

# FOOD *in* CANADA

Canada's food & beverage processing magazine

## The kids' table

Smart manufacturers are working hard to offer products that satisfy parents and kids

PG.17

PLUS

### THE LABOUR MARKET

*Part 2*

The next generation of food & beverage professionals

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### RESEARCH CHEFS

in Canada PG.37

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PETFOOD  
IN CANADA  
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# FOOD in CANADA

Canada's food & beverage processing magazine



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## Dinner is going to the dogs

When I was growing up my family had a jaunty little West Highland White Terrier named Dougal.

Although Dougal was a happy and healthy little guy most of the time, like many Westies he had skin allergies. His skin often became so itchy in areas that he'd lick and scratch at the sore spots till they bled, leaving angry red bald patches. It was heartbreaking to see how painful these flare-ups obviously were, and frustrating that nothing seemed to curb them, despite a plethora of tests, antibiotics, medicated creams and special shampoos.

Finally our veterinarian referred Dougal to an animal dermatologist for allergy shots. Although they seemed to keep the flare-ups in check, it was expensive, and ultimately didn't completely stop the itching. Eventually my parents, frustrated at the cost and continual vet appointments, looked to the human world for help. They were early adopters of what was then referred to as "health food" and, after talking with our local health shop owner, scrapped the Dr. Ballard's in favour of homemade dog food.

As well as removing wheat products and higher glycemic index foods, my mum experimented with different proteins until she settled on one that Dougal could tolerate, and which seemed to calm the itchiness. Several times a week for years after if you came home to the enticing aroma of lamb and

brown rice burgers you knew my mum was making dog food — something my friends just couldn't believe!

That was more than 30 years ago, and thankfully there is now a much wider range of convenient and healthy food alternatives available to busy pet parents. As with human diets, it's now understood that the food pets consume has a direct affect on holistic health, meaning products have become much more customized.

The pet food sector is already responding with more specialized foods. According to global market researcher GfK, data released in June 2016 shows that within the sector the raw alternatives segment (including freeze-dried and dehydrated foods) grew by an estimated 50 per cent in 2014 and 2015. GfK also noted that the "pet specialty" market in the U.S. was worth \$13 billion in 2015, 58 per cent of that representing natural pet food, and just under 30 per cent representing grain-free products. As well as limited ingredient diets, it's these premium-priced, value-added specialty foods that are driving growth in the pet food sector, and which continue to offer opportunities for animal food manufacturers.

For more on the pet food sector, check out our biannual supplement, *PETFood in Canada*, starting on pg. 25. 🍎

CCooper@foodincanada.com



## Carisma is back!

Burlington, Ont.'s EarthFresh is bringing back the Carisma potato. Carisma, which first launched in 2016, is Canada's first low-glycemic response all-purpose potato, according to EarthFresh, which also notes that it's supported by Diabetes Canada. On its website, the company says each crop of Carisma potatoes is tested at time of harvest by GI labs to verify the glycemic characteristics. The potato produces a lower and shorter-term spike in blood glucose compared to consuming the same serving size of a standard potato variety.



# News > file



## Labs to study how consumers and food click

The University of Guelph has created and opened two new labs that will focus on consumers and their relationship with food.

According to the U of G NewsService ("High-Tech Food Labs Aim to Help Researchers Understand Consumer Needs"), the Longo's Food Retail Lab and the Schneider's Research Lab, both opened in May, were funded by Longo Brothers Fruit Market Inc. and Schneider Foods, respectively. The labs are in the Macdonald Stewart Hall at the university.

The article says both labs will help researchers at the university "better understand consumer decision-making, consumption habits and reactions to food advertising."

The Longo's Food Retail Lab is created to look like an actual grocery store. Its aim is to gauge buyer behaviour patterns as consumers go about their shopping. Michael von Massow, a lab researcher and professor in the Department of

Food, Agricultural and Resource Economics, says the focus is on "how consumers value and learn about different foods and their decision making when viewing advertising, and purchasing and consuming foods."

The lab has monitoring cameras and eye-tracking equipment, so the researchers can keep tabs on how consumers respond to store flyers, television ads and nutritional information. The consumers also fill out surveys before and after their visit.

In the Schneider's lab, there is computer equipment so that researchers can evaluate consumers' reactions to advertising. "The federal government sees inclusive economic growth and jobs coming from food and agriculture, and it hopes to see Canada double food exports over the next several years," says Malcolm Campbell, vice-president of research at the university, in the article. "As Canada's food university, we have a key role to play in innovation, and in helping the food and agriculture sectors to grow. The data learned here will assist researchers from across U of G in developing unique solutions to the challenges these sectors face."

## Home testing pilot project in Quebec City

Food scientist Sophie Desforges knows how much people love tasting food.

As quality control manager for Les Gibiers Canabec, a game and wild meat maker in Quebec City, Desforges regularly designs and conducts community-

based taste tests of new company products. Ready-to-eat serving samples are couriered to about 50 panellists. All of them are local residents, and include friends and family members of company employees. In return, tasters provide written feedback on everything from product taste and texture to presentation and price.

"People are always super excited to receive our samples," says Desforges, who has run the panels once or twice annually since she joined Les Gibiers Canabec a decade ago. "It's fun and gives them a feeling of being a part of product development. You can be sure I'll hear about it if I forget to send samples to someone."

Desforges adds that feedback from tasters has helped bring several new ↪

## SHARE A CUPPA FOR CANADA'S 150TH

TWG Tea of Vancouver, a luxury tea brand, is celebrating Canada's 150th birthday with a limited-edition Jubilee Tea. The tea is naturally theine-free red tea from South Africa and has candid notes of maple syrup and a tart aftertaste of cranberry. It comes in a red caviar tin and gift box as an ode to Canada's national colours. TWG is also offering tea infused macarons.





Sophie Desforges, quality control manager for Les Gibiers Canabec.

products to market. Last year, for example, her company went ahead with two of four mousses that were taste tested. The two mousses, Asian pepper and herbs, are now being sold at IGA stores across Quebec.

The downside, says Desforges, is the cost of couriering samples and compiling and crunching feedback. That's why she's so excited about *Goûter à domicile*, a new pilot project that will see as many as a dozen local food companies have products taste tested using Les Gibiers Canabec's home-delivery model.

"There's a lot of interest in this project," says Sandra Hardy, business development director of the Quebec City Region Health Food Cluster, a regroupment of agrifood companies and research groups that works to develop and market value-added food products for local and export markets. According to Hardy, the project was developed following a forum last fall in which Desforges shared her company's experience using everyday taste testers in their homes.

Hardy explains that a minimum of eight participants are being asked to pay \$2,500 to have food prototypes taste tested in two of three planned deliveries. The price includes packaging, shipping, collection of feedback and analysis by outside firms. "Sharing these costs makes it much cheaper for everyone involved," says Hardy. "I'm very confident we'll have a full slate of participants."

—Mark Cardwell

## Labatt turns 170!

This year Canadians will be marking the country's 150th birthday. And there's another milestone birthday some beer lovers will be celebrating too: Labatt is turning 170.

Labatt Breweries of Canada is celebrating the event by re-branding its Labatt 50 beer as Labatt 150. The limited-edition commemorative cans of Labatt 150 will feature the official Canada 150 logo, says the company, and "will be available beginning mid-May throughout the summer."



There's a touching history to the brew, which was first launched in 1950 as Anniversary Ale and later named Labatt 50. It commemorated 50 years of the brewing partnership between John and Hugh Labatt, the grandsons of founder John K. Labatt.

