousy cross-functional (XF) communication-cooperation-synergy-esprit is often problem number-one in enterprises of all sizes. Thus a culture of innovation is dependent on constant-strategic-executive attention to XF effectiveness.
- » The excellent project manager is the

superstar of the innovation-centric enterprise.

- » Decentralize. Number-one innovation strategy. Big company. Pretty small company.
- » Board composition/innovation experience. Boards must ooze with experience in and commitment to innovation. (Most don't.)
- » Language matters! Hot language spurs innovation. For example, Steve Jobs says every new product must pass the "Insanely great" standard.
- » Innovation is fun.

The link to Peters' free list of 109 more innovation tactics is currently easy to access, via Google.

Innovation can be fun, and lead to greater passion and productivity. Why not inspire yourself and your team(s), by creating your own list(s) of positive terms to describe what being innovative means to you and your division/organization? This can inspire pride and inclusiveness, resulting in greater camaraderie and productivity. You may also nudge some of your team members.

Jack Matson coined the term in the title of a book he wrote in 1981, *Innovate or Die: A personal perspective on the art of Innovation*. This book was written to provide tools to get out of the Stone Age. Times have changed.

Your feedback is welcome. Please feel free to share your favourite positive "innovation tactics." 🍎

Peter Henderson is a director on the board of the Agri-food Management Institute (AMI). He is also founder and managing director of Ideovation, a Toronto-based growth strategy services company. Contact him at phenderson@ideovation.com

NOUVELLES

Serres Sagami acquiert la
marque de tomates Savoura

Stéphane Roy, président de Serres Sagami

Serres Sagami, un producteur de tomates du Québec, a fait l'acquisition des actifs de Savoura, le nom d'une marque de tomates cultivée par Serres du Saint-Laurent.

Savoura a été déclarée insolvable en février et, selon LaPresse.ca, les principaux créanciers de l'entreprise ont demandé au tribunal de nommer un séquestre en vertu de la Loi sur la faillite et l'insolvabilité dans l'intention de trouver un acheteur qui continuerait à exploiter l'entreprise. Le séquestre nommé dans cette affaire a été la société Raymond Chabot, laquelle a recommandé l'offre de Serres Sagami à la Cour.

“C'était de toute évidence une acquisition hautement stratégique pour nous, comme elle nous permettra de renforcer notre présence dans l'industrie des serres du Québec,” explique Stéphane Roy, président de Serres Sa-

ENBREF 

> **Saputo inc.** de Montréal a ajouté un joueur à son équipe d'entreprises laitières en Australie. La filiale australienne du fabricant de produits laitiers — Warrnambool Cheese and Butter Factory Company Holdings Limited — a acquis **Everyday Cheese** (fromage de tous les jours) de Lion-Dairy & Drinks Pty Ltd. établie à Victoria en Australie. Le prix d'achat de l'acquisition est de 134,4 M\$ CA. Les opérations d'Everyday Cheese incluent le coupage et l'emballage, la distribution, les ventes et le marketing ainsi que la propriété intellectuelle associée aux marques COON, Cracker Barrel, Mil LeI et Fred Walker.

> Le géant du porc **Olymel** et **ATRAHAN Transformation** ont établi un partenariat d'affaires qui vise la mise en commun de leurs activités de transformation du porc. La capacité annuelle de l'usine ATRAHAN, une entreprise familiale de Yamachiche, s'élève à près de un million de bêtes par année.

> Le fabricant français de produits alimentaires et de boissons **Marbour SAS** a procédé à l'acquisition de l'entreprise **MRRM inc.** de Montréal pour une somme de 11 M\$. MRRM inc. est la société mère de MRRM (Canada) inc., une filiale en capital fermé comprenant deux divisions: une dans les services d'agence maritime et l'autre dans le secteur alimentaire. Elle exploite la seule rizerie du Canada, Les Aliments Dainty Foods, depuis plus d'un siècle. La compagnie de 130 ans sera fusionnée avec une filiale indirecte en propriété exclusive de Marbour. Basée à Marseille en France, Marbour est une société privée exploitant des activités en Europe et dans les Caraïbes. Elle est actuellement le troisième plus grand producteur et distributeur de riz en Europe.



gami. Cette marque emblématique fait partie du patrimoine agricole du Québec, et elle mérite de conserver sa place sur la table des Québécois.”

