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FOOD *in* CANADA

Canada's food & beverage processing magazine

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COMING

Next Month

Don't miss these great reads in the September 2015 issue of Food in Canada

- > **The Top 100 Canadian Food & Beverage processors**
- > **The Executive Roundtable**
- > **The Beverage Report: Fruit & vegetable waters**
- > **Food Trends: Natural Colours**
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Ingredient Spotlight

Food Law

Focus on Food Safety

Market Trends

And much more...

Make sure you don't miss this issue!

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NOTHING SAYS
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P A C K A G I N G

Fabbri Automatic Stretch Wrappers produce highly attractive packages that make your products look fresh and “just packed”. Fabbri Stretch Wrappers use stretch film to package fresh produce in preformed trays to provide an in-store wrapped appearance. They employ four-way stretch technology to produce tight, over-the-flange, wrinkle-free packages with securely sealed bottoms and a superb case presentation.

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2015

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Fresh perspectives

AlgaVia from Solazyme



Fortified meals, from Fortified Food Coatings



Summer and festivals seem to go hand in hand. The number of music festivals has exploded in recent years, while high-profile events celebrating food and drink continue to gain popularity each year.

For the food and beverage industry, summer is also the time for the annual meeting and food expo of the Institute of Food Technologists (IFT), the largest food ingredients tradeshow in the world. Each year *Food in Canada* attends the show along with more than 23,000 visitors, in our quest to uncover the next big trends and hot ingredients.

While there was a lot to discover at this year's show, some of the trends were familiar: fibre, low sodium, sugar replacements, all-natural, alternative proteins, spice, alcohol flavours, botanicals, tea and gluten-free were all well represented at the show.

One of the most unique concepts I observed came from Netherlands-based Fortified Food Coatings, working together with partner companies Rousselot, DSM and Bunzl. The company offers delicious-looking ready meals coated in a thin layer of gelatine that has been enriched with calcium, vitamin D and

collagen peptides, which melts into the food when heated. The meals are designed to address the nutrient needs of elderly consumers who may not be getting the vitamins and minerals their bodies require. While the entrées are not yet approved for use in North America, they are ready for launch in Europe.

Another interesting ingredient I saw was AlgaVia, whole algal flour and whole algal protein, from Solazyme. Made with microalgae, the vegan, non-GMO and gluten-free flour effectively replaces dairy fats, oil and egg yolks in baking and dairy to create great-tasting low-fat, low-calorie products like ice cream and processed cheese. Look for more ingredients made with algae in the coming year.

For more on IFT15 turn to page 44 for Product Showcase. And to keep your perspective fresh, check out Rethinking Innovation on page 38. Happy summer! ●

A handwritten signature in black ink that reads "Carolyn".

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Ideas for the future.

How many calories are in that? Let me take a pic

If only there was a way to tell the calorie count of a dish from a photo. Well, leave it to Google. The tech company introduced a new project called Im2Calories, an algorithm that analyzes photos of food and counts the calories in them, reports the NYDailyNews.com. So far it's an experimental project that's being conducted by the company's A.I. researchers and it isn't exactly accurate — yet. Some experts say Im2Calories could help consumers eat more healthfully and help doctors and researchers use data for their studies.



News > file



Medical marijuana update

Medical marijuana users in Canada now have more options for consumption. In June, the Supreme Court of Canada ruled medical marijuana patients can now consume it, as well as use its extracts and derivatives.

The country's highest court found the current restriction to dried marijuana violates the right to liberty and security, reported CBC.ca. Restricting medical access to marijuana to a dried form has now been declared "null and void" — Sections 4 and 5 of the *Controlled Drug and Substances Act*, which prohibits possession and trafficking of non-dried forms of cannabis, will no longer be in effect, says CBC.ca.

Not all medical marijuana users were comfortable with smoking it. But before the ruling brewing leaves for a tea or baking cannabis into an edible meant users could be charged with possession and trafficking under the law.

And the winners are...

The Canadian Grand Prix New Product Award winners were officially announced in June. The Retail Council of Canada (RCC) produces the awards program.

Here are the winners in the food categories:

BAKERY

- Weston Bakeries: Country Harvest
- Walmart Canada: Our Finest Mini Croissants (private-label winner)

BAKING NEEDS

- Kraft Canada: Kraft Peanut Butter – Holiday Cookie Kit

BEVERAGES

- Tree of Life Canada: MADD Virgin Craft Brewed Lager
- Metro Brands: Irresistibles Life Smart Juice Blend (private label)



CONDIMENTS & SAUCES

- Gay Lea Foods Co-operative: Gay Lea Foods Real Coconut Whipped Cream
- Sobeys: Compliments presents Jamie Oliver Condiments (private label)

CONFECTIONERY

- Mars Canada: M&M'S Bottles

CONFECTIONERY, SNACK & DESSERT

- Sobeys: Compliments Balance Fruit & Vegetable Bars (private label)

DAIRY PRODUCTS

- Nutrinor Cooperative: Organic Nordic Milk

DAIRY, EGG, MEAT & SEAFOOD

- Sobeys: Compliments presents Jamie Oliver Sausages (private label)

DELI, EGG, MEAT & SEAFOOD

- Sofina Foods: Deli Naturally!

DESSERT

- Scotsburn Dairy Group: Scotsburn Premium Inclusion Ice Cream Bars

FRUITS, VEGETABLES & PRODUCE

- Gardein: Gardein

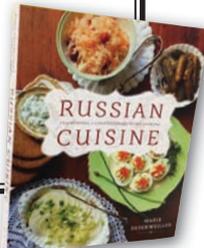
PET NEEDS

- DLM Foods Canada Corp: Milk-Bone Brushing Chews

FROM OUR LIBRARY

How did the Soviet Revolution impact eating habits in Russia? How did the Russian tea drinking tradition get its start? If Russian food and history piques your interest, the new cookbook *Russian Cuisine — Traditional and Contemporary Home Cooking* by Maria Depenweiler weaves the two together.

Depenweiler, who is a native Muscovite and now a Canadian citizen, looks at the evolution and development of traditional Russian cooking and helps give readers a better understanding of the foods that today are considered Russian classics. The author has even suggested readings from Russian classics and music accompaniments to set the mood. As Depenweiler says in her introduction, if we are what we eat, then she hopes the book will make readers feel truly Russian, even for just a moment.



- Mondou: Vetdiet Care (private label)

PREPARED FOOD & ENTRÉES

- Metro Brands: Irresistibles Flatbread (private label)

SHELF STABLE PREPARED FOOD & ENTRÉES

- Nupasta Inc.: NuPasta

SNACK

- Dare Foods Ltd.: Dare Cookie Chips

ALL CANADIAN AWARD

- Gay Lea Foods Co-operative: Gay Lea Foods Real Coconut Whipped Cream

CONSUMER ACCEPTANCE AWARD

- Parmalat Canada: Astro Original

HEALTHY INNOVATION AWARD

- Nutrinor Cooperative: Organic Nordic Milk

INNOVATION & ORIGINALITY

- Veg Pro International Inc.: Asian-Style Stir Fries

This is how they roll

What started as a simple bagel bakery in 1979 called Kiva's, has turned into an ever-growing, local culinary empire thanks to the Rafael family who have been the owners since 2000.



Now with three locations in Toronto, a selection of popular sandwiches and gourmet spreads, and a catering operation, Kiva's is showing up on the menu at the Ritz Carlton, Four Seasons, Pusateri's and other high-end establishments. As a result, the brothers who run the business are doing everything to

make sure supply meets demand.

Kiva's currently outputs roughly 3,000 bagels every day all made in its "mother ship" location in north Toronto. The company's expansion plans include a

bigger location that will be production and delivery only. "We will open up a bigger bakery where all we do is produce bagels," says Ben Rafael, one of the owners. ➔

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When discussing their future output needs and how many bagels they expect to make with this new location, Rafael is quick to point out that they will only increase supply as demand increases. “Ideally you want to make it so the space can grow as you grow.” With its current set-up, Kiva’s has another 30-per-cent capacity before the company reaches maximum output.

—Jonathan Hiltz

WFIM supports new food talent

Iana Mologuina is the recipient of the first annual Donna Messer Women in Food Industry Management (WFIM) Scholarship.

Nancy Klassen, WFIM chair, proudly awarded the scholarship saying, “Iana has demonstrated academic merit, and a commitment to the food industry.” Iana recently graduated from Ryerson University with a Bachelor in Applied Science in nutrition and food, after obtaining chef training at George Brown College, and plans to continue her studies to become a registered dietitian.

The WFIM scholarship recognizes the

value of female students graduating from studies related to the food industry. It is also a tribute to the late Donna Messer,



(L to r) Nancy Klassen, Iana Mologuina and Richard Messer, son of Donna Messer.

a founding member of WFIM, who coached scores of women to become better leaders through networking.

— Birgit Blain

MCDONALDS ANNOUNCES SUSTAINABLE BEEF BUYS

McDonald’s Canada says it will begin purchasing a portion of its beef from verified sustainable sources in 2016 as part of its goal to source all of its food and packaging sustainably. The company is funding a pilot project in Canada that aims to establish an independent verification process and criteria.

In June, executives from McDonald’s and Cargill and members of the Canadian Roundtable for Sustainable Beef project toured two Alberta ranches that have completed the third-party process to verify sustainable beef production under the pilot project. So far, 100 Alberta ranchers are interested in the pilot program and 19 have already completed verification.



Steve Easterbrook (centre), McDonald’s Corporation president and CEO, and John Betts, McDonald’s Canada president and CEO (left), speak with Graeme Finn during a tour of a ranch outside Calgary, Alta.

Tackling food deserts

Hellmann’s conducted a survey and found that one in five Canadians are living in a food desert — an area in which affordable, high-quality fresh food is difficult to find. The problem affects many Canadians, but more especially in the country’s Northern communities.

In response, Hellmann’s is providing \$75,000 to the Northern Farm Training Institute to help fund a geodesic greenhouse and help feed families through long-term food production. The company is also encouraging Canadians to join the conversation online by sharing the price of a kilogram of tomatoes using #MyTomato, and by signing the petition at RealFoodMovement.ca



B.C. processors honoured

In June, the B.C. Food Processors Association honoured the best of the best in its industry at an annual Awards Gala in Vancouver. More than 300 of B.C.’s top food processors and industry leaders came together to honour their colleagues at the gala, which is part of the association’s conference, FoodProWest.

Award winners by category were:

- Nature’s Path (Hall of Fame Award)
- Jason Longden of Garden Protein International (Leadership Award)
- Neutron Factory Works (Member of the Year Award)
- Jillian Hull of JillyV’s (Rising Star Award)
- Kaslo Sourdough Pasta (Innovation Award)
- Fine Choice Foods (Sustainability Award)

The Product of the Year Awards went to:

- FreeYumm, for its Oat and Hemp Bars (Gold)
- Left Coast Naturals, for its Hippie Garden Chips (Silver)
- Kaslo Sourdough Pasta, for its noodles (Bronze)



IN BRIEF

> Delta, B.C.-based greenhouse grower and marketer **Houweling's Nurseries Ltd.** has acquired Loveland, Colo.-based **Sun Valley Farms Inc.**

> **Clif Bar & Company** will sponsor the **CLIF Kid Run Series** hosted by 5 Peaks Trail Running Series this summer. The nationwide running series gives



kids the opportunity to engage in physical activity while they're out of school. The series is held at 5 Peaks venues across Canada. Clif Bar is also celebrating the launch of its new Zbar, an organic, soft-baked whole grain snack bar made and portion-sized for kids. > The Guelph, Ont. Chamber of Commerce named **Troll Bridge Creek Inc.** the Emerging Business of the Year. Troll Bridge Creek makes KiKi Maple Sweet Water in Arthur, Ont.