In the statement, the company says "the first light-tasting ale introduced in Canada, Labatt 50 was Canada's best-selling beer for almost 30 years." Labatt 150 — brewed in London, Ont. and Montreal, Que. — is now shipping to retail stores across the country, and is available in six and 15-packs of 355 mL cans, and 24-packs of 473 mL cans. They'll be available throughout the summer in Ontario, Quebec, Manitoba, BC, Alberta and Newfoundland.

## NEW INVESTMENT IN BARLEY VARIETY DEVELOPMENT



Several provincial organizations are investing more than \$2.4 million over five years in the barley variety development program at the University of Saskatchewan Crop Development Centre (CDC). The organizations include the Western Grains Research Foundation (WGRF), Alberta Barley, Saskatchewan Barley Development Commission (SaskBarley), and the Manitoba Wheat and Barley Growers Association.

Dave Sefton, WGRF's board chair, says in a statement that "since 1995 producers have invested almost \$15 million into barley variety development through the WGRF." The Crop Development Centre has released more than 70 malt, feed and food barley varieties since 1971, says the WGRF. In fact, "in the past five years alone, the program has released new malting varieties, including CDC Clear (2011), CDC Bow (2014), CDC Platinum Star (2014) and TR12135 (to be named CDC Fraser) in 2015."

Jason Skotheim, SaskBarley's board chair, says "SaskBarley is proud to have provided leadership in bringing together the prairie barley commissions to invest in the barley breeding program. Through this investment, barley producers' check-off dollars are being reinvested into breeding programs that will develop varieties that are more disease resistant, have greater yield, and provide greater profitability in years to come."

## Using produce to extend produce shelf life

A company in Santa Barbara, Calif. says it has figured out a way to curb food waste and feed the world's growing population. The solution? Prolong the shelf life of produce. Fortune.com reported on April 28 ("This Startup has a Natural Solution to the US\$2.6 trillion Food Waste Problem" by Beth Kowitt) about a company called Apeel Sciences, which makes "an edible substance that can be applied to the outside of produce to create an invisible barrier and quadruple shelf life." Produce is dipped into the solution and the barrier keeps moisture inside. As the company's CEO James Rogers says on Fortune.com, he's "using food to preserve food. There is no magic."



to the cheese sector — featured more than 50 Canadian and international cheese producers. Then there was La Cuisine by SIAL, which focused on two topics this year: food to go and buying local. One hands-on element offered lucky visitors the chance to whip up a recipe under the guidance of on-site chefs including Marc McEwan.

## Women in craft brewing

The Ontario Craft Brewers has announced the winners of its beer education scholarship program for women working in the Ontario craft brewing industry. The winners are: Dana Connor, Niagara Oast House Brewers; Jessica Trout, Kichesippi Beer Co.; Kim Cranfield, Publican House Brewery; Karyn Boscariol, Wellington Brewery; Alyssa Kwasny, Beau's All Natural Brewing; and Emily Subic, Side Launch Brewing Company. Each scholarship award covers course registration fees for the e-Learning program BeerSavvy, as well as Road to Cicerone course book (*Brewing Ingredients & Process*) and a full set of Beer Style Flashcards.

## SIAL 2017



From May 2 to 4, 2017, you could have tried almost any type of food at the Enercare Centre in Toronto. The venue was home to SIAL Canada 2017, the tradeshow that showcases food products from across Canada and many other parts of the world.

At this year's show, the European Union was the region of honour, which was apropos considering the recent ratification of CETA — the Canada-European Union Comprehensive Economic and Trade Agreement.

SIAL brought back its SIAL Innovations 2017 Contest. Out of 10 finalists, Saffron Sugar Cube, TAJ Food Products, Minami Inc. was crowned the winner. Minami is a family-owned and operated business based in Toronto, which manufactures in Canada as well as importing and exporting products. The company's TAJ Food Products brand is processed and packaged in Canada.

On the opening day of the show, SIAL announced the 12 winners and four favourites of its Olive d'Or 2017 — the largest international extra-virgin olive oil contest in Canada. Approximately 100 oils from 15 countries entered the competition. The Golden Drop winners included Oleum Hispania by Molino Virgen de Fátima S.L., Spain, Ripe Fruit category; Oliveira da Serra Gourmet by Sovena Portugal Consumer Goods S.A., Portugal, Light Fruit category; Hispasur Gold by Knolive Oils, S.L., Spain, Medium Fruit category; and Franci Bio by Frantoio Franci, Italy, Strong Fruit category.

If you're a cheese lover, SIAL offered a space that was pure cheese heaven. The third Cheese by SIAL — a section dedicated



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## The winners are...

In April *Food in Canada* and Grant Thornton announced the winners of the 2017 Leadership Awards (to read the profiles go to [foodincanada.com](http://foodincanada.com)). Here are the presentations for four of our award winners (Canadian Prairie Garden Purees, which won the Health & Wellness award, filed for bankruptcy protection in March).

### Muskoka Brewery INNOVATION AWARD



(L- R) Grant Thornton's Rosanna Lamanna with Todd Lewin, president, Muskoka Brewery.



Photos: Muskoka Brewery

### Riverside Natural Foods GROWTH AWARD



(L-R) William Surphlis, managing partner, Grant Thornton Productivity Improvement; Rosanna Lamanna, partner, Grant Thornton; Nima Fotovat, president, Riverside Natural Foods; and Jim Menzies, partner, Grant Thornton.

Photo: Stephen Ferrie

### Petcurean STEWARDSHIP AWARD



(L-R) Colin Yakashiro, partner, Grant Thornton, and Walter Cosman, general manager, Petcurean.

Photo: Don Young Photography

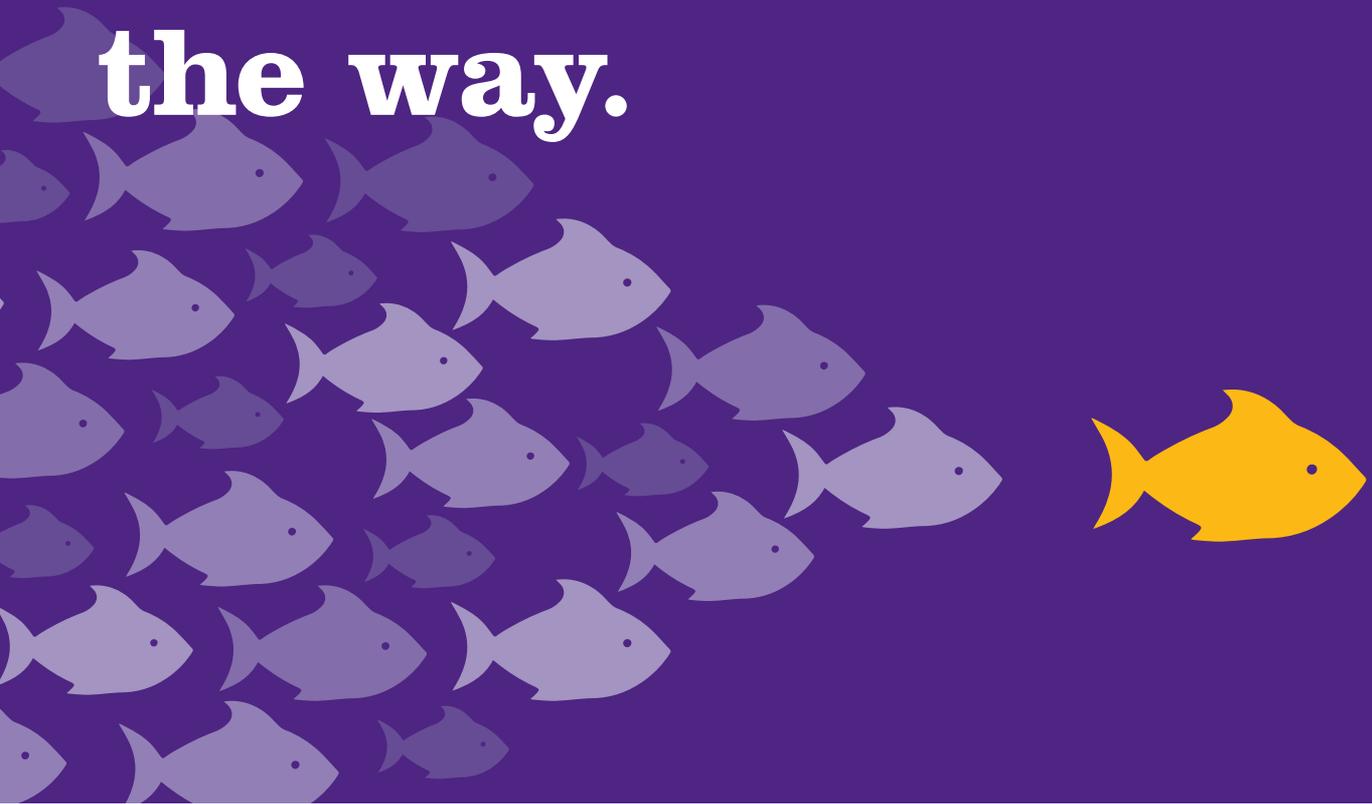
### Mrs. Dunster's COMMUNITY & INDUSTRY LEADERSHIP AWARD