Les activités commerciales de Savoura se poursuivront comme d'habitude et aucun changement de personnel n'est prévu. Serres du Saint-Laurent a été fondée en 1988 et emploie environ 200 personnes dans trois serres.

Quant à la production, M. Roy dit qu'ils vont bientôt ajouter les concombres anglais Savoura à la production de tomates pour les chaînes d'épicerie et les distributeurs.

Il s'agit de la cinquième acquisition de Serres Sagami depuis le début des années 2000, en faisant le plus important

producteur de tomates de serre du Québec. L'entreprise a d'abord acheté les installations de Sagami au Saguenay en 2000, dont il a gardé la marque de commerce. En novembre 2012, Serres Sagami s'est portée acquéreur des installations de Savoura à Sainte-Marthe dans le comté de Vaudreuil-Soulanges, et au début de 2013, elle a acquis un site de production à Mirabel.

En décembre dernier, Sagami a également acheté Serres Lacoste dans la région de Charlevoix à la suite de la fermeture du site en novembre. Avec cette dernière acquisition, la production de tomates de serre conventionnelles et biologiques totale de Serres Sagami s'étend maintenant sur 25 hectares à travers le Québec. ➔

Les exportateurs de produits alimentaires canadiens reçoivent un coup de pouce financier

Les entreprises de transformation alimentaire disposent désormais d'une aide additionnelle pour accéder à de nouveaux marchés internationaux grâce à un récent investissement fédéral.

Agriculture et Agroalimentaire Canada a investi plus de 2,1 millions de dollars dans l'Association canadienne des exportateurs à l'alimentation (ACEA). L'investissement permettra à l'ACEA d'assister à des expositions alimentaires internationales, d'organiser des missions à l'étranger dans des marchés clés tels que l'Asie, et d'organiser des promotions alimentaires en magasins au Moyen-Orient.

L'objectif est de faire croître le nombre de petites et moyennes compagnies alimentaires, de boissons et d'ingrédients qui exportent leurs produits, afin d'augmenter les ventes à l'exportation du secteur agroalimentaire canadien.

Fondée en septembre 1996, l'ACEA est une association volontaire à but non lucratif de l'industrie. Elle a été créée par 14 entreprises ressentant le besoin de disposer d'une ressource axée sur le renforcement des efforts d'exportation

dans l'industrie alimentaire et des boissons, en particulier pour les petites et moyennes entreprises.

Les Spécialités Prodal fait l'acquisition d'une compagnie américaine de viande fumée

Les Spécialités Prodal ltée de St-Charles-de-Bellechasse — une compagnie sœur de Les Viandes du Breton inc. — a acquis North Country Smokehouse en mars, un producteur de fromages et viandes fumées situé à Claremont au New Hampshire, spécialisé dans le fumage artisanal du jambon, du bacon (fumé au bois de pommier), de la dinde, des saucisses, du poulet, des poitrines et des fromages. La compagnie utilise des fumoirs allemands, qu'elle alimente avec du bois franc de haute qualité.

Les produits de l'entreprise familiale de troisième génération ne contiennent aucun agent de remplissage, GMS, arôme artificiel, huile de fumage ou colorant. Elle utilise du porc

d'une race de spécialité dont la génétique s'apparente au Duroc, une race américaine reconnue pour sa maigreur et sa saveur. Les porcs sont élevés sur une ferme familiale dans la région de Montréal.

Les Spécialités Prodal confectionne des pâtés à la viande, du bacon et des sauces pour pâtes sous les marques Paysan, Paysan Naturel, Paysan d'Europe, Cuisi-Chef et Table d'Hôte.

Les deux entreprises entretiennent des liens d'affaires solides depuis 15 ans. En fait, Les Spécialités Prodal fournit North Country Smokehouse en matières premières depuis des années.

Le propriétaire actuel de North Country Smokehouse, Mike Satzow, demeurera responsable de l'exploitation avec la nouvelle administration. Selon Valley News.com, M. Satzow évoque son âge (66 ans) comme une des raisons de la vente. Il a cependant aussi mentionné au journal que North Country Smokehouse avait besoin d'un investissement en capital important pour se développer. Il a précisé que la demande



Emballer intelligemment LES PLATS PRÉPARÉS.

ATS-Tanner Banding Systems Inc.