> **Fairmont Hotels and Resorts**

is expanding with 16 unique hotels across the country as homes for Canada's pollinator bees. Last year the hotel introduced the first-ever bee hotel on the rooftop of its Fairmont Royal York in Toronto. Now the "hotels" will appear on properties in Vancouver, Whistler, Edmonton, Ottawa and Quebec City. The program is part of Fairmont's **Bee Sustainable** program and the Wild For Bees partnership with Burt's Bees Canada.



> With the help of a crowd-funding campaign, the **Clearly Canadian beverage** is back. Fans of the beverage, which was popular in the 1990s, ordered 30,000 cases with 12 bottles in each case. The company says it will start stocking grocery store shelves by this August. A zero-calorie line may come out in 2016.

> **Andrew Peller Ltd.**, one of Canada's largest wineries, celebrated 50 years of winemaking in Truro, N.S. Opened in 1965, the Truro winery is now the largest in Nova Scotia, with four of the

top 15 selling brands in the province.

> Lindsay, Ont.-based **Mariposa Dairy Ltd.** received an investment of up to \$1 million to help the company increase its production capacity of specialty cheese products. The company manufactures hand-crafted goat and sheep cheese. The company plans to purchase equipment and make building

improvements to its new 40,000-sq.-ft. production facility.

> Dieppe, N.B.-based deli meat manufacturer **Bonté Foods/Chris Brothers** has won the province's Exporter of the Year award. The company produces more than 300 food products for foodservice, grocery-retail and institutional markets. ↪

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Exotic new food products at the NY Fancy Food Show

With consumers becoming increasingly health-conscious, exhibitors at the New York Fancy Food Show (NYFFS) 2015, held from June 28 to 30, showcased a wide range of health-enhancing products, including some that could be termed exotic.

Aided by rising income and a strong economic recovery, consumers are now willing to pay more for these high-quality products. Exhibitors at the NYFFS showcased products that appealed to these consumer sentiments, with products such as turmeric tea, volcanic rice and arenga (rainforest) sugar.

But there were also some award-winning, uniquely blended products such as Raspberry Rhubarb Goat Milk Caramels, Corn Caramelized Onion and Thyme Ravioli, Pumpkin and Kale Alfredo Sauce, and Kiwi Lime Salsa Verde. Other eye-catching products included gazpacho from Miami Beach, honey water from New Jersey, vegetarian Greek entrées from Vermont, and flavoured ghee from Los Angeles.

According to a study report by show organizer Specialty Food Association (SFA), produced in conjunction with research firms Mintel International and SPINS/IRI, specialty food sales topped US\$100 billion in 2014, with refrigerated pasta and pizza sauces (+78 per cent), eggs (53 per cent), and nut butter varieties making huge gains. Retail sales of specialty food sales grew 19 per cent from 2012 to 2014, versus a tepid two-per-cent increase for all food varieties. The specialty food industry accounted for a 15-per-cent share of the U.S. retail food sales, and now boasts 15 segments that exceed \$1 billion each in sales, including cheese, coffee, meat, poultry and seafood, chips, candy, yogurt, and pretzels and snacks.

Summing up the consumer mood, SFA vice-president Ron Tanner says that the “time is now for specialty food. Consumers are looking for new tastes, food with fewer and cleaner ingredients, health attributes, and products that are made by companies with values they care about. All of these define specialty food.”

The huge money-spinning potential inherent in food trade was also detected by U.S. and international food suppliers, including from crisis-plagued Afghanistan, Russia and Greece. Italy, this year’s “partner country,” was represented by 375 companies displaying pasta, cheese, olive oil, spices and other products.



Emily Sutanto, founder/director of Bloomagro, an organization based in Jakarta, Indonesia, that markets its products under the Sunria brand name, helps small and poor farmers cultivate organic crops, a future trend. “We offer volcanic rice grown in volcanic soil, which is rich in minerals...we also have rainforest rice which has high antioxidant values. Our arenga (rainforest) sugar is known for its low glycemic index,” Sutanto told *Food in Canada* at the show. “Our rice exports were merely 20 tons when we started out in 2009...in 2014, our rice exports, mainly, to the U.S., Europe and Malaysia, touched 200 tons.”

Martin Ang, director of Perfect Food Sdn. Bhd., a Malaysian company that has established its biscuit varieties in the U.S. market under the brand Julie, also agreed that organic foods were growing in popularity. “People are becoming increasingly health-conscious and buying organic products. Our oat-based biscuits, for example, are quite popular among American consumers,” he told *Food in Canada*.

Nurettin Tarackcioglu, a Turkish exporter of spices and herbs who is also the chairman of the Aegean Exporters’ Association, added that consumers preferred “wild and organic products because of their growing health consciousness. Turkish oregano and sage are popular. But people also consume a lot more figs, apples and oranges, including sugar-glazed fruit chips.”

Spice-blended tea is also becoming popular. Some tea suppliers presented a novel form of tea — turmeric tea, blended with the yellow-coloured spice that reportedly may help with sore joints. The Nova Scotia-based tea company Tea Brewery noted that consumers were taking to tea drinking. “We discern a trend for detox tea which has a pungent taste. We blend it with cumin. Turmeric tea, because of its reported healing properties, could become a trend,” said owner Gwen Smith.

— Manik Mehta

PEOPLE ON THE MOVE



> VersaCold Logistics Services has appointed **Mark Dienesch** to its executive team as leader of its Sales and Marketing Customer Solution Team.



> **John Leburn**, vice-president and CFO of Corby Spirit and Wine Ltd., is leaving the company. **Antonio Sanchez** will assume his position in September.

> **Ross Butler** is the CEO at the newly formed Cooke Seafood USA. Blacks Harbour, N.B.-based Cooke Aquaculture acquired the Wanchese Fish Company Inc. in Virginia in June and renamed it Cooke Seafood USA.

> **Nevin Rosaasen** has joined the Leduc, Alta.-based Alberta Pulse Growers as its new Policy and Program specialist.

> **Brian Sterling** will take over as president and CEO for Mississauga, Ont.-based Safe

Food Canada. He's currently the managing director of the Global Food Traceability Center.

> Toronto-based Campari Canada has opened a new office in Toronto and appointed new staff. **Greg Smith** is now vice-president of Sales, **Anna Garbagnati** is vice-president of Finance, **Martin Dominguez** is Human Resources director, **Bill Ashburn** is now vice-president of Production, and **Chris Staesinic** is the vice-president of Marketing.

> **Donna Dooher** has been appointed president and CEO of Restaurants Canada.

> Winnipeg, Man.-based Monsanto Canada has appointed **Michiel de Jongh** as its new president and GM.

> The Further Poultry Processors Association of Canada has elected a new board of directors and officers. The board includes chairman **Blair Shier** of J.D. Sweid; vice-chair

Ian Hesketh of Uni Foods; and secretary-treasurer **Jamie Falcao** of Maple Leaf Foods.

> **Peter Sproule** has joined Halton Hills, Ont.-based Spaltech International as its new Technical Sales representative.

> **Lars Asferg** has joined Montreal-based Lallemand Inc. to lead the company's Bio-Ingredients Division.

> Irvington, N.Y.-based PECO Pallet has promoted **Lisa Vegso** to the position of general manager, Canada.

> **Cecile Perich**, senior vice-president and chief human relations officer at Sparks, Md.-based McCormick & Co., has announced she's retiring.

> Morris Plains, N.J.-based Beneo Inc. has appointed **Jon Peters** as its new president. He will head up the Americas Region.



SUPPLIER NEWS



> Irvington, N.Y.-based **PECO Pallet Inc.** has opened a new pallet depot in Calgary, Alta.

> **Atlas Copco** of Belgium is the first compressor manufacturer to receive ISO 22000 certification by Lloyds Register for its production facility in Antwerp. The site manufactures state-of-the-art oil-free air compressors, blowers and air treatment products.

> Toronto-based food ingredient supplier **Dempsey Corporation** has partnered with Kansas-based **Inclusion Technologies** to introduce 100-per-cent nut-free replacer, nut extender (Nadanut), Wheat nuts and fruit-flavoured inclusions (Bits-O-Flavor) to the Canadian market.

> Health Canada has recognized the ingredient Verisol as safe and effective. **Gelita** produces the ingredient, which is a bioactive

collagen peptide and can improve skin physiology. It now features a Natural Product Number.

> The LED Vapor Tight Fixture co-developed by **NICOR Inc.** and **Shat-R-Shield** won the Most Innovative Industrial, Vandal, and Emergency and Exit product at Lightfair 2015.

> Neenah, Wis.-based **Menasha Corporation** has acquired **Portable Packaging Systems Inc.** of Mississauga, Ont.

> Denmark-based **Arla Foods Ingredients** says it has doubled its capacity for producing Alpha-lactalbumin to help meet the growing demand from the global infant formula market.

> **Ancor Flexibles**, a supplier of flexible packaging, received three Alufoil Trophy 2015 awards organized by the European Aluminium Foil Association.

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Larry Martin



COMMENTARY: Say Hello to TPP

Once Japan joined the Trans Pacific Partnership (TPP) negotiations, the only factor that kept Canada from jumping in was failure by the U.S. Congress to give the president “trade promotion authority.” Obama and his Republican allies deftly handled that problem in June. It now appears that TPP is nearing its final stages.

The usual Canadian protectionists are suddenly protesting against the “secret” talks that will give away our “sovereignty,” and the supply management crowd will likely be protesting on Parliament Hill. Can anyone imagine negotiating a deal like this in public, especially since it aims to remove the ability of countries to make sovereign protectionist decisions to erect mountains of non-tariff barriers? The final document will be very public before it is ratified.

By my calculations, Japan often has tariff and non-tariff protection of well over 300 per cent on beef and pork, depending on world prices, not to mention even higher levels on canola oil. Japan became the prize when it entered the talks

and moved toward harmonizing “behind the border” issues such as transport policies, health regulations, harbour rules and the like. This simply must occur in reflection of an ever-smaller world with better transportation and a growing, hungry population. It’s time to stop whining about sovereignty and start figuring out how to progress in the modern world.

Harper, Fast and even the NDP understand that Canada has to be in the world. So, it’s time for supply management to start thinking about how to adapt. Notice I didn’t say supply management should go away — the word is adapt. Giving up large blocks of the domestic market through increased tariff rate quotas probably is not the way to do so — phased-in declines in tariffs make more sense in terms of long-term adjustments in the system. Let’s hope the leadership decides to lead. 🍎

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

Everything is reversed this month: grains and oilseeds rallied on poor weather, while energy and the loonie slumped on poor demand and the current stupidity around Greece.

> Grains: Much heavier than expected rains left fields either unplanted or sitting in water. Meanwhile, Western Canada and much of Western Europe are baking, but Brazil is in the process of harvesting a record second season corn crop. On the demand side, the Greek lunacy triggered a selloff of Chinese stocks and concern about demand.

> Corn: Corn prices rallied back to their December 2014 highs just under \$4.50 on the December '15 contract. Before late June, USDA said 75 per cent of the corn acreage was in good to excellent condition, but dropped that to 68 per cent, with Eastern corn-belt states much worse. Its July 10 report dropped crop prospects even lower. We suggested previously that buyers should cover above the old resistance plane (\$3.93 on December). The next level of resistance is \$4.53, a good place to take profit if weather improves, but protect above it.

> Soy oil: Soybean prices also rallied, more because of poor weather conditions, abetted by surprising export demand. This, however,

was led by meal — soybean prices rallied by 15 per cent, while soy oil briefly moved up by less than 10 per cent to \$0.35, and meal by 22 per cent. Now soy oil prices have tanked to \$0.32 because of improved U.S. weather and the sudden stock market collapse in China, the major buyer of oil. Continue to protect just above major support at \$0.30 on the December contract.