(Centre L - R) Rosalyn and Blair Hyslop, owners of Mrs. Dunster's, with Jean Marc Delaney, partner, Grant Thornton, and the Mrs. Dunster's team.

Photo: James Walsh/Rod Stears Photography

# Award winning companies lead the way.



Congratulations to the winners of the **2017 Food in Canada Leadership Awards**. These companies have made impressive advances in their categories and are clearly leading the way.

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Health & Wellness Award

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**IN BRIEF**

> BRC Global Standards held its second annual **Food Safety Awards Program** in Florida in April. One of the winners, which took the BRC Manufacturer of the Year Award, was Saint-Augustin-de-Desmaures, Que.-based **Groupe Leclerc**.

> Toronto's **River Road Bakehouse**, an artisan bread maker, has launched a #RoadtoZeroFoodWaste campaign to support food waste awareness and education. The company has also donated \$15,000 to the University of Guelph's Guelph Food Waste Project. The donation and partnership will support food waste research aimed at uncovering new and actionable insights that will contribute to reducing food waste across Canada.



> The province of Quebec is providing up to \$70,000 to the **Laiterie de l'Outaouais** to help the dairy create an innovative fermented milk.

> Edmonton-based **Siwin Foods Ltd.** recently launched four sausage products in Costco Japan. The four products are Siwin's Original, Mozzarella, Cocktail and Traditional Ukrainian sausages.

> **Metro Ontario Inc.** received 42 awards at the **Foodland Ontario Retailer Awards** in late April in Toronto. The annual awards program is the produce industry's premier competition recognizing excellence in

> **Mariposa Dairy**, based in Lindsay, Ont., has moved into a new 40,000-sq.-ft. facility. The company has more than 120 employees and processes over 75,000 L of goat's milk into 9,000 kg of cheese each week.



display, promotion of Ontario foods and support of Foodland Ontario.

> **Kraft-Heinz** has reformulated its **Oscar Mayer** brand of hot dogs. The company says it's the first to market hot dogs with no added nitrates or nitrites, no artificial preservatives in the meat and no by-products in all of its hot dogs.

> **East Point Potato 2009 Inc.** in Souris, PEI has received a repayable contribution of \$500,000 from the federal government. Shareholders of the company, says the federal government, "come from sixth generation potato farms that pack their own potatoes as well as product from farms in the surrounding region." The company exports its products across Canada to retail and foodservice clients.

> The Office of the Secretary to the Governor General announced the winners of its **2017 Governor General's Innovation Awards**. One of the winners was **Dr. Bonnie Mallard** of Guelph, Ont. who created the High Immune Response Technology, which manages livestock health through genetic identification.

**SUPPLIER NEWS**

> Burlington, Ont.-based **Malabar Super Spice Co. Ltd.** has been sold to an unidentified Canadian private investment group. No financial terms were released. Malabar makes custom seasonings and distributes food ingredients, spices and sausage casings.

> Montreal-based **Congebek Inc.**, a cold storage provider, has acquired Toronto-based **Shamrock Cold Storage Inc.**, also a cold storage expert.

> **First Choice Ingredients** of Wisconsin recently shipped its first orders from its new, full-scale production facility in Menomonee Falls. The dairy ingredient company spent the last several months testing, calibrating and updating the facility to ensure it was ready. The 83,000-sq.-ft. facility is kosher and halal certified.



First Choice Ingredients' new production facility has the capacity to produce over 10 million lbs. of dairy ingredients annually.

**PEOPLE ON THE MOVE**

> Winpak Ltd. of Winnipeg has appointed **Olivier Muggli** as the company's president and CEO. He replaces **Bruce Berry** who has retired.



Crelinston

> **Ryan Crelinston** has joined Toronto-based Dealers Ingredients Inc. as the company's new vice-president of Marketing and Sales.

> Bunting Magnetics Co. of Newton, Kansas has appointed **Brock Hermann** as its product manager over Magnetic Separation.



Hermann



**GROWING PEI AGRI-FOOD**

The government of Canada is providing \$1,217,500 in repayable contributions to three food processors and one agricultural equipment manufacturer in PEI. The aim is to help the businesses scale up and explore export opportunities. The three food processors are: Maritime Select Lobster Inc. (\$500,000); Royal Star Foods Ltd. (\$284,000); and Valley Pearl Oysters (\$145,000).



**MARKET COMMENTARY: Demand grows for beef and pork**

While grain prices are languishing, livestock prices are shooting up again. Following the cash market, July futures for lean hogs rallied from \$69 to the current \$80 since April 20. Since last October, August live cattle rose from \$89.90 to \$127.70 before falling back to the current \$118. The interesting thing is that these rallies are occurring with three to five per cent more supply of both beef and pork.

The obvious answer to the obvious question of “what’s going on here?” is that demand is rising. It is rising in the U.S. as that country’s incomes grow and unemployment declines. But the more important key is that U.S. exports of both

commodities are up more than 15 per cent, mainly to Asia.

This is an illustration of the short sightedness of people who see trade policy as instruments to protect their domestic markets from strong foreign competitors. What they miss is that they are also instruments to gain foreign markets for their strong domestic competitors.

Too bad those U.S. farmers who voted for Trump won’t have increased access to those Asian markets under the Trans-Pacific Partnership treaty that he killed. ●

Market Trends is prepared by Dr. Larry Martin, who offers a course on managing risk with futures and options in Guelph, Ont. through [agrifoodtraining.com](http://agrifoodtraining.com). Contact him at [DLM@explornet.com](mailto:DLM@explornet.com) or (519) 841-1698.

**MARKET HIGHLIGHTS**

Grain markets are stuck in a sideways pattern reflecting the struggle between bullish demand and bearish supply. Energy and currency markets have increased in volatility, along with the political climate.