Oakville ON L6L 6M8 (Canada)

Phone +1 905 815 9999

ats-tanner.ca



des consommateurs pour ses produits a poussé la capacité de son usine actuelle à ses limites. L'entreprise compte aujourd'hui plus de 30 employés et elle vend ses produits à des restaurants et hôtels haut de gamme, des compagnies aériennes et des supermarchés, ainsi qu'à des distributeurs dans des États aussi éloignés que la Californie et Hawaï.

M. Satzow affirme que cette fusion signifie que son entreprise peut enrichir son inventaire, et que les deux sociétés peuvent accéder à d'autres marchés.

> Clearwater Seafoods

a récemment lancé quatre nouveaux produits de pétoncles et de crevettes afin d'étoffer son offre. La nouvelle gamme de **pétoncles**



Select, pétoncles Select bardés

de bacon, crevettes avec pétoncles en sauce, et crevettes en sauce.

La gamme de pétoncles Select contient les meilleurs pétoncles de Patagonie, naturels et sauvages, formant de grands médaillons uniformes, surgelés individuellement afin d'en conserver toute la fraîcheur. Ils constituent une solution de repas polyvalente et abordable. La gamme de pétoncles en sauce comprend des crevettes nordiques capturées à l'état sauvage et les petits pétoncles d'Argentine dans une crème à l'ail sans gluten, une crème aux tomates ou une sauce marinara piquante. Une gamme ou l'autre propose un repas gastronomique préparé en minute.

> Les eaux pétillantes Nestlé Pure Life de Nestlé Waters Canada sont maintenant offertes en quatre nouvelles saveurs: cerise noire, citron-lime, mangue-pêche-ananas et framboise-lime. Avec ses zéro calorie, zéro sucre, cette boisson gazéifiée s'avère une solution de recharge santé et pratique aux

boissons sucrées. Chacune des nouvelles saveurs vient en bouteilles recyclables de 500 ml et de un litre ainsi qu'en cannettes de 355 ml. Les eaux pétillantes Nestlé Pure Life sont disponibles chez tous les grands détaillants, et se vendent au prix suggéré de 4,99 \$ (pour 12 cannettes) ou de 1,29 \$ (pour une bouteille de un litre).



CRS VAMIC Inc, Distributeur et assembleur de courroies modulaires en plastique, et de composantes de convoyeur, est fier d'annoncer une nouvelle entente stratégique avec Van Der Graaf, Inc. fabricant de poulies motorisées, à titre de distributeur officiel de leurs produits au Canada.



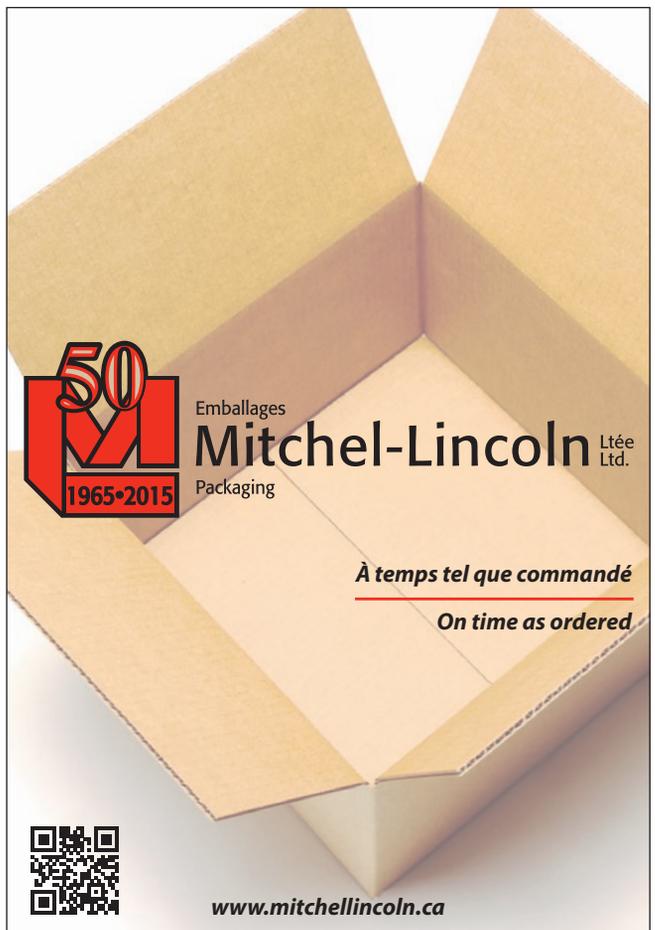
300, St-François-Xavier, #207 Delson (Québec) J5B 1Y1,
1-800-895-5548

www.crsvamic.ca
info@crsvamic.ca



16-18 Juin 2015

Venez voir notre démonstrateur, kiosque 1585
Booth 1585, come see our demo!