> Wheat: Wheat prices were most affected by weather, with concerns that much of the U.S. wheat crop is infected by aflatoxin, while drought in Western Canada and Western Europe affects yields. December futures shot up from \$5.05 to \$6.20 in seven sessions. While the outcome is not yet clear, prices dropped back to the \$5.85 area on better weather and economic uncertainty because of Greece and China. If buyers protected, as was suggested, above \$5.48, we would take profit, but be prepared to protect again above \$6.20 on the December contract.

> Sugar: After making new lows at \$0.111 on the October contract, futures rallied back over \$0.12 on forecasts of a sugar deficit and strong import demand from China. Relatively strong support is at \$0.111 and major resistance at \$0.136. We would continue buying hand to mouth and protect above resistance, or

consider locking in just above support.

> Natural gas: Natural gas has moved sideways between 2.47 and 3.1 cents since January on the August contract, and is currently 2.8 cents. Gas inventories are rising again. Lock in near the bottom and/or protect above 3.1 cents.

> Crude oil: The April-May rally in Brent crude to almost \$70 turned into a July decline to the current \$57, as Iran has increased production, U.S. frackers have figured out how to profit at these levels, Russian production is up, OPEC continues not to defend prices and the world economy is soft. Of course, in this market political events can change things quickly, but we would buy hand to mouth with these fundamentals. If anything, Calls above \$70 are cheap insurance.

> Canadian dollar: The Canadian economy is on the verge of recession, oil prices are declining and very few signs point to a turnaround. Not surprisingly, the loonie at \$0.786 on the September (down from \$0.8386) contract is testing major support of \$0.778. In the short term, the loonie will follow oil and will likely weaken. We suggested buying \$0.815 Puts as insurance, and would hold them, barring some unexpected change. Be covered below \$0.778.



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Ron Wasik



Draft regulations for the Safe Food for Canadians Act



The Canadian Food Inspection Agency (CFIA) surprised everyone recently by publishing the preliminary text for the proposed regulations for the *Safe Foods for Canadians Act*. This unprecedented action was in large measure in response to industry’s request to see the regulations before they appeared in *Canada Gazette Part I*. A number of things in the draft caught my attention.

Firstly, it would be remiss not to express gratitude to Health Canada and the CFIA for breaking with the standard legislative *Gazette* protocol to provide more time for consultation. If the *Canada Gazette Part I* protocol had been followed, the consultation period would have been limited to 90 days. I see the publication of the draft text as a sincere expression of the regulatory establishment’s willingness to work with the agri-food industry to develop a modern, integrated regulatory program that will deliver for everyone.

Secondly, the authors of the draft must be praised for tackling the enormous job of integrating the numerous acts and commodity regulations into one document. Kudos to all of them.

Outcome vs prescriptive approaches

The concept of outcome-based regulations was an idea that was heavily promoted at the unveiling of the *Safe Foods for Canadians Act*. My read of the draft

regulations left me with the impression that outcome-based regulations are in the minority. Perhaps this is a reflection of this industry’s preference to be told what to do, versus being left to their own devices to develop solutions which they would then have to prove produced the desired outcomes. However, the devil is in the details. Consider this example.

Section 48 of the draft concerns conveyances and equipment, and subsection “i” states that equipment must “have food contact surfaces, if any, which are:

- (i) smooth
- (ii) free from pitting, cracks and flakes, and
- (iii) non-absorbent.”

The reality is that conveyor belts quickly get rough, develop small cracks in use, and many are made from fibre coated with vinyl, which do absorb liquid to various degrees. Rather than taking this prescriptive approach, I think an outcome-based approach would be better. For example, rather than the above wording, I think it would be better to say that equipment must be able to “be cleaned and effectively sanitized.” There are many fast and inexpensive tests that quantitatively verify the cleanliness and microbial quality of a surface.

Section 52 of the draft relates to the design of a facility or conveyance and states that these “must

- (a) be of sanitary design to prevent the

accumulation of contaminants including dust, dirt, micro-organisms and food particles and to permit effective maintenance, cleaning and, if applicable, sanitizing.”

The undeniable truth is that any surface in food processing plants will accumulate dust and working surfaces (food contact or otherwise) will accumulate micro-organisms and food particles throughout the day. Will inspectors now be motivated to write a CAR in the middle of a shift? Wouldn’t simply saying that facilities and conveyances “must be designed for the intended use, be well-maintained, be easily cleaned and, if applicable, sanitized” address the concerns?

Wording

Most of this draft document won’t be an easy read for non-food scientists. My council to the CFIA is to hire someone who writes for a national newspaper to help make the text more understandable and reader-friendly. Don’t we want these regulations to be understood by all?

I like the fact that we will eventually have a single regulation for much of the agri-food industry, and this draft is a huge step in that direction. Having food fraud, labelling, grading and animal husbandry in addition to food safety under the “Preventative Control Plan” (PCP) section makes the point that there is more to PCPs than HACCP.

We have been given another opportunity to provide feedback to Health Canada and the CFIA. Please do so! 🍎

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

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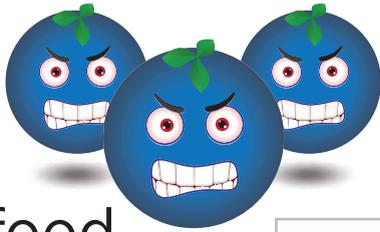
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Scary food

Food scaremongering by the popular media continues unabated. Last month I noted scary stories about the safety of farmed salmon, BPA in packaging, aspartame, water fluoridation, GMOs, pure fruit juice, and now even milk is positively evil. All of this brings to mind and lends weight to Mark Twain's observations that if you don't read about current events you are uninformed, and if you do, you are misinformed. This column being an exception, of course.

Misinformation comes in many forms. Newspapers no longer have trained science reporters with time to fully understand a complex issue, so most stories are filled with sensationalism and half truths. All manner of health food magazines and bloggers rant against any food that isn't "natural," extol uncritically the virtues of organic (whatever that means) and rail against GMOs, even though after trillions of meals and 20 years (now that's a long-term study) there is not a single documented case of someone getting even a little tummy ache. Television news either features 30 second sound bites necessarily oversimplifying complex issues and focusing on the scary bits or, more intent on creating the news than just reporting it, occasionally do "investigative journalism" that invariably demonizes big food companies.

Public sector unions shamelessly threaten in the press that unless more inspectors are hired our food won't be safe. Celebrity chefs and other "experts" (don't get me started on the Food Babe, Dr. Oz or Gwyneth Paltrow) pontificate

INGREDIENTS: AQUA (84%), **SUGARS** (10%) (FRUCTOSE (48%), GLUCOSE (40%), SUCROSE (2%)), FIBRE E460 (2.4%), **AMINO ACIDS** (<1%) (GLUTAMIC ACID (23%), ASPARTIC ACID (18%), LEUCINE (17%), ARGININE (8%), ALANINE (4%), VALINE (4%), GLYCINE (4%), PROLINE (4%), ISOLEUCINE (3%), SERINE (3%), THREONINE (3%), PHENYLALANINE (2%), LYSINE (2%), METHIONINE (2%), TYROSINE (1%), HISTIDINE (1%), CYSTINE (1%), TRYPTOPHAN (<1%)), **FATTY ACIDS** (<1%) (OMEGA-6 FATTY ACID: LINOLEIC ACID (30%), OMEGA-3 FATTY ACID: LINOLENIC ACID (19%), OLEIC ACID (18%), PALMITIC ACID (6%), STEARIC ACID (2%), PALMITOLEIC ACID (<1%)), ASH (<1%), PHYTOSTEROLS, OXALIC ACID, E300, E306 (TOCOPHEROL), THIAMIN, **COLOURS** (E163a, E163b, E163c, E163f, E160a) **FLAVOURS** (ETHYL ETHANOATE, 3-METHYL BUTYRALDEHYDE, 2-METHYL BUTYRALDEHYDE, PENTANAL, METHYL BUTYRATE, OCTENE, HEXANAL, DECANAL, 3-CARENE, LIMONENE, STYRENE, NONANE, ETHYL 3-METHYLBUTANOATE, NON-1-ENE, HEXAN-2-ONE, HYDROXYLINALOOL, LINALOOL, TERPINYL ACETATE, CARYOPHYLLENE, ALPHA-TERPINEOL, ALPHA-TERPINENE, 1,8-CINEOLE, CITRAL, BENZALDEHYDE), METHYL PARABEN, 1510, E300, E440, E421 and **FRESH AIR** (E941, E948, E290).

on the dangers of nearly every food that ordinary people eat. My aunt wonders if there are any safe foods left. Is it any wonder that we're producing a nation of orthorexics, people with an unhealthy obsession with eating healthy?

Perhaps the most insidious source of misinformation comes from the many food books by urban foodies like Michael Pollan. They universally condemn "chemicals" in our food and promote a nostalgic return to "natural" food produced using 19th century technology on small family farms, even though the evidence is that these foods are no safer, more nutritious or tastier. Widely quoted is Pollan's dictum to never eat food that has several chemicals in its ingredient list. No wonder that the poor consumer suffers from acute chemical paranoia.

Misinformation is easy to spread because, unfortunately, much of the science-based nutritional advice we've received over the last several decades has actually turned out to be wrong. Moreover, with the high degree of uncertainty and growing public distrust in nutrition science, high profile conflicts among food scientists over what to eat or not eat, and a low level of scientific literacy generally, it's easy to see why consumers are confused.

Misinformation about chemicals in our food has resulted in many consumers equating "chemicals" with man-made synthetic chemicals, oblivious to the fact that the number of chemicals in our food probably exceeds a million, vastly outnumbering the minuscule few that are man-made. The majority of these natural chemicals — perfectly acceptable in organic food — have never been subjected to any testing and are positively riddled with natural carcinogens. All of the hundreds of chemicals in a single cup of coffee are natural, and scientists estimate that 70 per cent of these will probably cause cancer in high doses in lab animal experiments. As cancer specialist Bruce Ames has said: "Of all the dietary pesticides people eat, 99.99 per cent are natural." Reading the popular press and social media, most consumers would hardly know that all major health organizations agree that traces of synthetic chemicals in our diet do not pose a significant health risk.

How can we ever combat all this misinformation? There are no easy answers, but for one thing, scientists need to get a lot better at communicating science in a way that can be understood by ordinary consumers. Here's an example of creative communication developed by chemistry teacher James Kennedy. Study the ingredients list at the top of this column. Note all the scary multi-syllable chemicals. According to Pollan, nobody should ever eat this food. Recognize it? It's an all-natural organic blueberry. 🍷

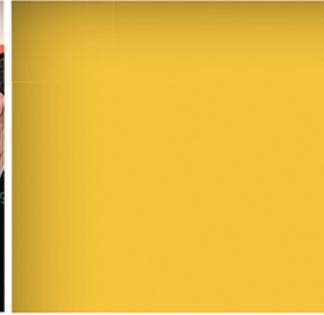
Ronald L. Doering, BA, LL.B., MA, LL.D., is a past president of the Canadian Food Inspection Agency. He is counsel in the Ottawa offices of Gowling WLG. Contact him at Ronald.doering@gowlings.com



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No dodging bullets for ingredient lists

There has been much discussion on food labelling modernization in the past few years. On June 13, Health Canada (HC) published in *Gazette Part I* the first batch of proposed food labelling modernization regulations. There are more to come, including those that the Canadian Food Inspection Agency (CFIA) is currently working on, and those still to be proposed under the *Safe Food for Canadians Regulations*.