**> Grains:** USDA, Brazilian and Argentine forecast agencies continue to confirm huge actual and potential corn and soybean crops in both the southern and northern hemispheres. And, while short-term weather action can consume traders in the short term, the big picture hasn’t changed. There is a lot of grain in the world and, short of a U.S. Corn Belt drought, there will be lots of stocks. On the other hand, demand is strong, especially for soymeal and corn because of increasing livestock populations, especially in China. This puts a bit of a floor under prices, at least for now. But markets are much better at interpreting supply than demand, so there will be lots of movement — in their quest to sort all this out, managed funds contribute to some of the volatility. Their net short positions in soybeans and wheat actually declined in the past couple of weeks, but their negative bets on corn increased. Canadian farmers continue being somewhat insulated from the world by our falling loonie, thereby maintaining some profitability and continuing increases in land values.

**> Corn:** July futures continue trading between \$3.95 and \$3.40 since June last year, currently at \$3.77 3/4. Managed funds increased their net short

positions as U.S. seeding remains on track despite weather issues. The trading range is narrowing, so look for prices to break out one way or the other. We would use bottoming around \$3.40 to signal timing of protection, and/or protect against a breakout above \$3.95.

**> Wheat:** July Chicago wheat continues to test contract lows and the long-term support of \$4.25. Currently it is trading at \$4.29. Prices have been so bad so long there is potential evidence that world production could be down enough in 2018 to finally stop building stocks. Not much help now though. Theoretically, this is a good place to price wheat or flour. We would do it with futures using tight stops.

**> Soy oil:** July soy oil rallied with palm oil on strong seasonal demand and moved up to the current \$0.3275. Buyers should continue to consider pricing just above the \$0.31 support or above \$0.34.

**> Sugar:** July sugar fell through the \$0.16 area and appeared to make a bottom on heavy supplies before rallying back above it to the current \$0.163. No fundamentals are evident to cause higher prices, but technical signals triggered longs to this rally. The \$0.16 area is long-term support. It is seldom a bad place to do some forward pricing. Above it is resistance at \$0.175. We would price here or protect against \$0.175.

**> Natural gas:** July natural gas has traded in the narrow range of \$3.50 to \$3.20 since March, with greater volatility before that period giving support at \$2.81 and resistance at \$3.64. The current price of \$3.28 is the same

as last month. The most recent little rally was stopped by warmer weather causing less demand, rising U.S. inventories, and potentially easier permitting regulations. Managed funds continue bullish and have further increased their long positions. We would price more on another pullback to \$2.80, take profits on existing paper above \$3.50, and protect against \$3.65.

**> Crude oil:** July Brent crude traded between \$52.60 and \$46.64 in the past month, and is currently at \$52, the same as last month. The last little rally came from declining U.S. stocks and OPEC considering extending its supply cuts. But U.S. stocks are down less than expected, and U.S. supply continues to grow, even to the point that North Sea oil is being shipped to Asia because of plentiful supplies. All this is evidence that OPEC has fewer and fewer teeth. We continue to suggest locking prices near support and/or protecting against \$60. Take profits on paper above \$58.50.

**> Canadian dollar:** The June loonie broke through support at \$0.737, getting as low as \$0.725 before rallying back to \$0.735. This on weak oil prices, low interest rates, trade issues and modest economic growth. Because of the technical support, this is an important point. If it goes back above \$0.737 the next areas of resistance are \$0.755 and, especially, \$0.77. If it can’t the next area of support is \$0.72. The latter would mean higher cost for anything priced in U.S. funds. We continue to suggest that commodity buyers should protect the downside with Puts on the loonie. Hold the \$0.755 or \$0.75 June Puts recommended some time ago and/or buy \$0.73s.





## Questionable assumptions in the **SFCR**

Ron Wasik

I thought that I had pretty much finished commenting on the *Safe Foods for Canadian Regulations* (SFCR) as they were presented in *Canada Gazette Part 1 (CG1)*, until I re-read the cost-benefit section. Many of the cost-benefit “estimates,” or should I call them “assumptions,” the CG1 authors make are, in my opinion, questionable.

Some readers may think, “What difference does it make since they make the rules and we all have to comply?” However, the harsh reality is that it makes a huge difference. Economies of scale figure prominently in food safety. Although larger firms spend more on food safety compliance, their average compliance cost per unit of product is much lower than it is for smaller firms, where the cost of complying can make a huge difference if the prices of your goods become uncompetitive or profits shrink to nothing.

Some of the estimates, or assumptions, made in CG1 will also impact the Canadian Food Inspection Agency’s (CFIA) ability to carry out its mandate. Let me first give some examples which will affect industry, and then finish with some examples which will affect regulators.

### Cost-benefit to industry

A recent article in the *Journal of Food Science* entitled “Costs of Food Safety Investments in Meat and Poultry Slaughter Industries” (Vol. 82, No. 2, 2017, pages 260 to 269) gives an excellent review of the cost of food safety. Given that the USFDA and the CFIA have agreed that the food safety programs in each country are “equivalent,” the cost

estimates in this peer-reviewed article would apply to Canada. Canadian costs could also be much higher for some items due to currency valuation.

The article reports that “the cost of developing food safety plans, such as HACCP, SSOP and sampling plans, can range from approximately \$6,000 to \$87,000, depending on the type of plan and establishment size.” Bear in mind that this estimate is for each program and not for an entire food safety program. These numbers are in stark contrast to

“Economies of scale figure prominently in food safety.”

the \$260 annualized cost “to develop and document a PCP” incorporating all program elements as was reported in CG1. The cost for developing each element of a food safety program in other sectors will be less than those for meat and poultry, but will be over 10 times higher than the \$260 annualized cost published in CG1.

### Innovation

Innovation is the key to the long-term success of food processors. Most innovations in our industry directly or indirectly affect a food safety program, and when they do, a new or at least updated PCP must be created. CG1 estimates that approximately 3,576 PCPs will be developed in 2018 in an industry with an estimated 21,025 establishments as a direct result of the SFCR. This number

grossly underestimates the number of PCPs that will be created and updated in 2018 through innovation and the SFCR.

Given that small- to medium-sized establishments (SMEs) are more innovative, these sectors will be most impacted by the SFCRs and will have the biggest business challenges. The CFIA will need to find a way to provide incremental support to SMEs in order for these sectors to prosper under the new regulations.

### Impact on the CFIA

The CG1 states, “However, the CFIA would not require any additional food safety program or inspection funding or resources from current levels, as the proposed Regulations would allow the CFIA to operate more efficiently and redistribute its food safety resources more strategically.” I can’t see this happening for a variety of reasons. One reason is that all importers will have to be registered and, consequently, come under CFIA surveillance. Many importers have little, if any, food safety expertise and food safety programs, and are reluctant to embrace the proposed regulations until they take effect. The prediction that the CFIA review times for importers will be reduced under the SFCR is highly unlikely. Enforcing importer compliance will take significant incremental CFIA resources to level the playing field between importers and domestic producers. ●

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## Changing Lanes: Health Canada speeds toward its new Healthy Eating Strategy

Lewis Retik

The legal landscape for food companies continues to evolve at a rapid speed. Health Canada's Healthy Eating Strategy is well underway, with no signs of slowing down. Under this new strategy, Health Canada published changes to the *Food and Drugs Regulations* for nutrition labelling and ingredient listings, and is in the late stages of consultations to limit industrial trans fats and impose new front of package (FOP) labelling. These changes are significant for the industry, as they impact both marketing and product formulation.

Regarding trans fats, on April 7, 2017 Health Canada published its Notice of Proposal — Prohibiting the Use of Partially Hydrogenated Oils (PHOs) in Foods, which adds PHOs to the List of Contaminants and Other Adulterating Substances in Foods (the List). Health Canada will accept feedback on its proposal until June 21, 2017 and will allow a transition period of 12 months post publication on the List.