Emballages
Packaging

Mitchel-Lincoln Ltée Ltd.

À temps tel que commandé

On time as ordered



www.mitchellincoln.ca

De quoi en faire un fromage



De récentes transactions ont fait d'Agropur Coopérative l'un des cinq principaux transformateurs de fromage et d'ingrédients en Amérique du Nord

PAR MARK CARDWELL

Serge Riendeau se met à rire quand on lui demande s'il rêvait, alors qu'il nettoyait la grange de la ferme laitière familiale étant enfant, qu'il exploiterait un jour l'une des plus importantes entreprises de produits laitiers en Amérique du Nord.

“Ce n'était pas dans mes prévisions”, relate le producteur laitier de 65 ans des Cantons-de-l'Est, qui a troqué le siège de son tracteur contre le fauteuil de la présidence d'Agropur de Longueuil en 2002. “Mon père était impliqué (avec la coop); je l'ai suivi et les événements se sont enchaînés.”

Comme M. Riendeau, qui possède toujours ce qu'il appelle en plaisantant un “mille-pattes de vaches laitières” sur une ferme gérée par son fils, Agropur a fait tout un bout de chemin depuis ses origines rurales.

Fondée en 1937 à Granby, à une demi-heure de route à l'est de Longueuil, la coop a conclu 140 transactions et fusions au cours de ses 78 ans

Serge Riendeau,
président d'Agropur



d'existence, à un rythme de près de deux par an. Les plus récentes transactions s'avèrent cependant beaucoup plus imposantes que celles signées par la coop précédemment. “Les premières concernaient des petits producteurs de lait et de beurre, précise M. Riendeau. Les dernières concernent des joueurs majeurs.”

Prenez les nombreux accords conclus par Agropur en 2014, qui ont majoré les revenus de la compagnie à 4,7 milliards \$ (G\$) — une augmentation de 23% par rapport à 2013 (un record dans son histoire) — et généré un peu plus de 92 millions \$ (M\$) en dividendes, lesquels ont en bonne ↗

TOUS BOYAUX. TOUS PRODUITS. TOUS VOLUMES.

Saucisson

SOUS BOYAU NATUREL

La manutention en douceur permet un remplissage hautement fiable lors de l'utilisation de boyau naturel.



Saucisse A' Hot Dog

SOUS BOYAU EN CELLULOSE

Production automatisée de saucisse a'hot dog à haut débit avec poids et longueurs extrêmement précis.

Bâtonnet à grignoter

SOUS BOYAU EN COLLAGÈNE

Production à haut débit de produits à petit diamètre d'une précision fiable.



Changements rapides. Sans chaîne.

Les technologies de mise en boyau et d'accrochage automatisés de Handtmann simplifient les opérations multi-produits.

- Résultats fiables avec des boyaux en collagène, en cellulose et naturels.
- Le centrage de buse à guidage de boyau simplifie le chargement des boyaux artificiels.
- Facile à utiliser avec une formation minimale.
- Reconfigurable par simple ajustement des commandes pour des changements rapides de produit.

handtmann

Ideas for the future.

partie été retournés aux 3600 producteurs laitiers de la coopérative dans quatre provinces de l'est du Canada (dont plus de 90% au Québec), majorant également l'actif net de l'entreprise à 1,2 G\$.

La première grosse affaire a été une fusion réalisée en mars dernier avec le producteur laitier Dairytown. Depuis Sussex, le centre névralgique laitier au coeur du Nouveau-Brunswick, l'entreprise transforme le lait de plus de 200 producteurs laitiers locaux pour en faire principalement du lait écrémé en poudre (régulier et instantané), du concentré protéique de lactosérum et du beurre pour les marchés du détail, de la restauration et autres secteurs de transformation à valeur ajoutée.