The HC proposed regulations would change the manner in which a product's nutrition information is to be presented. This is accompanied by a whole new set of daily values, updated reference amounts and more prescription on determining what a serving must be. The manner in which a list of ingredients, allergen and cautionary allergen labelling are to be presented is also getting a makeover.

The proposed changes to ingredient labelling are significant and unprecedented. Current Canadian rules, namely those in the *Food and Drug Regulations*, lack prescription in how the ingredient should be displayed. Those rules simply require the list to be clear and discernible.

The proposed rules add a new level of prescription more akin to a nutrition facts table. The ingredient list is proposed to be set out in single colour equivalent to 100-per-cent black, on a white or neutral background with no more than a five-per-cent tint in colour that is also in contrast to any adjacent colour. The

type must be in a width at least that as required for nutrients in a nutrition facts table (NFt), where a NFt is declared on the label. The type height must be at least six points, with a seven-point line spacing, except where the label includes a NFt, in which case the type height and line spacing must be at least that as required in the NFt. The heading "Ingredients:" must be used. That must be in a bold type, in a height at least two points larger than the ingredients, except for small packages with an available display

“The complexity of food labelling in Canada will expand by an order of magnitude in the coming years.”

surface less than 100 cm². The ingredient list must, under the proposed regulations, be clearly differentiated from other information by being enclosed by a solid line border, or lines above and below, or to the left and right.

The ingredients under the proposed regulations must be in lower case letters, except the first letter in the name of an ingredient which would be in upper case. The rules do not apply to permitted acronyms, or the alpha-descriptor for vitamins. To add that special Canadian touch, ingredients will be separated from each other by the use of a bullet point, except for foods that are packaged at retail by means of a sticker.

More prescription is also proposed on how an allergen contains statement (now referred to as "food allergen source, gluten source and added sulphites statement"), and for the first time how

cautionary allergen labelling must be labelled. When a food allergen source, gluten source and added sulphites statement is included, it must be prefixed with "Contains:" in bold, at least two points larger than the rest of the statement.

The same general rules as per the ingredient list apply here, bullet points and all. English and French must each appear with their own linguistic versions, grouped together but on separate lines.

A few other significant highlights on the proposed changes relate to the repeal of the ingredient class name "colour," which, with the exception of certain meat products, could be used to declare all permitted food colours. Under the proposed regulations, food colours would have to be declared by their individual common names. For example "tartrazine" would be named as such, and not by the collective name "colour." A more controversial aspect of the proposed changes would see the mandatory use of the class name "sugars" to declare all forms of added sugars, including honey and concentrated fruit juice if added for sweetening.

Also proposed is a five-year transition period starting once final regulations are registered. Sounds like a lot of time, but there are many changes and many more are coming. The complexity of food labelling in Canada will expand by an order of magnitude in the coming years. Companies need to be prepared as early as possible to make the most efficient and cost effective use of the transition period that will be offered. ●

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



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The **BOOM** goes on

BY REBECCA HARRIS

Fuelled by insatiable consumer demand, the organic produce market continues its remarkable rise



Years ago, organic fruits and vegetables could only be found in health food stores or farmers' markets, often at twice the price as conventional produce. Today, that "niche" has gone mainstream. More and more major retailers, including Metro and Walmart, are expanding their fresh organic selections as the public's appetite for organics continues to grow. "Canadian demand [for organic produce] seems to be insatiable," says Rochelle Eisen, the B.C.-based president of Canadian Organic Growers (COG), a national organization that represents farmers, gardeners and consumers. "I think Canadians have come to appreciate what organic products represent in terms of quality, sustainability, supporting farmers and being non-genetically engineered."

The Ottawa-based Canadian Organic Trade Association (COTA) estimates that sales of organic products in Canada reached \$4 billion in 2014, up from \$3.5 billion in 2013. In mainstream retail, fruits and vegetables represent 40 per cent of total sales of organic products. COTA's conservative estimate is that the organic market overall will experience 10- to 12-per-cent annualized growth over the next four years.

"The growth has never really stopped," says Matthew Holmes, executive director of COTA. "Even through the global recession, where most food and grocery sales were neutral or negative, organic continued to show eight-per-cent growth."

Two demographic groups — young parents and baby boomers — are driving some of the growth in organics, says Holmes. "[New parents] are choosing to give their children what they see as the cleanest and most trustworthy food that they can find," he says. And health-conscious baby boomers "are more aware of what they eat, how it was grown and where it came from," says Holmes.

And, despite perceptions that buying organics is an elitist lifestyle choice, a 2013 study by COTA found that there is no socio-economic tie by household to organic purchases. "If anything, the top income households in Canada actually buy a little less organic," says Holmes.

While growing demand bodes well for the organic produce industry, it presents a challenge as well: producers can't keep up. "Our biggest problem is not having enough Canadian organic product," says Eisen. Imported products can fill supply gaps at the retail level, "but to put Canadian organic product in stores [nationally], we don't have the production capacity," she adds. "That ties into the aging farmer population and the normal agriculture problems that you deal with." ↪



ORGANIC
PRODUCTS IN
CANADA REACHED
\$4 BILLION IN
2014, UP FROM
\$3.5 BILLION
IN 2013



Mike Fronte, president of Mike & Mike's Organics, which distributes certified-organic fresh fruits and vegetables in Ontario, agrees that the biggest challenge is trying to get enough local certified organic supply. "We run into supply issues more than we run into over-supply issues," says Fronte. Holmes says the supply shortages are seen in other categories as well. "For packaged foods, a lot of the manufacturers are scrambling and looking for ingredients all over the place. So we need more farmers and we need more organic supply because the demand is there, the growth is there, and the business model is there."

Another challenge for the organic produce market is that there's still some consumer confusion over organic claims. Under federal regulations introduced in 2009, organic products must be certified by a Canadian Food Inspection Agency-accredited body. But for organic products produced and sold in the same province, provincial regulations apply.

"[We] thought the federal regulation was going to be from sea to sea to sea," says Eisen. "So, to find the provincial regulation overrides federal, and each province has to function on its own, was sort of a surprise."

Provinces, including Quebec, Manitoba and New Brunswick, have introduced their own legislation to define and regulate the term organic. This past January,

B.C. announced it will move ahead with a plan requiring all organic products sold in the province to be certified. "It's created a level playing field," says Eisen. "In B.C., we have a lot of fresh produce and there's a percentage of [producers] that aren't assessed, that are making [organic] claims." With provincial regulations, "consumers can be comfortable that what we're bringing to the table is what we're saying we're bringing to the table."

There's another term that's caused some confusion in the market: local. A 2014 survey of Canadian and U.S. consumers found that 17 per cent of respondents incorrectly believed that foods labelled "organic" were also grown locally. Another 23 per cent falsely believe that local produce is grown organically, according to the survey, which was published in the *International Food and Agribusiness Management Review*.

"Consumers are a bit confused by whether or not local means organic, and unfortunately, they're not terms that can be interchanged," says Robert Kuenzlen, executive vice-president of Mike & Mike Organics. "Products can be local, but that doesn't mean they're organic, let alone certified organic."

The local food movement has also changed the competitive landscape of the produce market, and some believe it's taken a bite out of organics. "Local did have a negative impact on organics because people started thinking local was better than organic," says Eisen.

“Consumers are a bit confused by whether or not local means organic, and unfortunately, they're not terms that can be interchanged.”

But COTA's Holmes puts a more positive spin on things. He says the local movement may have challenged organics for a time, "but ultimately I think the local movement is really important because it's consumers re-tuning themselves to where food comes from... They start to ask questions about how it was raised or how it was grown and by whom, and that leads them to organic."

While consumer support for organics remains strong, the industry is not without controversy. Last January, the CBC reported that 46 per cent of organic fresh fruits and vegetables that were tested across Canada contained some trace of pesticide, and 1.8 per cent violated Canada's maximum allowable limits for the presence of pesticides.

The findings were concerning for the industry, but most agreed the residue measurements were small. On top of that, the organic sector doesn't claim to be pesticide-free. Some farmers use organic pesticides, and food may come in contact with pesticides from drift from neighbouring fields or during transport.

The negative press "helps to confuse things, but we're a proactive sector. If there's fraud, we're on it," says Eisen.

Since the industry is highly regulated, "we will overcome the odd negative story," asserts Mike & Mike Organics' Fronte. "It doesn't sway us. I think as an industry we will continue to grow. Eight years ago, organic sales in a chain store were around four per cent of the produce department. Today, they're somewhere between 10 and 12 per cent. And we're only going up from there." ●

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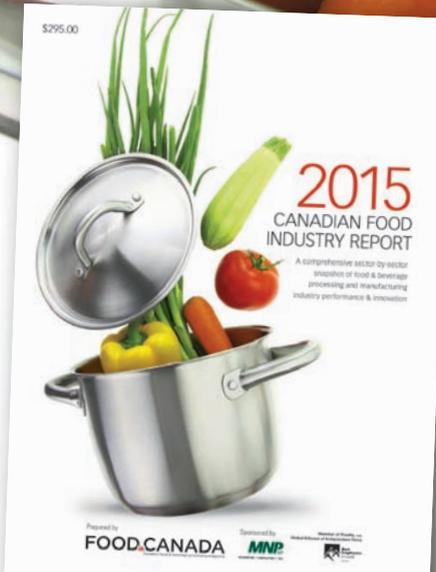
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Deanna Rosolen



Delicate greens

Microgreens are delicate but mighty in terms of nutrient content

Microgreens have been on the food scene since about the 1980s. Chefs in fine-dining restaurants in California were using them as a garnish to add a splash of fresh colour or a unique dash of flavour to dishes.

According to Elburn, Ill.-based Heritage Prairie Farm MicroGreens, the term “microgreen” first appeared in 1998, after foodies across the U.S. started to adopt the delicate leaves. When they hit grocery stores in the 2000s, their popularity grew. It also helped that studies began to reveal their nutritional benefits.

What are microgreens?

The word microgreen is a marketing term, says the Agricultural Research Service (ARS), the research arm of the U.S. Department of Agriculture. The term refers to tiny, immature versions of vegetables, herbs and other plants, according to the University of Maryland’s College of Agriculture & Natural Resources (AGNR). These are specifically harvested anywhere from a week to two weeks after germination, and tend to be about one to two or even three inches tall with the stem and leaves still attached. They are smaller than baby greens, and harvested later than sprouts.

The University of California — Berkeley’s School of Public Health says there are as many as 100 crops that have been grown as microgreens, including



beets, broccoli, chard, celery, dill, fennel, kohlrabi, red sorrel and spinach. Some microgreens, such as arugula and daikon radish, are spicy; and others like cabbage are mild. Still others can be nutty, lemony, peppery, earthy or sweet.

Why are they good for us?

Researchers at the University of Maryland’s AGNR released the results of a study in late 2012 that discovered microgreens contained four to 40 times more nutrients than their mature counterparts.

Qin Wang, an assistant professor; Zhenlei Xiao, a graduate student; and the university’s Department of Nutrition and Food Science looked at nutrients such as vitamin C, vitamin E, vitamin K and beta carotene found in 25 different types of microgreens such as cilantro, celery, red cabbage, green basil and arugula. “We were really surprised,” said Wang at the time. She noted that the team of researchers thought with the numbers being so high there must have been a mistake. But the team double-checked multiple times.

There have been comparisons of microgreens to sprouts, notably in terms of food safety. Sprouts have been linked to foodborne illness from *E. coli* and *Salmonella*. In contrast, says the B.C. Centre for Disease Control, microgreens seem to bear a relatively low food safety

risk. Results from the University of Maryland’s study found microbial growth on sprouts was much faster than on microgreens. Melissa Baker, a Toronto-based registered dietitian, says, “Immuno-compromised consumers, pregnant women and children should be cautious of sprouts, but microgreens are a little bit safer. They’re grown under light with better air circulation and low humidity.”