Listing PHOs as an adulterant allows Health Canada to bypass the requirement of a regulatory or legislative amendment. Health Canada's use of the List as a method of prohibiting PHOs is also an example of how Health Canada is increasingly using reference lists to accelerate change. This approach circumvents the more involved and time consuming requirements associated with amending regulations or Acts of Parliament, and allows Health Canada to make changes quickly and with limited to no consultation.

Turning to FOP labelling, Health Canada's initial consultation proposes warnings for foods high in nutrients of concern. The initial consultation period has closed, but Health Canada intends to resume consultations later in 2017.

Most consumers will have instinctive reactions to the proposed FOP labels if, as proposed, Health Canada uses familiar octagonal "stop" or triangular "yield" sign shapes. The symbols will be included on the packaging of foods that are high in sugar, saturated fat, and sodium (high being 15 per cent or greater of the recommended daily intake for prepackaged foods and 30 per cent in prepackaged meals).

The use of these arresting and familiar symbols will presumably cause shoppers to hit the brakes, and provide simple and quick notice to consumers about the abovementioned nutrients. Canada's proposed FOP labelling will be binary (display or don't display) and mandatory. This means that only foods high in certain nutrients will need to make the labelling changes, resulting in a prominent, visual differentiation from foods low in the nutrients of concern, even if they are also low in desired nutrients.

A secondary effect of this proposal could be reformulation to avoid foreboding warning labels. In its consultation notice, Health Canada cited evidence that FOP labelling might motivate food manufacturers to lower the levels of certain nutrients in their products. This will likely depend on whether consumers



change purchase decisions, or simply become desensitized to the FOP symbols.

What remains unclear is how FOP labelling will apply to foods that are generally considered healthy. Health

Canada has indicated that fruits and vegetables naturally high in sugars would not need to have FOP labelling, as they are considered foods that are consistent with healthy eating. Less certain is whether other prepackaged foods that are generally considered healthy by consumers or included in Canada's Food Guide will also be captured. For example, cheese is used in the Food Guide as an example of a "milk and alternatives" serving, but may qualify as high in saturated fat. Issues may also arise for packagers of nuts, and manufacturers of nut butters or other products, and for producers of certain cooking oils, such as coconut oils.

It will be interesting to see what direction Health Canada chooses as it steers Canadians along the road toward healthy eating, and whether traffic symbols will effectively curb consumer behaviours. What we do know is that food companies need to pay close attention to these legal developments, as they may have a significant impact in the marketplace. ●

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## The name game

Gary Gnirss

The identity and principal place of business (IPPB) is a core feature on a Canadian food label. It is known colloquially as the “dealer name and address,” “domicile” or “signature” statement. The *Food and Drug Regulations* (FDR) require this feature on all food labels sold in Canada. The *Consumer Packaging and Labelling Regulations* (CPLR) spells out how this is to be declared on consumer prepackaged products. It is essential information that identifies the point of contact and identity of the party responsible for the food.

The two basic elements of the IPPB are the identity of the responsible party, known as the “dealer,” and a physical location of the business. Under the *Consumer Packaging and Labelling Act* (CPLA) dealer means “a person who is a retailer, manufacturer, processor or producer of a product, or a person who is engaged in the business of importing, packing or selling any product.” Despite the lack of explicitness, the name is typically the legal name of the business.

Under the current FDR and CPLR, the address at a minimum includes a city and province/state. For a dealer outside of Canada, a country should ideally be included, but is not explicitly prescribed. A full civic address including postal/zip code is also not prescribed, but it is a good practice to include it.

There are other considerations under various federal legislation, such as those governing meat, fish and agricultural products. For example, where a food is made for a named dealer, a prefix such as “Distributed by” or “Prepared for” may

also be required. The IPPB in some cases serves as an anchor next to which the country of origin is stated. This too varies depending on the applicable legislation. Under the CPLR, for instance, the dealer name must be prefixed with “Imported by” or “Imported for” if a Canadian IPPB is declared on an imported food and no other federal legislation requires a country of origin declaration in a specific manner. The CPLR allows a country of origin statement, such as “Product of Mexico” next to the IPPB, as opposed to the imported by/for prefix. The IPPB, while often presented near the ingredient list and/or nutrition facts table, does not have to be there. It can be located anywhere on the label, except for any portions that are on the bottom of a container, in a type height no less than 1.6 mm.

Food labelling modernization has caught up with the IPPB. It has been doing its own thing, virtually unchanged since the 1970s. This was the era in which modern postal codes were introduced in Canada. Letter mail was the technology of the day. It stands to reason then that the address portion is built around a physical location. While things were just simpler in the '70s, consumers are more demanding today, as are governments. Technology has introduced modern means of making connections

easier and quicker, and that seems to be the future of the IPPB. But there's a bit more to this than just a technology update. It's not surprising that under the *Safe Food for Canadians Act* and its regulations (SFCR), which are anticipated to be finalized in 2018, the Canadian Food Inspection Agency (CFIA) will be licensing businesses that import food or those involved in the interprovincial trade of food. So in the future, the dealer name will likely be that which appears on a CFIA licence. However, not all businesses will be subject to licensing, including those that are involved with intra-provincial or territorial trade of food.

IPPB modernization is slated to happen after the SFCR is finalized, and will evolve along with other CFIA initiatives. We anticipate that the CFIA will post a food labelling modernization report on its website sometime in 2017. From the discussions thus far on modernization, we can expect more explicit rules on naming the dealer, with enhanced point-of-contact information. A physical presence is still relevant, so the contact information will likely still include a city and province/state. However, the IPPB will also probably be required to include either a telephone number, email, website, scan codes or other more modern way of connecting. 🍓

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# The kids' table

Parents want to feed their kids something healthy, kids want food that tastes good — and smart manufacturers are working hard to offer products that satisfy parents and kids alike

BY CAROL NESHEVICH

**W**hen Abby Langer was growing up, food manufactured specifically for kids was frequently focused on pleasing children's palates, and lots of sugar was often the easiest way to win over a child's heart. Back then, nutrition wasn't always top of mind when it came to food aimed at kids.

"I'm a child of the 1970s and '80s, so I've lived through the Dunkaroos and the sugar cereals and toys-in-the-cereal-box era," says Langer, a Toronto-based registered dietitian and nutrition consultant. But things are quite different now, she says: "Manufacturers are now trying very hard to improve the quality of the food that's marketed to kids and parents. Manufacturers know that parents are smarter now, and they have ➔



photo: Clif Bar & Co.



access to more information than they did back then. And parents are using that information to choose the products that their kids are going to eat. So manufacturers are getting smarter and are trying to change up the ingredients to produce a higher-quality product in a lot of categories.”

The folks at Food for Tots — a Markham, Ont.-based catering company that provides meals and snacks for children attending daycare/childcare centres and schools — agree that parents are much more informed about food and nutrition than they used to be. Food for Tots is on the front lines when it comes to hearing what parents really want their kids to eat, and according to Samantha King, Food for Tots’ Customer Relationship manager, parents are increasingly becoming “concerned about sugar and salt content, use of preservatives, creating balanced meals.” She adds that “the ideas of local and fresh are more popular as well. Parents also ask more questions about where food is coming from, what is in the food, how it is being prepared. We have seen a steady increase in direct inquiries from parents about the foods being provided for their children, as well as inquiries from centres/schools on behalf of parents.”