“Cet accord cadre avec notre désir de garder, autant que possible, les actifs de transformation de produits laitiers entre les mains des producteurs, a fait valoir M. Riendeau lorsque la fusion a été annoncée. Elle nous permettra également d'augmenter notre masse critique dans la région et contribuera à assurer notre présence à long terme dans les provinces atlantiques.”



lait par année, Agropur a obtenu l'autorisation d'exploitation de la marque Lucerne pour la production et la distribution du lait et de la crème de consommation. “Cette transaction s'inscrit parfaitement dans notre stratégie de croissance, a déclaré Robert Coallier, PDG d'Agropur, lorsque la transaction a été finalisée en juin. Cela nous permettra de mieux servir nos clients et les consommateurs d'un océan à l'autre. En considérant les affaires connexes et le renouvellement de certains contrats, l'acquisition de ces usines représente des revenus totaux excédant 400 M\$ et elle propulse notre croissance dans le marché canadien.”

Un mois plus tard, au début de juillet, Agropur a annoncé un autre accord de plusieurs millions de dollars pour acheter les actifs de distribution laitière et alimentaire de 27 millions de litres par an d'une autre entreprise laitière majeure du Nouveau-Brunswick: Northumberland Dairy Cooperative. Seulement quelques jours plus tard, Agropur annonçait une transaction historique: une entente de 1 milliard de dollars pour acheter les actifs de transformation des produits laitiers et fromagers de Davisco au Minnesota.

Ces actifs comprennent trois usines de fromage (générant une production annuelle de 170 millions kg) et une usine d'ingrédients (générant 80 millions kg d'ingrédients de lactosérum par année) aux États-Unis, ainsi que des bureaux de vente aux États-Unis, Shanghai, Singapour et Genève, et des centres de distribution en Europe et en Chine.

Finalisée au début d'août, l'acquisition a fait grimper les revenus annuels d'Agropur de 1 G\$ et a augmenté sa capacité de production laitière à 5,3 milliards de litres dans ses 41 usines en Amérique du Nord, où plusieurs de ses quelque 8000 employés fabriquent les produits Natrel, Québon, OKA, Farmers, Central Dairies, Sealtest, biPro, Island Farms et autres marques bien connues. Cette acquisition a également fait doubler les activités de transformation d'Agropur aux États-

“ La coop a conclu 140 transactions et fusions au cours de ses 78 ans d'existence, à un rythme de près de deux par an. ”

L'encre était à peine sèche sur cet accord, qui a été finalisé en juin, quand Agropur a annoncé une autre transaction: la plus substantielle dans l'histoire de la coopérative québécoise. Partie d'un accord de partenariat stratégique avec Sobeys pour un approvisionnement à long terme, Agropur a acheté les activités de transformation de produits laitiers de l'épicier dans l'Ouest canadien pour la rondelette somme de 356 M\$.

En plus de quatre usines — deux à Edmonton, une à Winnipeg et une à Burnaby — qui transforment un total de 160 millions de litres de



Unis, a augmenté son approvisionnement mondial en lait de 50% et lui a permis de se classer parmi les cinq plus grands transformateurs de fromages et d'ingrédients en Amérique du Nord.

Selon le PDG de la coopérative, la transaction avec Davisco était essentiellement un mouvement stratégique visant à renforcer sa présence sur les marchés mondiaux pour l'aider à contrer les vents de consolidation qui soufflent actuellement sur l'industrie laitière mondiale. "Un de nos principaux objectifs d'affaires est de procéder à des acquisitions stratégiques pour diversifier nos marchés géographiques et notre offre de produits, a souligné M. Coallier quand l'acquisition a été annoncée. Pour demeurer un chef de file dans notre domaine, nous devons poursuivre nos efforts de développement dans un objectif de croissance rentable."

Pour l'analyste de l'industrie laitière canadienne Al Mussell, l'acquisition de Davisco a été un coup de maître pour la coopérative laitière. "Davisco est une formidable entreprise", commente M. Mussell, un économiste agricole et un expert agroalimentaire qui a travaillé 14 ans à l'ancien Centre George Morris à Guelph en Ontario. "Ils sont innovateurs, compétitifs et constituent une excellente plateforme d'exportation."