Consuming microgreens

The University of Maryland researchers don’t recommend cooking microgreens because they are so delicate. They say the best way to consume them is to have them raw with minor washing. Microgreens only really have a shelf life of two to five days.

Baker agrees. “They’re so delicate that if you are cooking them for longer than a minute or two they’ll just turn into mush.” Besides, she adds, cooking can destroy the unique flavours and some of the nutrients.

Baker also points out that it’s important to note when they’re picked and how they’re stored can also affect the nutrient content of microgreens. “I think there needs to be more studies on that — optimal handling and storage times — because nutrients can degrade over time.”

Another factor to consider is relative volume. Microgreens generally have an intense flavour, says Baker, and they’re quite expensive, so they’re not usually consumed in large volumes. “You won’t get the fibre and water content and satiety value that eating a larger portion of the more mature group would provide. Since they’re often used more as a garnish, consumers aren’t eating cups and cups of them.” ●



How about them **apples!**

For many of us, apple juice is part of our food repertoire from a very young age. Crisp, refreshing, sweet and healthy — it has a highly palatable flavour profile for young children and adults alike. It is a formidable competitor in the fruit juice category, whether fresh pressed, from concentrate, out of a box or out of a bottle, with breakfast or as a midday refresher, apple juice is a long-time classic favourite among Canadians. And you know what they say about an apple a day...it packs a healthy punch.

We recently ran a check-up of the category, to see whether four mainstream brands of apple juice were in good health...or under the weather.

The check up

We asked 50 females from the Greater Toronto Area who regularly consume apple juice to take part in a blind evaluation of four national brands of apple juice. Each respondent evaluated 100 mL of each sample, served chilled to 4°C (+/- 1°C) in clear plastic cups labelled with a three-digit code number and presented in varied order.

Fit as a fiddle

Three of our four contenders were statistically equal on most measures, however only one truly stood apart as a winner on our key measures of overall liking, purchase intent and overall flavour. This top performer was a directional standout, boasting the top scores on most attributes. But the qualities which



really gave this product the edge were the apple flavour and naturalness of the taste. It seems that this juice did not fall far from the tree — it was closest to real apple taste than any of the others and this was its biggest advantage.

Under the weather

One of the four products did not perform well — failing to achieve all of our standards of good health. Purchase intent was dimly low, with 40 per cent of respondents saying they would probably or definitely not purchase it. The symptoms of poor performance were present in both the flavour and textural aspects of the product. For the texture, it was the characteristic of a thinner mouth feel that set it apart from the others. But the most concerning issue for this underperformer was the flavour profile. Scores for liking of the flavour were very poor — with over one third of respondents indicating some level of dislike or rejection of the flavour.

However, diagnosing the specific problem with this flavour was not that simple. Respondents were divided on many questions about the flavour — some thought it was too tart and not sweet enough, while for others it was too sweet and not tart enough. Some thought it had too strong an apple flavour, while for others the apple taste

was too weak. However, the attribute that was most uniting was naturalness of the taste. In fact, the most commonly used descriptors for this product was “artificial.” So although there was not a consistent view on what exactly was wrong with the taste, people agreed that it just did not have the real apple taste they were expecting.

Prescriptions

Apple juice may seem like a simple flavour profile to get right — it should be sweet, refreshing, and taste very much like an apple. But in a category with strong consumer familiarity the stakes can be higher if you get it wrong. Consumers have greater acuity with simple flavour profiles and foods that are part of the mainstream food culture. The taste of an apple is lodged in our psyches — similar to other sensory memories such as the smell of a baking pie, or the feel of sand in our toes at the beach. They are unique, identifiable, and difficult to replicate. Whether your product strategy is to be a low-cost leader or premium priced, taste profiles still must align with expectations — and sacrificing the quality and authenticity of taste may be a prescription for disaster. 🍎

Dan Scholes is a principal at Contract Testing Inc. For questions about this research, or how you can leverage consumer taste buds in your business, contact him at info@contracttesting.com or at (905) 456-0783. Contract Testing Inc. is an industry leader in sensory evaluation and consumer product testing. With 30 years in business, we are innovators in testing with consumers across all major food, beverage and household and personal care categories.

HOT HOUSE *appeal*

BY TREENA HEIN

Today's greenhouse landscape in Canada is starkly different than that of 20 years ago, thanks to new technologies and new energy opportunities

If it was possible to magically whisk you away for a tour of Canadian greenhouses, you would no doubt come away very surprised. Many operations in Canada are very large — over 10 or even 20 acres in size — and a growing number are found next to power plants or on top of buildings, utilizing waste heat and sometimes CO₂ as well. Almost all greenhouses are hydroponic, where vegetables and berries are harvested from plants grown in nutrient-filled water. New technologies abound in the industry, lowering energy requirements and making new energy sources like geothermal a possibility.

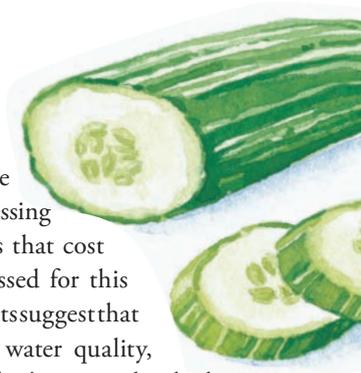
Simply put, greenhouse-grown is hot. According to Stats Canada, the Canadian greenhouse industry has been expanding since 1990, with total annual sales of nearly \$3.6 billion in 2014. Loblaw's is quietly marketing greenhouse veggies such as mini peppers under their Farmers Market label. And more field-grown veggies are being replaced by greenhouse-grown in Canadian restaurants, institutions and fast-food outlets as well.

Greenhouses provide strong “locally grown” appeal for companies like A&W, which now sources all of its tomatoes from Canadian greenhouses. “We have been able to work with world-leading greenhouses here in Canada to develop varieties of tomatoes which offer the consistency and flavour A&W looks for,” says CMO Susan Senecal. A&W, the nation's second largest hamburger chain with 819 locations, says its greenhouse partners can grow up to 20 times more tomatoes than on traditional farm fields, making it seem more efficient. There may also be some preference among restaurants and foodservice contractors for greenhouse produce because of perceived better quality and enhanced food safety, notes George Gilvesy, general manager at Ontario Greenhouse Vegetable Growers.

Increased Canadian hydroponic greenhouse production, however, means more wastewater to deal with. After reusing irrigation water multiple times, operators must dispose of it. The good news is that it can now be re-used one more time, at least in Ontario. The province's new *Greenhouse Nutrient Feedwater*



and phenolic acids, but in the presence of UV it becomes more powerful, addressing virtually all organic classes.” He notes that cost and efficiency both need to be addressed for this integrated process, but preliminary results suggest that pre-ozonation dramatically improves water quality, reducing the size of the UV system that’s required, which lowers capital and maintenance costs.



ENPAR Technologies in Guelph, Ont. has designed, built and tested its own water recycling system for greenhouses called ESD capacitive deionization technology. They’ve recently finished a pilot study with a partner greenhouse in Leamington and have achieved up to 88-per-cent water recovery with a significant reduction in dissolved ions and solids. “The ESD system has been shown as a viable option for recycling and reuse of greenhouse leach water,” says John Motto, ENPAR’s senior chemist.

Energy options

With Canada’s cold winter, most greenhouse operators employ things like energy curtains to trap heat at night. Some also use heat pipes (containing hot water) that run within their growing crops to provide toasty radiant heat where it’s needed most. One person who has put a great deal of work into adapting Chinese solar greenhouse design for northern climates is Wenkai Liu of Wenkai Oriental Vegetables in Elie, Man. Lui grows veggies in three of these greenhouses himself, and also sells about seven greenhouses each year to Canadian and U.S. customers. The Wenkai greenhouse is designed to face south to directly absorb solar energy, and it has been recently updated with an easy-roll thermal blanket.

In terms of heating, the source used in most Canadian greenhouses is natural gas. Even though gas has been relatively inexpensive in recent years, many greenhouse owners are still finding return-on-investment of new technologies or alternative energy heating systems can be achieved in reasonable time — removing some or all natural gas dependence. Les Serres Lefort in Ste-Clotilde, Que., for example, uses biomass heat to grow six hectares of organic cucumbers, peppers and Japanese turnips under the VÔG BIO brand. Wood residue from local forests heats greenhouse boilers as well as a 1.3 million-litre water tank, which feeds a greenhouse hot water pipe network over two kilometers long. ↪

Regulation, which came into effect Jan. 1, 2015, allows feedwater to be used to fertilize fields.

There is also lots of research into treatment of greenhouse feedwater. For example, Keith Taylor, a professor in the Department of Chemistry and Biochemistry at Ontario’s University of Windsor, has been studying oxidation processes as a way to treat organic molecules in the recirculated water. “An integrated ozone and ultra-violet (UV) light process is ideal for the greenhouse industry,” he says. “Ozone, as a strong oxidant, can easily react with many organic compound classes, such as alkenes, alkynes



GREENHOUSES PROVIDE STRONG “**LOCALLY GROWN**” APPEAL FOR COMPANIES LIKE **A&W**, WHICH NOW SOURCES ALL OF ITS TOMATOES FROM CANADIAN GREENHOUSES.



New Energy Farms in Leamington, Ont. is another greenhouse that employs biomass. At its 40-acre Pyramid Farms and Prism Farms greenhouses, tomatoes are grown using heat from burning Miscanthus (over 1,000 acres of the grassy energy crop is harvested nearby). Biomass is also being used in the greenhouse in Fort McMurray, Alta. Wood debris from the local landfill heats a shipping container with hydroponic veggie production and tilapia freshwater fish production. Using a circulating water system, the fish waste fertilizes the plants. Ashley Boyd, sustainability associate with the Regional Municipality of Wood Buffalo, says a second and third container will be added this year.

Beyond biomass are options like using waste heat from buildings. Lufa Farms in Montreal has two rooftop greenhouses with a third one planned. The firm employs rain-water capture and composting as well. Lufa's greenhouse director Lauren Rathmell notes that "It's more expensive to build rooftop greenhouses due to building codes and structural requirements," but that "we use close to half the energy of a ground-level greenhouse, largely due to rooftop advantages for energy savings." Most of the heat comes from high-efficiency natural gas boilers. To keep more of their profits, the company uses a direct consumer ordering system that includes products such as baked goods from other sources.

Other alternative greenhouse energy arrangements involve industrial neighbours. The most famous of these projects in Ontario is Truly Green Farms, which partners with GreenField Ethanol in Chatham. For several years, the 22.5-acre greenhouse has used CO₂ from the

ethanol plant, and by 2016, it will also utilize waste heat. The tomatoes are sold to Mastronardi produce in Leamington under the Sunset label. Phase two of the project is underway, and by the time phase four is finished within 10 years, there will be 90 acres under production. Truly Green Operations manager Hilco Tamminga loves the flexibility of having separate systems for the CO₂ and heat. "In the spring for example," he notes, "more CO₂ is needed but less heat."

Productions Horticoles Demers near Drummondville, Que. has been using waste heat from a nearby eight MW power plant fuelled with landfill gas since late 2012. Water is heated and travels through 600-metre pipes to the two greenhouses, where 3.2 hectares of tomatoes and berries are grown year-round. Young tomato plants start growing in mid-summer to have production in the fall when older plants start to wind down, and every row has two separate irrigation lines that feed younger and older plants according to their needs. Owner Jacques Demers says expansion is underway, with a goal of doubling acreage by next year.