With today’s nutrition-savvy parents in mind, protein bar manufacturer Clif Bar & Company has launched a bar aimed

at kids called Clif Kids Zbar. On the Clif website these bars are described as “an organic baked whole grain snack made with a nutritious blend of carbohydrates, fibre, protein and fat to maintain kids’ energy...so kids can keep zipping and zooming along.” They come in flavours like Chocolate

Brownie, Chocolate Chip and Iced Oatmeal Cookie, and feature eight to 10 g of whole grains per 36-g bar. Abby Langer is also a “nutrition ambassador” for Clif Bar, and as a dietitian and a mom, has high praise for the new bars. “I like that they’re made with high-quality organic ingredients, they don’t have too much sugar in them, and they’re easy — I just grab them and put them in my kids’ lunchboxes, or grab them as we leave the house,” she says, noting that nutrition and convenience are two very high priorities for parents these days. “I also like that my kids enjoy them. Kids want something that tastes good. Obviously parents want something healthy, but just as importantly, they want something that kids are going to eat. It’s really no use buying something that the kids aren’t going to eat.”

That’s where a big challenge lies when it comes to food for kids: manufacturers need to offer something that is healthy enough to appeal to the sensibilities of well-educated and informed parents, yet tasty enough to appeal to the kids.

Iögo — a yogurt brand manufactured by Quebec-based Ultima Foods — believes it has found that sweet spot with its highly successful nanö line of yogurt products aimed at kids. The taste of the fruity flavoured yogurts and drinkables are appealing to kids’ palates, while parents will be happy with their nutrition profile. As parents grow their knowledge about the health benefits of the active bacterial cultures in yogurt, in addition to the benefits of calcium for a growing child, yogurt is certainly a product that many moms and dads are pleased to add to their childrens’ diets. Iögo steps up its nutritional game by ensuring that there are no artificial flavours or colours in their products.

As Langer already noted, it also helps when products are convenient enough to make life easier for today’s on-the-go families



“CHILDREN THEMSELVES — PARTICULARLY OLDER KIDS — ARE STARTING TO REALLY WANT TO EAT HEALTHIER ON THEIR OWN, AND NOT JUST BECAUSE THEIR PARENTS TOLD THEM TO.”

— and iögo nanö products use innovative packaging to appeal to the busy parent’s desire for convenience. “The notion of portability, and anything you can do to be spill-proof or mess proof, helps with people’s busy lives,” says Simon Small, vice-president of Marketing at Ultima Foods. “So we have introduced a spill-proof cap for our drinkables, and our little [yogurt] pouches are perfect for little hands to be squeezing them, and perfect for on-the-go. They’re good for either sitting around the kitchen table or taking along on the way to wherever the busy family is going.”

Packaging innovations like squeezable pouches for yogurt and spill-proof caps for drinkables also help foster independence in young children, says Small. The little ones can feed themselves easily and feel good about it, while their parents don’t have to worry about that independence leading to a mess to clean up.

Another interesting thing iögo has done is to incorporate vegetables into its flavourings for kids’ yogurt, as opposed to staying with the more traditional fruit flavourings typically used in yogurts. There’s now a combo pack of nanö yogurts that features Peach-Carrot, Banana-Squash, and Blueberry-Beet yogurts, while the squeezable pouches now have an Apple-Cherry-Beet offering. “So it’s not just fruit flavourings, it’s also vegetables,” says Small. “It’s introducing the concept that you can add a beet-root or a carrot or squash into the flavour profile, and it’s about helping parents, but at the same time creating a fun platform for introducing vegetable flavours into [kids’] diets.”

Indeed, a growing trend in feeding kids includes efforts to introduce children to a wider variety of tastes and flavours — including tastes that haven’t traditionally been considered part of “kids’ foods” in North America. Children are now becoming more familiar with international flavours, says Julia Selby, vice-president of Business Development at Food for Tots, and their palates are certainly becoming broader as they become introduced to a wider variety of foods and tastes. “Do children still love spaghetti and meatballs? Absolutely!” says Selby. “But they are also eating butter chicken, green salads, turkey burgers, and carrots with yogurt-based vegetable dips. As the current trend of plant-based proteins continues to increase, it will be interesting



photo: suppatson/Thinkstock

to see how children’s palates evolve, as we currently see less acceptance towards egg, bean and chickpea dishes. However, I can see that changing over time.”

Lulu Cohen-Farnell, founder of Toronto-based Real Food for Real Kids, a catering company that serves childcare centres, schools and camps, agrees that kids are learning to enjoy a wider variety of tastes and flavours. Cohen-Farnell even finds that children themselves — particularly older kids — are starting to really want to eat healthier on their own, and not just because their parents told them to. “They know about healthy food vs. non-healthy food,” she explains. “Nowadays, if there’s something healthy, they’re likely to choose it. They’re more aware of how food makes them feel, and they talk more between them about it.”

Still, while parents and even kids themselves are increasingly knowledgeable about nutrition, and manufacturers are making greater efforts to supply Canadians with healthier food for kids, Cohen-Farnell has a takeaway message she wants to send to Canadian food manufacturers: “We must all take responsibility for the health of the children. Every corporation should think about profit and the bottom line in a different way,” she says. “So it’s about thinking a bit more organically, a bit more about the big picture, and asking the question of what do we want? Do we want to have a healthy population that’s going to continue to buy all of the healthy products that we make? Or do we want to create a population of sick people who are going to spend more money on medicine than they do on food? I’m calling for all producers and manufacturers of the food we eat to share in this responsibility. And if we do this, I think there’s money to be made, there are profits to be had, and there will be healthier people.” 🍓





# Cinnamon adds a kick of comforting flavour with benefits

Deanna Rosolen

**m**uffins, strudel, waffles, cakes, doughnuts, pies, cookies, oatmeal, French toast, sweet breads, scones, buns, pancakes, cereals and puddings. There's almost no shortage of foods, often baked goods — but certainly not limited to them — that cinnamon can't add magic to. Cinnamon works in savoury dishes, adding warmth and a subtle sweetness to curries, tagines, meat pies, roasts and soups like butternut squash.

It's no wonder most of us have cinnamon at home in our kitchens. It's versatile and there's just something comforting about the flavour and scent of it.

## What is it?

According to an article on Huffington-Post.com ("The Truth About Where Cinnamon Comes From,") by Alison Spiegel, cinnamon is a spice that "comes from the inner layer of bark derived from dozens of varieties of evergreen trees that belong to the genus *Cinnamomum*." Farmers remove the outer bark to expose the cinnamon layer of bark inside. That layer is shaved off and dried, and as it dries it naturally curls up into quills. "Those quills are then cut into sticks or crushed into a spice powder," says the article.

There are many types of cinnamon, but according to the Food and Agriculture Organization of the United Nations, the two most common types are ceylon, or true cinnamon, and cassia. Sri Lanka produces between 80 and 90 per cent of the world's ceylon cinnamon, while cassia cinnamon mainly comes from Indonesia, as well as China, Vietnam and India. Andrea Holwegner, a registered dietitian and owner of Health Stand



Nutrition Consulting Inc. in Calgary, says the cinnamon we find in grocery stores "might contain both those types of cinnamon. But the most common is cassia."

## How long have we been using cinnamon?

Michelle Book, director of Communications for the Canadian Health Food Association, says people have been using cinnamon around the world as far back as 2800 BC. "The Ancient Egyptians used it as a perfuming agent during their embalming rituals, and it is mentioned in the Old Testament as an ingredient in the anointment oil," says Book. "It was so prized in Europe in the 15th century that it is believed the search for cinnamon was the motivation for Christopher Columbus's initial journey."

## Why is it good for us?

Book notes that cinnamon is a powerful spice, with multiple benefits. It can be a potent antioxidant with anti-inflammatory,

anti-microbial and blood sugar balancing effects. "One of its most notable benefits," she says, "is preventing certain risk factors caused by type 2 diabetes. It can help to balance blood sugar levels in the body and even improve the way our cells use sugar. It has also been shown to support nerve cells and improve motor functions in patients with Alzheimer's and Parkinson's. Because of its anti-inflammatory properties, it can help with the treatment of pain, such as arthritis, and congestion caused by the common cold."