Les exportations américaines, ajoute-t-il, qui comprennent notamment des ingrédients protéiques sur la côte Est, pourraient constituer un élément de croissance important pour Agropur dans l'avenir si les pourparlers de libre-échange, comme le Partenariat transpacifique, conduisent

“ Nous avons développé de A à Z et lancé un tout nouveau produit sur le marché (et) les ventes ont connu une croissance de cinq à six pour cent par an dans de nombreux marchés. ”

à des changements significatifs dans le système d'approvisionnement en lait et la fabrication de produits laitiers au Canada, qui est de loin le principal marché d'Agropur.

"La restriction d'exportation s'avère un gros problème", explique M. Mussell, ajoutant que les motifs derrière la décision d'Agropur de s'établir aux États-Unis semblent similaires à ceux des récentes acquisitions du concurrent canadien Saputo de compagnies laitières et fromagères en Australie. "C'est même doublement important pour Agropur qui, par nature, s'avère à la fois un transformateur



alimentaire et une coopérative laitière."

M. Mussell note également que la série de récentes acquisitions de l'entreprise semble renforcer sa capacité de transformation pour certains produits laitiers prometteurs. "La catégorie des boissons laitières est saturée et certains produits comme la crème glacée sont en déclin. Par contre, certaines catégories sont en croissance, en particulier les yogourts faibles en gras et sans gras: un des segments les plus dynamiques ces cinq dernières années."

Il a également salué la réussite d'Agropur avec ses yogourts iögo développés à l'interne, qu'il décrit comme le premier lancement réussi d'une nouvelle marque internationale de yogourts en une génération. M. Riendeau considère aussi que le succès de iögo, qui est fabriqué par la filiale Aliments Ultima (une coentreprise avec l'Agrifoods International Cooperative d'Alberta), s'avère à la fois un tour de force et un excellent exemple du savoir-faire d'Agropur.

"Nous avons développé de A à Z et lancé un tout nouveau produit sur le marché (et) les ventes ont connu une croissance de cinq à six pour cent par an dans de nombreux marchés", mentionne M. Riendeau au siège social d'Agropur, non loin de la nouvelle installation de recherche et développement de l'entreprise, dans laquelle, dit-il, "tous les efforts sont déployés pour développer et offrir aux consommateurs les produits qu'ils veulent".

M. Riendeau ajoute qu'il espère connaître un succès similaire avec d'autres nouveaux produits, comme le fromage Oka (une marque bien connue au Québec qu'Agropur entend déployer partout au Canada) et un nouveau lait sans lactose de marque Natrel. "Le marché laitier canadien a atteint sa maturation (et)

le lait ne connaît pas de croissance", dit-il, précisant qu'Agropur et ses deux principaux concurrents — Saputo et Parmalat — partagent près de 80% du marché canadien du lait. Il conclut que "les défis peuvent aussi être des occasions, comme de développer des produits qui se combinent aux produits laitiers. C'est là que nous nous dirigeons".





Increase shelf life

Raw material supplier CK Ingredients has recently introduced a certified-organic version of its highly successful MoistureLok ingredient. Offered in Canada since 1998, MoistureLok is a clean-label humectant that extends shelf life, controls water activity, improves texture and increases yield in a wide range of food products. Manufacturers of organic bakery products and other foods will now be able to leverage MoistureLok's superior functionality. www.ckingredients.com

Test for nuts

Neogen has developed a rapid test that can detect the presence of six tree nuts in a single test just 10 minutes after extraction. The new Reveal for Multi-Treenut detects five to 10 parts per million of almond, hazelnut, pecan, walnut, cashew and pistachio residues on environmental surfaces, as well as in rinses. The test is simple to use and will help food manufacturers in cleaning validations or verification of existing procedures to prevent cross-contamination of tree nuts in their plants. www.neogen.com

Young at heart

Arla Foods Ingredients has launched Nutrilac Ageless, a whey protein plus calcium ingredient. Nutrilac Ageless will allow dairy companies to create sports yogurts, Greek-style yogurt, healthy living ice cream and high protein beverages for active seniors who reject the idea that they are "old." The ingredient has a smooth taste and mouthfeel. www.arlafoodsingredients.com



Label and verify

The Label Check Station from Mettler Toledo prints and verifies labels automatically. Food manufacturers can use the station to print high-quality, product specific labels at a rate of up to 500 per minute. The system can be integrated into existing production lines and is also available as a compact table-top solution. www.mt.com

Airflow on the go

Black Jack from Big Ass Fans is a portable fan big enough to provide serious airflow. Black Jack has a 6.5-ft. frame that fits through standard interior doorways and plugs into any 110V power supply, drawing less power than a toaster. It can move air up to 120 ft. Black Jack is also wet rated, so it can be hosed down for easy cleaning. www.bigassfans.com

Pack it up!