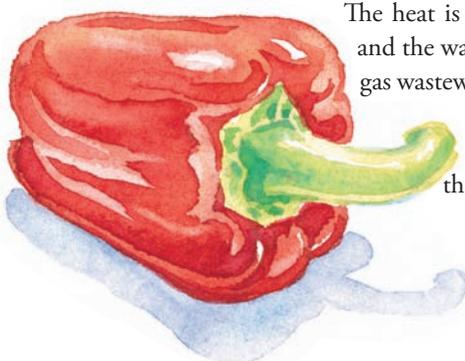
And yes, geothermal greenhouses may be a reality in the near future. "The basic idea behind direct heating is to tap into a moderate heat source (40 to 60°C) and bring that heat to the surface in the form of hot water," explains Craig Dunn, chief geologist at Borealis GeoPower in Calgary. "The temperature of the source water being used only needs to be 10 or 20 degrees hotter than the design temperature of the building." He notes that in areas where there is a higher than average heat

“New technologies
abound in the industry,
lowering energy
requirements and making
new energy sources like
geothermal a possibility.”

gradient, only moderate drilling is needed to produce these results, which cuts costs substantially. Borealis GeoPower is hoping that their current projects near Terrace and Valemont B.C. and other locations in Western Canada will be vocal points for community engagement and will support greenhouses and aquaculture in the relatively near future.

Dunn also believes that waste heat from drilling for oil and gas is also an excellent opportunity for greenhouses. "Waste heat in the form of hot water is pumped out of oil and gas wells all over northern B.C., Alberta and Saskatchewan, from wells as deep as 4.5 km," he notes. "They put that hot water back into the ground.

The heat is considered an annoyance to operations and the water a liability." Dunn says "Every oil and gas wastewater program in my opinion should heat a greenhouse. The homework has been done, and it's a partnership opportunity that could happen now." ●



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News > file

Highlights from FCPC's Annual Supply Chain Symposium

The Food & Consumer Products of Canada (FCPC) held its annual Supply Chain Symposium earlier this year in Toronto. The theme of the event was "Reshaping the Supply Chain of Tomorrow." One of the key messages from the event is that a connected supply chain is not just the way of the future — it's the reality of today.



Industry speakers at the event covered all aspects of the modern supply chain, from forecasting technology, collaboration and talent management to impacts on consumers and the economy.

According to the FCPC, technology was a common thread throughout the symposium. Presenters spoke about ecommerce and its impact on the supply chain. For example, Amazon is pledging delivery times of hours, not days. Speaker Mudit Rawat is the founder and CEO of Urbery Inc., a company that is also looking at making similar delivery times but with groceries. Rawat talked about how the company's model uses a fleet of crowd-sourced personal grocery shoppers to buy and deliver customers' groceries in under two hours.

For supply chain executives the economy and the consumer are always a major focus, says FCPC. Speaker Carlos Gomes, a senior economist at Scotiabank, noted that grocery store sales are up two per cent in a year-over-year basis in Canada. He noted that interest rate levels have never been kept at such low levels for so long and he expects rates to start to marginally climb in the U.S. and then in Canada by September.



Keep goods moving

The city of Toronto hosted the 2015 Pan Am/Parapan Am Games this summer (Pan Am from July 10 to 26 and Parapan Am from Aug. 7 to 15). The city is already plagued with traffic woes and was warned about increased congestion during the games.

To help try and alleviate some of the headaches, the Ministry of Transportation partnered with the city and other municipalities to create an Off-Peak Deliveries (OPD) Pilot. The aim was to test out reducing transportation demand at peak hours during the Games. The pilot program sought out participants from businesses best suited to OPD such as retail, food and beverage and appropriate service sectors.

The term off-peak deliveries means receiving and shipping after standard business hours (typically between 7 p.m. and 6 a.m.). OPD has been used as a strategy in other jurisdictions to alleviate congestion in urban areas during peak →

CALENDAR

SEPT. 27-30, 2015
CSCMP'S 2015 ANNUAL CONFERENCE
(Council of Supply Chain Management Professionals)
San Diego, Calif.
www.cscmp.org

OCT. 5-7, 2015
APICS 2015
(Association for supply chain and operations management)
Las Vegas, Nev.
www.apics.org

OCT. 25-27, 2015
CANADA LOGISTICS CONFERENCE 2015
Niagara Falls, Ont.
www.citt.ca

JUNE 15-17, 2016
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periods and during large multi-sport events. OPD can help:

- carriers improve efficiency and reliability of delivery schedules, reduce fuel and labour costs and improve fleet utilization;
- receivers improve productivity by receiving goods during less-busy business hours and increased customer service; and
- reduce traffic demand during peak periods and increase the overall efficiency of the transportation network.

Freight costs increase

The latest figures from Mississauga, Ont.-based Nulogx — a provider of technology and services to improve transportation processes — indicate that the total cost of ground transportation for Canadian shippers decreased by 0.6 per cent in April when compared to March results.



The latest figures were released in June.

The Base Rate Index, which excludes the impact of Accessorial Charges assessed by carriers, increased marginally, less than 0.1

NEW PRODUCTS

Structural racking

Delta, B.C.-based Arpac Storage Systems Corporation offers its new structural racking product line. The company says that in cold storage especially there has been a trend to towards structural racking. Structural racking has better casual damage resistance and can stand up to everyday use more effectively than roll-formed product, making it ideal for the freezer industry as well as other industries.



www.arpac.ca

per cent when compared to March. Average Fuel Surcharges assessed by carriers decreased this month. Fuel was 16.04 per cent of Base Rates in April versus 17.02 per cent in March.

The figures come from The Canadian General Freight Index (www.cgfi.ca), which is powered by Nulogx.



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Packaging and its influence on shelf life

Consumers expect to purchase high-quality, fresh food. Manufacturers are challenged with determining and maximizing shelf life of food products that are exposed to varying conditions in the supply chain. Packaging is an important consideration in the shelf life of foods.

Definition of shelf life

What is shelf life? In Canada, the Canadian Food Inspection Agency (CFIA) defines shelf life, sometimes also called durable life, as “the period, commencing on the day on which a prepackaged product is packaged for retail sale, during which the product, when it is stored under conditions appropriate to that product, will retain, without any appreciable deterioration, its normal wholesomeness, palatability, nutritional value and any other qualities claimed for it by the manufacturer.”

Factors affecting shelf life

Understanding the needs of the food is critical in selecting the appropriate package to maximize shelf life. For perishable, chilled products the function of the package is to contain the product, but a barrier package is not required since microbial or enzyme activity is the mode of spoilage for these products.

For shelf-stable products, the barrier of the package can affect the shelf life. For example, moisture absorption

for a cracker will affect the crispness of the product and a moisture barrier is required. If the product has a large fat component (for example potato chips), fat oxidation affects the shelf life and an oxygen barrier is required. For ground coffee, it is important to keep the aromatic and volatile components within the package. Light protection may also be required. Without light protection, milk is susceptible to vitamin degradation and off-taste. Techniques such as modified atmosphere packaging and use

“It is important to understand the mode of food deterioration and sensitivities of the food in order to select the appropriate packaging.”

of active packaging (such as ethylene absorbers) extend shelf life of perishable products.

Packaging is an important factor in the shelf life of food, but food characteristics or intrinsic factors also influence shelf life:

- **Initial quality** – For perishable food, the initial microbial load will influence the shelf life. Using ingredients that have already started to deteriorate (e.g. old oil) or over processing can result in loss of texture or nutrients (e.g. vitamin C).

- **Inherent nature of the product** — Fresh or perishable foods have an inherently shorter shelf life than shelf-stable foods.

- **Product formulation** — The addition of preservatives or antioxidants

can extend the shelf life of the product. Formulation changes such as replacing the type of acid, removing nitrates and reducing the amount of added salt can change the shelf life of the product.

Packaging is an external or extrinsic factor that affects shelf life. Other extrinsic factors include:

- **Processing methods** — Thermal processing will reduce (e.g. pasteurization) or eliminate (e.g. sterilization) microbes and extend the shelf life of products.

- **Transportation & storage conditions** — Exposure of the product to variable temperatures and relative humidity in the supply chain (including the retail environment) can affect the shelf life of foods.

- **Consumer handling** — After purchase, transfer of food from the store to home can result in higher temperature exposure. Consumer refrigerators can also be at higher than optimal storage temperatures. Once the package is opened, the shelf life date assigned by the food manufacturer is no longer applicable.

It is important to understand the mode of food deterioration and sensitivities of the food in order to select the appropriate packaging to maximize the product's shelf life. Other factors such as initial quality, product formulation, processing and storage conditions also influence a product's shelf life. Physical protection of the product with appropriate primary and secondary packaging and package cost are also important considerations during the package design process. ●

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



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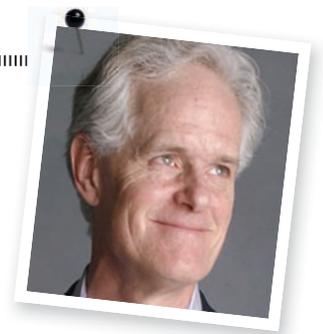
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Peter Henderson



Unleashing your innovation potential

To create innovation mojo, every high-functioning Canadian agri-food organization should have:

1. An engaging innovation strategy, which includes the role of employees at every level;
2. Expectations of current and future team members, and a process to build trust; and
3. Criteria (kpi's, beyond sales) for measuring the effectiveness of your innovation strategy.

It's easier than you may think.

Developing the right innovation strategy

Developing the right innovation strategy can lead to significant transformative gain. Innovation strategies can be simple, but most corporate strategies should embody at least incremental, evolutionary and revolutionary change, across all key function areas.

Your corporate-organization innovation strategy should not stop at new product and process development. It can serve as a guide for your designated Chief Innovation Officer and entire team(s).

For more complex strategies, you may want to consider Deloitte Development LLC's (Doblin's) "10 types of innovation," which are listed below under three themes:

Configuration: Profit Model, Network, Structure and Process.



Offering: Product Performance and Product System.

Experience: Service, Channel, Brand and Customer Engagement.

Visit www.dobin.com for more information.

Expectations of high performance teams & building trust

You can't have a high performance team without diversity, and you can't have the required diversity without potentially eroding trust bonds. Have you ever found yourself conflicted with a super creative "ideas" person who can't stop bouncing ideas around; or a diverse thinker, which some may label as either a problem solver or procrastinator; or someone who always wants to converge and rush to make a decision, perhaps without sufficient information? You want all of these characters on your innovation team. Intelligent diversity drives new ways of thinking about insights and tackling challenges, yet it can lead to conflict and dysfunction.

A business tool that can help innovation teams be diverse, high performing and retain and attract the right talent is the Innovation Strengths Preference Indicator (ISPI). ISPI is a powerful team member survey, which measures personal preferences, from an individual's ideation capacity, risk tolerance to desire for control and how each person approaches networking and their relationships. Over 30,000 ISPI surveys and feedback reports have been issued for individuals and teams at some of the largest multinationals and governments, including food manufacturers and retailer clients. The beauty of this tool is how it easily and transparently provides each team member, up to and including presidents and CEOs, with a positive perspective on other points of view.

More than a trust builder, ISPI can stimulate innovation mojo, which will be envied by your peers. For more information and a test drive visit www.ideovation.com.

Establishing criteria & measuring effectiveness

Establishing criteria and measuring effectiveness should be a part of your annual business planning process, and included as a part of employee job responsibilities. Ideally this process should be led by your CEO or president, with input from the innovation team(s).

I wish you great success in applying the above steps to create your innovation mojo! 🍀

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

RESEARCH CHEFS IN CANADA



News > file

Lentils on the menu

Chef/owner Trevor Bird's Fable restaurant in Vancouver has won first place in The FunDeLentil Tour.