Holwegner believes one of cinnamon's greatest strengths is food flavour enhancement. In her work, she counsels clients on how to add flavour to their foods while limiting the use of fat, sugar and salt. "Cinnamon has an amazing taste profile," she explains. "When you think of cinnamon, there's nothing really negative about it. There's no bad nutritional baggage behind cinnamon. It just adds that nice kick of flavour." Think about plain oatmeal, for example, and how much the flavour changes when you add cinnamon to it. "As dietitians," says Holwegner, "we're always looking for creative ways to make people enjoy healthy foods more often. I think that's where we see cinnamon."

Both Book and Holwegner say consumers shouldn't over eat cinnamon as it can have deleterious effects on liver health. As Book explains, "cassia cinnamon can have high amounts of a liver toxin called coumarin, which is not dangerous in small amounts, but can be harmful in higher amounts." She suggests consumers use ceylon, which has much lower amounts of coumarin, especially if it's being used as a natural health product. ●



## ATTRACTING THE NEXT GENERATION OF FOOD & BEVERAGE PROFESSIONALS

The food processing sector is aiming to shed its “unsexy” image to draw the new wave of workers | **By Rebecca Harris**

**T**here’s no disputing it: the food processing industry has an image problem, which makes it difficult to attract young, bright talent.

“I’ll say this much: the word ‘processing’ is almost a bit of a swear word to people,” says Craig Youdale, dean of Niagara College’s Canadian Food and Wine Institute. “It doesn’t sound as interesting as the culinary side, working in restaurants or hotels. Everyone loves food, but processing and packaging food doesn’t really turn people’s cranks. Part of the challenge is getting them to see [the sector] in a more sexy way and understand that there’s opportunity for them.”

As those in the food processing industry know, it’s not all about hairnets and production lines. There are occupations in quality assurance, food safety, food science, research and development, engineering, sales and marketing, finance, and the list goes on.

However, among the general public, there’s low awareness about the scope of career opportunities in the sector.

Research from Food and Beverage Ontario (FBO) found that less than one quarter of Ontarians have a positive perception of jobs and careers in the industry, and nearly half are unsure. “Most people think of the food and beverage processing industry as being boots-on-the-plant-floor, manual labour, boring and not well paying, which is very far from the truth,” says Norm Beal, executive director of FBO. “Technological advancements have been dramatic over the last 20 years, and those boots-on-the-floor jobs are very high-tech jobs involving robotics. There is some manual labour of course, but we need to broaden how people think about the food and beverage processing industry.”

Today, much work is being done to raise the profile of the sector and make it an attractive career choice. In March 2016, FBO launched its Taste Your Future campaign, which aims ↪



photo: Traimak Ivan/Thinkstock

to draw attention to the abundance of jobs in the sector. The Taste Your Future website shares stories, videos and articles outlining education and job opportunities.

This past February, Taste Your Future launched a bursary contest to award students who have innovative ideas. Students were invited to submit a video showcasing their idea for a new product, process or technology for the food and beverage industry. Winners were awarded \$2,000, as well as industry mentorship and resume coaching. Post-secondary schools including Niagara College, University of Guelph, Durham College and University of Western Ontario helped promote the contest to students.

Isabel Dopta, director of Communications at FBO, says it's too soon to determine if the Taste Your Future campaign has moved the needle on awareness. But, "we think we're starting to move forward because we have the colleges and universities engaged," she says. "We're using them almost as our ambassadors and our champions."

Dopta says it's of interest to the schools to promote the food processing sector since many have made investments in food-related curriculum. FBO is also getting in front of students who are in other programs that can be transferred across sectors. For example, Dopta was recently on a panel at the University of Guelph's business school, judging MBA students on how they responded to an ethical dilemma within the food industry. "We're getting them exposed to the food industry because [as business students], they might be thinking about the financial sector or the health sector," says Dopta. "They might not necessarily think there are opportunities in the food industry...so we're trying to broaden that out now."

While the future of the program is uncertain — government funding runs out in January 2018 — FBO would like to roll out

Taste your Future nationally. "Although Ontario represents over 40 per cent of the food processing that goes on in Canada, this is a prevalent problem within other provinces: [lack of] knowledge of the industry and no coherent attraction strategy long term," says Beal. "We can't be here today, gone tomorrow, because that just confuses the message. We've got to build a long-term, sustainable way of keeping food and beverage processing jobs top of mind."

Jennifer Griffith, executive director of the Food Processing Human Resources Council (FPHRC), supports the idea of a national campaign. "It could be much larger and have many more arms and spokes to it," she says. "Government could support that as well, but their whole piece around that is every sector is looking to get these same young people. So, it's sometimes a hard sell to government."

For its part, FPHRC has a Career Focus program, which provides funding to employers to hire graduates under 30 years old with a \$1 to \$1 salary match up to \$20,000 annually. The program, which has been running for nine years, is funded by Service Canada. However, Griffith says the program is not being supported this year, as the government is shifting its funding towards green jobs and the summer employment program. "They're not saying it's abolished and it's not because of performance or that it's not successful," she says. "I think there are a few other factors that played into this decision. Hopefully it will continue the following year because it's a very popular program and it gives young people the opportunity to set a career path in the industry."

On the educational front, colleges and universities have recognized the need for more programs focusing on food processing. Niagara College, which has had a culinary arts program for more



photo: Wavebreakmedia Ltd/Thinkstock

than 40 years, has offered a three-year advanced diploma called Culinary Innovation and Food Technology for the past five years. The program, which accepts 24 students each year, combines culinary skills with topics like food science and product development.

“We’ve got to build a long-term, sustainable way of keeping food and beverage processing jobs top of mind.”

On the research side, the Canadian Food and Wine Institute’s Innovation Centre works with small- and medium-sized food processing companies. Students and faculty members help businesses solve problems, develop new products and create new concepts. Putting more emphasis on food processing came down to simply realizing there was a massive need from manufacturers for skilled, educated people, says Youdale. “[Food processing] is about a \$40-billion business in Ontario and there weren’t many dedicated educational pieces to this business. And so, we thought we have the expertise to fill that gap.”

A key piece of the puzzle is promoting the food processing sector to high school students. The University of Guelph’s Ontario Agricultural College (OAC) developed a liaison program six years ago, and works with high schools through their specialist high-skills major programs. OAC’s efforts include educating high-school teachers and guidance counsellors about opportunities in the food sector, as well as hosting students on campus, where they can learn about the university’s food and agriculture programs.

“We provide special learning and professional development opportunities for teachers and students, and then those become awareness-raising opportunities in terms of what’s available for students in the sector,” says OAC dean Rene Van Acker. “For us, that has made a difference and we have seen year-on-year increases in applications to our programs for the last six years, so that’s very encouraging.” OAC is also looking at developing a new undergraduate program that would be a mix of science and management for students interested in the food sector. Van Acker says the college hopes to have the program launched next year.

Another avenue to a career in food processing is the Youth Into Food Processing program, which was launched in 2014 by the FPHRC, Toronto District School Board and City of Toronto. The training and certificate program includes seven weeks of in-class training followed by work placements, and is open to post-secondary graduates up to age 29.

The program was born from the City of Toronto’s Entry Level to Food Processing program, which launched in 2012 and is still running. “That program is really successful... but it led us to look at what we can do for non-entry level positions in the food industry,” says Michael Wolfson, food and beverage sector specialist at the City of Toronto’s Economic Development and Culture Division. “One of the issues that we had come across was that there was a real lack of knowledge among youth that the food industry was not just a good place for employment, but it was a good career path.”