Standard-Knapp now offers its Model 333 Vanguard Wrap-Around Packer, which produces a tight square, cost-saving wrap-around tray or full case shipper. Depending on the product and the case, the Vanguard can reach speeds of up to 30 cycles per minute. The system has a compact design and snap-in parts and quick-handle adjustments for easy changeover.



www.standard-knapp.com

Advertisers' index

ATS.....	pg. 32, 42
BAKING ASSOCIATION OF CANADA.....	pg. 9
BDO.....	pg. 23
BUNGE CANADA.....	pg. 51
CHISHOLM MACHINERY.....	pg. 18
CRS VAMIC.....	pg. 43
DEALERS INGREDIENTS.....	pg. 14
ECKERT MACHINES INC.....	pg. 3
EMBALLAGES MITCHEL-LINCOLN.....	pg. 43
ERIEZ MAGNETICS.....	pg. 3

ESPAR HEATING SYSTEMS.....	pg. 16
FOOD PROCESSING SUPPLIERS ASSOCIATION.....	pg. 21
GREYHOUND.....	pg. 12
HANDTMANN CANADA.....	pg. 45, 52
IESO (INDEPENDENT ELECTRICITY SYSTEM OPERATOR).....	pg. 33
LUBRIPLATE LUBRICANTS COMPANY.....	pg. 17
LV LOMAS LTD.....	pg. 5
MNP LLP.....	pg. 15
NITTA GELATIN.....	pg. 12
NORD GEAR LTD.....	pg. 10, 11
QUADRA INGREDIENTS.....	pg. 13
ROBERT REISER.....	pg. 7
UNIVAR CANADA.....	pg. 19
WORLD TECHNOLOGY INGREDIENTS.....	pg. 2

2015 CANADIAN FOOD INDUSTRY REPORT

A comprehensive sector-by-sector snapshot of food and beverage processing and manufacturing industry performance and innovation

Read about important industry issues and trends, with emphasis on a well researched quantitative and qualitative outlook.

LEARN ABOUT:

- > Key Growth Areas
- > Commodities & Pricing
- > Mergers & Acquisitions
- > Retail Landscape
- > International Trade
- > Industry Leaders' Outlook
- > Industry Health
- > Domestic Market
- > Innovation
- > New Products
- > Consumer Consumption Trends
- > Sector by sector reports

Order your copy today for \$295!

ALL NEW DATA!

Sponsored by

MNP LLP

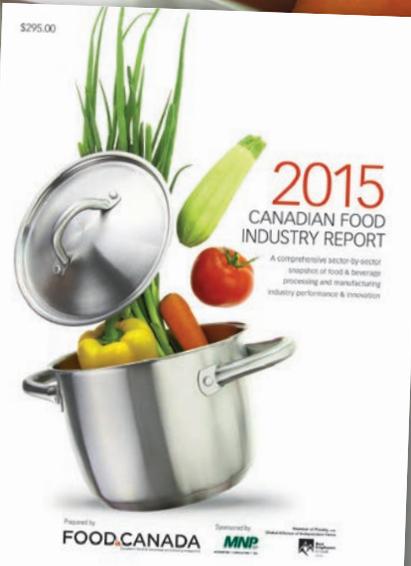
ACCOUNTING > CONSULTING > TAX

Miller
Thomson
lawyers | accountants



RBC Royal Bank

\$295.00



The only comprehensive resource of its kind in Canada!

go to www.foodincanada.com/industryreport to **ORDER NOW**

FOOD*in***CANADA**
Canada's food & beverage processing magazine

Deanna Rosolen



Bruce Johnson, plant manager and Scott Burgess, production room manager

Prairie West Ice Cream Inc. Winnipeg, Man.

When, and if, it comes time for a career change, why not jump into the food industry? That's what Dave Wilson did in 2004. Dave's wife Nichole explains that Dave and his dad had a construction company that had them travelling across the Prairies. When Dave decided it was time to find something closer to home, an opportunity arose to invest in a new ice cream plant being developed in Winnipeg. Dave jumped in with the other partners "with both feet," says Wilson, "knowing nothing about ice cream."