The cross-country competition challenged 24 restaurants to serve signature lentil dishes in June featuring Canadian-grown lentils. The winning dish, as chosen by consumers in an online vote, was Fable's Chorizo & Lentil Ragout (1). Second place went to chef Mark Gray at Brooklyn Warehouse in Halifax, for his Sustainable Blue Rainbow Trout with Beluga Lentil-stuffed Summer Squash, Smoked Trout Rillette, Fromagerie Au Fond des Bois, Beluga Lentil Purée, Crispy Pancetta and



1



2

Camelina Powder (2). Chef/co-owner Wayne Morris of Boralia in Toronto took third place for his Lentil Hodgepodge with Spring Vegetables (3).

The competition was presented by Canada Lentils. Canada is one of the world's largest lentil producers, with 3.1 million acres of lentils planted last year.



3

IN BRIEF



> **Chef Christine Cushing** was on hand to present the first interactive social media master cheese class on



YouTube this summer. Hosted by the Dairy Farmers of Canada and ChickAdvisor, a community review site, the class featured Cushing cooking alongside 20 women, with more than 1,000 viewers tuning into watch. Each of the 1,000 viewers were then sent a kit and asked to share their at-home experience on social media using the hashtag #MasterCheeseClass.

> **Chef Paul Moran** of The Outpost in Haida Gwaii and CMH K2 in B.C. placed fifth in the **S. Pellegrino Young Chef 2015 competition** in June. The inaugural

event recognized the best young chefs in the world under 30, and drew more than 3,000 international submissions. Moran presented his signature dish Blood Pigeon Smoked and Roasted with Beet Jus and Charcoal Oil, Polenta and Salsify.

> **Team Canada** and **ACE Bakery** master baker **Marcus Mariathas** have won the prestigious baking competition the Louis Lesaffre Cup in Argentina, along with a team from Brazil. The win paves the way for Team Canada to head to the Coupe du Monde de la Boulangerie, the Bakery World Cup, to be held in Paris next February.



Get Smart about waste

Trying to get tough on food waste? The new Smart Kitchen EatBy App was launched on World Environment Day this past June with a promise to help reduce food waste while saving you money.

Developed by husband and wife team Steffan and Barbara Lewis, the free app effectively helps manage the food in your kitchen by tracking its expiration dates. Users also have the option of integrating a shopping list, to help reduce buying too much food. The Lewises estimate that the average household could save up to \$1,000 annually.

For more information on the project visit www.eatbyapp.com

The world's 50 best restaurants 2015

BY JOHN PLACKO

For one night a year, top chefs and restaurateurs descend on London, England for the prestigious gastronomic awards ceremony honouring the World's 50 Best Restaurants.

An influential group of almost 1,000 international leaders in the restaurant community determine the winners. With 21 countries around the world across six continents, the list provides a glimpse of the greatest dining experiences across the globe.

Canada failed to breach the top 50 for the 12th year in a row. However, the organization does release positions 51 to 100 a week before the awards ceremony. Joe Beef of Montreal managed to snag position 81 and was the only Canadian restaurant on the list. The only Canadian restaurant ever to make top 10 was Michael Stadtländer's Eiginsenn Farm in 2002.

This year, for the first time, the World's 50 Best Restaurants worked with professional services consultancy Deloitte as its official independent adjudication partner.

Spain captured seven positions of the top 50, the U.S. had six restaurants on the list, and France captured five positions. This year also saw France's Hélène Darroze take home the Veuve Clicquot World's Best Female Chef Award.

Here is the top 10 for 2015.



1.  El Celler de Can Roca, Spain Opened in 1986, this restaurant returned to the top position which it held in 2013. Located in Girona, it doesn't look very spectacular from the outside, but the inside is absolutely beautiful. Brothers Joan, Josep and Jordi run this exceptionally modern Spanish restaurant. A tour of the various sections of the kitchen uncovers the lab-like equipment that transforms the humble Catalan ingredients into mind-boggling dishes which you can't help but remember years later. My favourite dish here was caramelized apricot on a blown sugar apricot with a whipped mousse filling and liquid nitrogen poached ice cream pearls.



Caramelized
Apricot

2.  Osteria Francescana, Italy This restaurant moved up into second spot after two years at number three. Chef Massimo Bottura features traditional dishes from the Emilia-Romagna area, as well as giving a modern interpretation to some very classical Italian dishes. Bottura was in Toronto only a few months ago at George Brown College sharing his recipes and executing a dinner at Buca with chefs Ryan Campbell and Rob Gentile. Two of his dishes are the "Five Ages of Parmesan" in different textures and temperatures, and his famous dessert, "Oops! I Dropped the Lemon Tart."

3.  Noma, Denmark This restaurant, with the brilliant René Redzepi, is known for its waterside location in Copenhagen, R&D lab and imaginative Nordic cuisine. The 45-seat restaurant begins by serving 10 snack-style courses, followed by at least another 10 courses. In early 2015 the entire crew of Noma transported the concept to Tokyo's Mandarin Oriental Hotel for five weeks. Working with Japanese ingredients, René and the team created new and exciting dishes that were the talk of the culinary world. One of the interesting dishes I had at Noma was the langoustines with parsley and oyster purée served on a rock with seaweed powder and eaten with your hands.



Langoustines

4. Central, Peru
 Chef Virgilio Martinez has brought Peruvian cuisine to a new level of execution with native ingredients sourced from various altitudes. The Lima-situated restaurant boasts an in-house water filtration system and urban garden. Diners can experience unique ingredients such as cushuro, a caviar-like bacteria found in the mountains after a rainstorm; or tunta, a white freeze-dried tuber dating back to the time of the Incas.

5. Eleven Madison Park, U.S.
 Chef Daniel Humm has created a menu steeped in New York tradition, with many modern techniques and plenty of dishes presented with tableside showmanship by both the front- and back-of-house staff. The 15-plus course tasting menu is playful, using local ingredients, seasonal offerings and meticulous execution. Walking into the kitchen is like walking into an operating theatre. My favourite dish here was the Sassafras sorbet with banana cake, caramel and vanilla.

6. Mugaritz, Spain
 Chef Andoni Luis Aduriz trained at el Bulli restaurant, and in 1998 Mugaritz was born. The techno-emotional style of cuisine is evident in his 24-course tasting menu. The kitchen overlooks the garden and is extremely quiet with just the sounds of the chef calling the order.

7. Dinner by Heston, U.K.
 Heston Blumenthal's venture at the Mandarin Hotel made the top 10 last year within the first year of opening. This is unheard of, but under the guidance of chef Ashley Palmer-Watts, ex-Fat Duck, the food is spectacular. Recipes from hundreds of years ago are transformed into works of edible art. Liquid nitrogen ice cream made tableside is one of the more exciting preparations. I thought the lychee frozen ice (c.1590) with rosehip jam, Barberries granite and red currant was excellent.



8. Narisawa, Japan
 This restaurant opened in 2003 and is run by chef Yoshihiro Narasawa, who left Japan at age 18 to work in some of the world's best restaurants in Europe (Paul Bocuse, Joel Robuchon and Fredy Giradet) before opening his first restaurant in Odawara in 1996. Although strong French techniques and influences are evident in today's menu, unique Japanese ingredients are the focal point in this Tokyo restaurant known for its avant-garde menu offerings.

9. D.O.M., Brazil
 Alex Atala produces Brazilian cuisine in this São Paulo restaurant with an avant-garde flair using ingredients foraged from all over Brazil, including açai, jambu and tucupi. Atala has also been participating in every edition of Cook It Raw!, an annual, itinerant event that brings together top chefs like René Redzepi, Albert Adrià, Massimo Bottura and Pascal Barbot around specific ingredients of regions like Italy, Finland and Japan.

10. Gaggan, Thailand
 Located in Bangkok, this restaurant executes "progressive Indian cuisine" under the guidance of chef Gaggan Anand. Molecular cuisine plays a major part of the menu as he transforms the classic taste of Indian food into snows, foams and micro sponges by using modern kitchen equipment and unique presentations with the flair of liquid nitrogen.

This year's top 10 list didn't change much from 2014. Ledbury, Alinea and Arzak dropped off the list and were replaced by Central, Narisawa and Gaggan. Other awards included:

- Moscow's White Rabbit is named Highest New Entry at number 23.
- Asador Etxebarri in Atxondo, Spain, is the Highest Climber at number 13.
- U.K.-born Martin Benn of Sydney's Sepia restaurant was chosen as the One To Watch.
- Albert Adrià of Tickets in Barcelona (and former pastry chef of el Bulli) was named World's Best Pastry Chef sponsored by Cacao Barry.
- Daniel Humm won the Chefs' Choice Award and had his second restaurant, Nomad in New York, come in at number 67.
- Former Noma chef Christian Puglisi of Copenhagen's Relac takes the Sustainable Restaurant Award. His small tasting menu is so simple yet complex in terms of techniques and presentation. His use of vegetables to create desserts is very much in tune with the trend toward local and seasonal ingredients.
- Daniel Boulud was awarded The Diners Club Lifetime Achievement Award for his culinary successes around the globe.

The complete list can be found at www.theworlds50best.com
 Next year the awards ceremony moves to New York for the first time since the list was created in 2002. Will Canada make it into the top 50 list with Joe Beef? Or will super-talented Jason Bangerter bring Langdon Hall back onto the top 100 list? We'll have to wait and see. ●

John Placko is culinary director of the Modern Culinary Academy and Bar 120: Cuisine Transformed at Pearson International Airport. Contact him at johnplacko@gmail.com or visit www.ModernCA.ca

Birgit Blain



Setting the stage for success: Why you need a brand strategy

uilding a sustainable brand is a slow process. And it takes money, lots of it! Formulating a well-thought-out brand strategy before taking the plunge will reduce the risks and increase the prospect of commercial success.

What is a brand?

Because a brand is not a tangible thing, there are an infinite number of definitions. In the simplest terms, a brand is like a promise (more on that later).

What is a brand strategy?

A brand strategy is based on the business objectives and serves as a roadmap for decision-making for all members of the organization. It is generated from a thorough understanding of the target customer's needs, together with an unbiased view of how the brand compares to the competition.

The marketing group is usually responsible for brand strategy. However, it is advantageous for research chefs, and other members of the multi-disciplinary team, to understand the strategy, target customer and competitive environment. Working collaboratively, rather than in silos, is essential to ensure consistent execution.

Key ingredients

A brand strategy puts product development



in context, by imparting critical knowledge about:

- the purpose of the brand and what values it represents;
- the target customer and how the brand meets their needs;
- the point of difference that distinguishes the brand from its competitors; and
- the promise that must be kept.

“Working collaboratively, rather than in silos, is essential to ensure consistent execution.”

Applying these guidelines adds a customer perspective and is beneficial for defining project parameters and making decisions such as:

- product attributes and benefits;
- ingredient selection and sourcing;
- packaging; and
- of utmost importance, pricing.

Creating the brand promise

Careful consideration should be given to what the brand is promising. Does it align with business objectives? Does it meet the target customer's needs? Does it set standards that some areas of the business, like product development, cannot achieve?

To earn a customer's trust, the promise must be delivered consistently, including:

- product and packaging performance;
- marketing messages;
- pricing and promotions;
- food safety and quality control;
- how and where the product is sold;
- social media engagement;
- customer service and even how the phone is answered.

Why should they buy it?

A “positioning statement,” for internal use, summarizes what sets the brand apart, and describes:

- the target customer and their problem or need;
- in what category the brand competes;
- the point of difference (also known as the USP or unique selling proposition) versus competitors, and how it solves the customer's problem; and
- evidence to support the claim.

Here's an example: “For busy moms who can't slow down, XYZ brand delivers sustained energy without the sugar high and crash of other energy bars, as shown in clinical studies.”