It was a smart move. Today the company operates out of a 17,000-sq.-ft. facility producing private-label ice cream and distributing it throughout Western Canada. At the start there were several families involved, but over time it came down to two: a silent partner, the Polet family, and the Wilson family, with Dave and Nichole, who joined the company two and a half years ago, managing the



day to day operations. Throughout the years, says Wilson, their three sons have also worked at the plant. "But truly we like to think of all of our staff as family," she says.

While the risk paid off, there were challenges during those early days. It was a year before construction was completed and production could begin. Wilson says there were many times when the team worked all night to produce the orders required. And Dave and the plant manager Bruce Johnson spent many 24-hour shifts repairing machinery, making mix or producing finished product. "If they were lucky they sometimes had a quick nap in an office chair," says Wilson. Today, production is much more automated and streamlined. Other challenges were getting a steady supply of cream. For some time they had to source dairy out of province, but today there's ample supply in Manitoba.

There are still some challenges as the ice cream market becomes more and more saturated, and freezer space in grocery stores comes at a premium. There are also non-dairy options entering the market for those who are lactose intolerant. Prairie West Ice Cream is made with 100-per-cent Canadian dairy, but many frozen desserts are made with palm oil or coconut oil, something many consumers aren't aware of, says Wilson. And the market can be tough. "It will push out whatever doesn't move so you want your

product to be popular," she explains. "Being popular means a quality product and flavour, as well as competitive pricing."

Along with the challenges, however, there are opportunities. Flavour possibilities are endless. And there are still products that are yet to be discovered and produced, says Wilson. This year the company is marketing its own brand of ice cream in scoop shop flavours. In Manitoba the demand is strong for "Manitoba-made" products and as it turns out, Prairie West Ice Cream is the only ice cream manufacturer, says Wilson. "We have partnered with some strong distributors and are looking forward to seeing the results for this year's new products." ●

Q&A



Q: How many employees do you have?

A: "We opened with about 15. Currently the plant runs with 14 to 18 employees. In the summer we hire a few students. Usually one of those students will be from the local college or university working in an apprenticeship or co-op program. We have had some really great students come through our plant."

Q: How many flavours do you make?

A: "Our flavours have changed over the years. Currently we have about 45 in a variety of cartons and pails, including Vanilla to Mango and newer flavours like our Golden French Toast and Salted Caramel. Making new flavours is always our favourite part of the process."

BUNGE®

Creamy Cooking Sauce

LACTOSE-FREE
creamy sauce base
suitable for sweet
and savoury
applications.



The possibilities are endless!

Non Dairy and Lactose Free, this is the perfect base for preparing delicious savoury or sweet menu items. Use as a dairy replacement for cream in your savoury soups and sauces. An excellent substitution in your favourite recipes or as an inspiration to create new signature recipes.

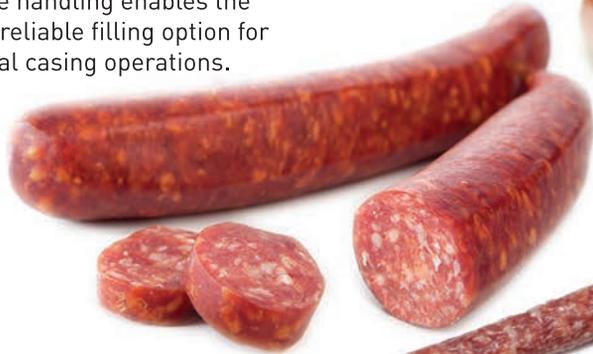
Bunge, more than just oil.
For more information, call 800.361.3043

ALL CASINGS. ALL PRODUCTS. ALL VOLUMES.

Cooked Sausage

IN NATURAL CASING

Gentle handling enables the most reliable filling option for natural casing operations.



Hot Dogs

IN CELLULOSE CASING

High speed hot dog automation with extremely accurate weights and lengths.

Snack Sticks

IN COLLAGEN CASING

Reliably accurate high speed small diameter production.



Quick Changes. No Chains.

Handtmann automated linking and hanging technologies simplify multi-product operations.

- Dependable collagen, cellulose and natural casing performance.
- Nozzle centering with slug guiding simplifies artificial casing loading.
- Easy to operate with minimal training.
- A simple control panel adjustment resets the system for quick product changeovers.



handtmann

Ideas for the future.