With the brand strategy in hand, you have a framework for the marketing plan, which outlines how the brand message is communicated. These are essential ingredients to create a brand your customers will seek out, buy, grow to trust, and talk about. ●

As a packaged foods consultant specializing in strategy, brand and packaging development, Birgit Blain makes brands more saleable. Her experience includes 17 years with Loblaw Brands and President's Choice. Contact her at birgit@BBandAssoc.com

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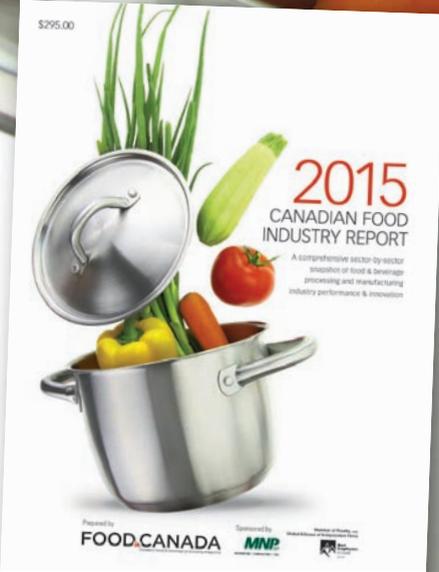
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IFT 2015 Post-show Review

From July 11 to 14, Chicago hosted the Institute of Food Technologists' (IFT) annual trade show and conference, IFT15. The show sold out this year with more than 1,000 companies exhibiting. In 2016, the Windy City will once again host the show from July 16 to 19. If you missed it this year, here's a roundup of innovations *Food in Canada* found at the show.



Food safe

WTI Inc. highlighted its food safety and marination products and technologies. The lineup includes NatureIn, a clean label antimicrobial line also available

in organic; TenderIn, a line of all-natural, clean-label alternatives to phosphates; and DV, a clean-label antimicrobial and shelf life extender also available in organic. www.wtiinc.com

Ingredients for success

Caldic offers a selection of ingredients and additives, including antioxidants, oil blends, dough conditioners, gluten-free bakery blends, functional enzyme blends and release agents. www.caldic.com



World of flavours

Bell Flavors & Fragrances featured the Bell's Bo Kho Spice Flavor, a variety of rich and warming brown spices with a touch of fish sauce. The flavour was showcased in beef served on a bao and topped with a Thai basil and lime slaw.

www.bellff.com

Nice rice

Ribus Inc. highlighted its certified organic rice extract and rice concentrate. The company also uses rice bran and hulls. Some of Ribus' lines include Nu-Rice, Nu-Bake, Nu-Flow and Nu-Flac. Its organic natural ingredients can replace soy lecithin, silicon dioxide and Mg stearate. www.ribus.com

Fine flavours

First Choice Ingredients manufactures enzyme modified cheeses, dairy concentrates and flavours. The company's lines are available in paste, powder and liquid forms. They're also kosher, halal, organic, non-GMO and gluten-free. The company offers meat, savoury, beverage, oriental and custom flavours. www.fcingredients.com

Fair trade, too

Ciranda Inc. highlighted its certified organic, non-GMO and fair trade ingredients. The company offers tapioca glucose and fructose syrups; starches, dextrose and maltodextrin; potato starch; rolled oats and oat flour, inulin fibre, crystallized grape sugars; cocoas and chocolates; dessicated coconut, oil, flour and milk; soy and sunflower lecithin and phospholipids and various oils and fats. www.ciranda.com



Porter Ale

Mizkan Americas Inc. highlighted its new food ingredients, including its Porter Ale, which tastes like a combination of stout and pale ale. The ingredient is ideal for prepared meals, condiments and snacks and sides. Its flavour profile can vary from very subtle dark malts to fully roasted, smoky flavours.

www.mizkan.com

One whey

Grade Custom Ingredients Group highlighted its Grande Bravo whey proteins that have unique water binding and textural properties. Products include Grand Primo Y100 dried low-fat yogurt, Grande WPCrisp patented line of textured whey protein crisps, and its Grande Ultra Whey Protein Isolates that are made in a patented process delivering clarity and flavour. www.grandecig.com

Go vibrant and natural

Sensient Technologies Corporation highlighted its Sensient Colors. One new line is the Pure-S brand, which offers new natural colourants using some of the most vibrant shades from botanical sources. The company also offers Avalanche, a natural opacity agent alternative to titanium dioxide or calcium carbonate in low-water applications.

www.sensient.com

Omega-3

DSM showcased its new Omega-3 life'sDHA with 32 mg of life'sDHA per serving and Omega-3 DHA with 32 mg of MEG-3 per serving. Both can be used in carbonated beverages, waters, juices, energy drinks, puddings and gels. Life'sDHA is fish-free and sustainable and it's sourced from algae. MEG-3 is sourced from fish oil. www.dsm.com

Versatile ingredient

Mitsubishi Shoji Foodtech Co. Ltd. highlighted its Lesys Crystalline Maltitol, a versatile ingredient in a variety of sugar-free formulations. It offers high sweetness, dental benefits, good solubility and good flavour release. It tastes more similar to sugar than other polyols and has 40 to 50 per cent less calories than sucrose. www.mcft.co.jp



Bringing clean label to you

Univar showcased its selection of clean-label ingredients from the world's best strategic suppliers. The company offers a broad portfolio of prod-

ucts and innovative services and technical and market expertise. www.univar.com

Premix it!

Fortitech Premixes by DSM highlighted a market-ready powdered beverage, which was fortified with vitamins A,

C and E and used PowerCap technology. Visitors could also sample a Beauty-From-Within beverage using its FloraGlo Lutein. The company highlighted premix formulations such as rice milk for bone/joint health, almond butter for endurance, cereal for kids' health, a breakfast biscuit for satiety, pasta for heart health and a healthy aging supplement.

www.dsm.com

Next generation sugar

BNEO highlighted its Palatinose next generation sugar. Palatinose is derived from beet sugar and delivers energy naturally in a balanced and sustained way. It is low glycemic and low insulinemic and contributes to a better fat oxidation in energy metabolism. www.beneo.com



Dairy flavours

Edlong Dairy Technologies focuses on concentrated dairy flavours and high-intensity dairy ingredients. The company highlighted its ability to develop and optimize flavours for seasonings, dairy products, beverages, snacks, bakery products, confections, dressings, sauces and soups.

www.edlong.com

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Deanna Rosolen



Replacing the celery in a Caesar with Extreme Beans.



Steve (left) and Matt (right) of Matt & Steve's



Matt & Steve's Mississauga, Ont.

no matter how humble the beginnings or the product, one valuable nugget that can be gleaned from Matt & Steve's experience starting up a food company is that you have to believe in it. Back in 2000, Matt Larochelle and Steve McVicker were good friends, roommates and bartenders. One day they had this simple idea to jazz up a Bloody Caesar: dump the celery stick and add a flat bean. But not just any flat bean; theirs would be pickled and bold and crunchy. Today consumers can find the Extreme Bean, in multiple flavours, on grocery store shelves and in foodservice establishments across Canada.

Not bad at all for two young men who knew nothing about pickling. But they were immersed in the foodservice industry and knew it was ready for something different. After several failed attempts at pickling flat beans they found a recipe that worked —

the one that is still used today.

They took it on the road, says Larochelle, from Halifax to Victoria, participating in foodservice trade shows. They put the product in front of people and test marketed it that way too. "We had a very simple message," says Larochelle, "let's take this celery out and put this Extreme Bean in. We told bar operators it's a consistent cost, no prep, no waste, and it's a premium-perceived product." The response was overwhelmingly positive.

Besides the challenge of having enough cash flow to get the company off the ground, educating consumers and the industry was the biggest hurdle. But the foodservice industry did open its doors to the Extreme Bean, and then consumers started asking where they could purchase the product. The duo found a retail chain that offered to try it. And, says Larochelle, "it was awesome. The product flew off the shelves. There was clearly pent up demand." From one store, the chain rolled out Extreme Bean Ontario-wide, and from there across Canada.

Consumers aren't just using the crunchy beans for Caesars. Larochelle notes that with the introduction of different flavours — Hot & Spicy, Garlic & Dill, Sweet & Savoury, and the new B'nOlive (Extreme Bean stuffed olives) — consumers are serving them as appetizers, in share platters or just eating them out of the jar. With the

momentum and growth they've experienced, Larochelle believes there's still a lot of opportunity right here at home. The company is doing well already in Florida and hopes to expand there, but in Canada "there's still a lot of reaching out to do," he says. "We're just scratching the surface." 🍓

Q&A



Q: What challenges do you have today?

A: "As we grow, it's getting quality, consistent flat beans year round. We are sometimes challenged with getting enough quality supply that meets our specifications: a certain thickness, length and moisture content — that's a critical one. A certain moisture content creates our big signature crunch."

Q: What advice would you give others starting a business?

A: "One thing that's worked for us is that we were very specific on the use of our product from the beginning. We had one product and we knew what it was for and we just said that over and over. Over time its use has broadened, but in the beginning when no one knew what the product was, what it was about, we were very specific."

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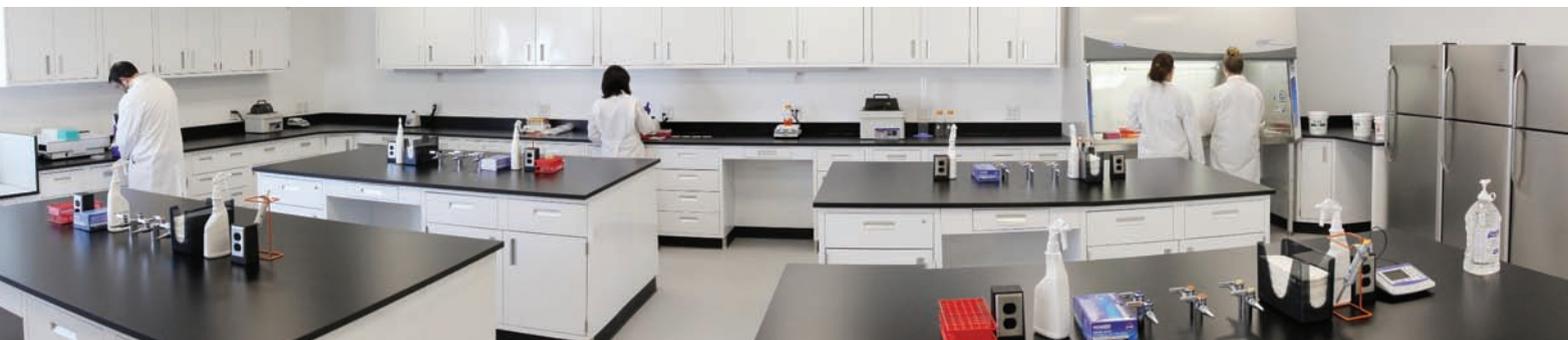


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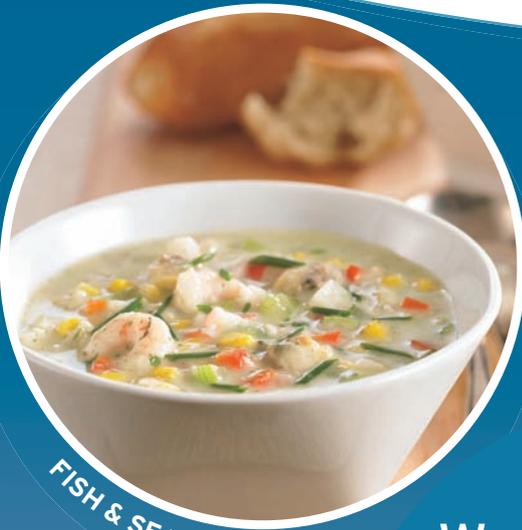
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