This past March, the City of Toronto and Centennial College hosted a workshop on attracting millennials to careers in the food and beverage processing sector. Students, graduates and food companies took part in discussions about what millennials are looking for in a career or in a company, employers’ conceptions about millennials, and what they have to offer young people.

“My takeaway from that event and the work that I have done with the many food manufacturers in Toronto is that the HR practices that have worked in the past are not going to work for this generation,” says Wolfson. Millennials, he explains, don’t want to stay in one job for 10 years, they want flexible hours, they’re more interested in work/life balance than previous generations, and they want to know that the company they’re going to work for is doing some good in the world, not just creating profits. Says Wolfson: “There will come a time when [millennials] will make up the majority of the workforce, and those companies that have updated their practices will be the winners.”

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Part III of *Food in Canada’s* series on the labour market will appear in October 2017, and will focus on the future of the food and beverage workplace.



# The market for kids' snacks isn't all child's play

Daniel Scholes

In today's fast-paced life, kids' days are jam-packed, sometimes leaving little time for the essentials like eating. Luckily, parents have a secret weapon ready and waiting — often stashed in the glove box, packed in a purse or dispersed among the shelves of the pantry — snacks!

Children consume an average of over four snacks per day, accounting for a quarter of their daily caloric intake. There are practically limitless snacking options for kids, ranging from simple standbys like apples and carrots, to superfoods such as quinoa or kale, to highly kid-pleasing packaged snacks. While some snacks may be healthier than others, they are a common solution for today's on-the-go families.

So as another school year rolls to an end, we take a closer look at some popular packaged snacks to showcase how kids play a role in sensory testing, and some of the unique aspects of this fun and somewhat challenging segment.

## Kids will be kids

Eliciting opinions from consumers through product testing is an important part of the product development journey. But when your product is designed for kids, it can add an extra layer of complication — children may have difficulty focusing, some have trouble reading, and overall they answer questions differently than adults.

The key lies in adhering to the basic rule of testing with kids: keep it short and use simple, child-friendly language. The main objectives of testing with kids should be to understand how much they

like the products, with less focus on the detailed attributes. Kids are excellent at telling you what they like, but not so great at telling you more than a few reasons why.

Not surprisingly, kids' palates are different from adults. For instance, adults tend to appreciate complexity of flavour, while children are more likely to prefer a singular-taste profile. And while adults generally like textural contrast in foods, kids are more inclined to opt for smooth textures over gritty or crunchy ones. At the same time children have an incredibly high tolerance for intense sourness, they're excited to try new products, and, of course, they're crazy about sugar.

We recruited 50 children between eight and 12 to evaluate four popular kid-oriented packaged snacks: a granola bar, cookie, yogurt and apple sauce. When first asked to rate liking of the packages, all four brands received similarly high marks, with no significant differences between them. So even though these were four very different products with packages varying in size, shape and design, they were all equally liked!

When it came to the tasting evaluation, the same was generally true. Although we presented four very different products, all the sweet snacks received good marks. Of the few differences between them, none were surprising. Between the two chocolate-flavoured snacks, one was slightly better for its stronger chocolatey sweet taste; and between the yogurt and the fruit snack, the smoother texture of the yogurt was preferred, while the singular strawberry profile rated better than the dual flavour of strawberry-apple.



## Parent approved

Strolling through the grocery store aisle, childrens' interest is typically tweaked by colourful packages and familiar brands. But their parents are often driven by a different set of purchase criteria. So as the kids tested their snacks, we questioned their parents. Their top must-haves when choosing snacks are: a taste and brand their kids like, good value, and no artificial flavours. Of much less relevance to our group of parents were many of the "free-from" statements.

## No kidding

The market for packaged snack foods for kids is a hot one, not only for short-term market share gain, but also for establishing brand recognition that could last a lifetime. While parents obviously have a major influence on kids' snacking habits and are the ultimate gatekeepers, many studies have shown that children have increasing influence over their family's food purchases. And if the lunchbox comes home untouched, or the box in the pantry remains unopened, it's a clear message to parents that those snacks are not working.

Kids don't always base their snack food decisions solely on taste, and they rarely base it on healthiness. They are not as great as their parents at giving specific input about product development or optimization, but they are still a necessary checkpoint to ensure "Mikey likes it." 🍓

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

# PETFOOD CANADA

JUNE 2017

A supplement of Food in Canada magazine

photo: casadaphoto/Thinkstock

## REINVENTING PET FOOD

Aurora, Ont.-based Buddy's  
Kitchen PG.32

## Feeding small & exotic pets

Trends in nutrition and  
products for rodents, birds,  
fish and reptiles PG.29

## Rusty has left the building

The government of Canada has announced an employee retirement — this one just happens to have four legs. After a 10-year career with Canada Border Services Agency, “detector dog Rusty is hanging up his harness” and officially retired in early May. Rusty was adopted in 2007 from the Society for the Prevention of Cruelty to Animals and recruited to be a detector dog, and “has been a familiar sight at the Calgary International Airport ever since,” says a statement. The 11-year-old beagle’s handler and long-time partner, Officer Laura Hiscott, has adopted Rusty.



# Barks&bites

Pet food industry news

## Easy portioning for pets

Students at Glen Ames Public School in Toronto designed, built and programmed a robot that can feed the right amount of food to pets. The robot, called PetPortion, caught the attention of Royal Canin, a France-based manufacturer and supplier of specialized dog and cat foods with offices in Guelph, Ont.



In a statement, Royal Canin explains that the class used Lego MINDSTORMS to build the robot.

They entered PetPortion in the First Lego League (FLL) competition, whose theme this year was Animal Allies. At press time last month the team had moved on to the FLL’s North American Open in Carlsbad, Calif. The aim of PetPortion is to help pet owners manage their pets’ weight and help them live longer lives. ↪

photos: Thinkstock

## COMPANY SNAPSHOT

### Q&A with Open Farm

Toronto-based Open Farm launched in 2014 and has grown steadily across Canada and the U.S. Today the company has national distribution across both countries with products sold under the Open Farm brand in more than 2,500 retail partners. The company has five grain-free dog food recipes, two grain-free cat food recipes, and a line of high-protein dehydrated dog treats. Here co-founder Isaac Langleben talks about sector trends, and what it took to get Open Farm off the ground.



#### Q: Why did you launch the company?

**Isaac Langleben:** Open Farm was founded on the belief that consumers want to be connected to their food and understand the impact their food choices have on the environment and farm animals. My partners and I were already conscious of the decisions we made at the grocery store, but we were not able to get the same comfort when buying pet food. We started Open Farm to address this need and provide pet parents with healthy, premium foods that are ethically sourced from farm to bowl. We are devoted to driving positive change in our food system with respect to animal welfare and sustainability.

#### Q: What challenges did you face?

**A:** We are the pioneer for ethical sourcing in our industry and devote significant time and resources to educating and raising awareness for the animal welfare and sustainability initiatives we care about. The truth is that, though it is not easy, we view this more as an opportunity than a challenge. It’s been amazing to see how many people believe in making ethical choices for their own eating, and are excited to finally have the same option for their pets.

#### Q: What trends do you see in pet food?

**A:** Dogs and cats are no longer viewed or cared for as pets, but as true members of the family. The major trend we see is that as consumers become more focused on where their own meat, seafood and produce comes from and how it is produced, this same critical eye is being applied when choosing a food for their pets. They want to feed their pets the best and in a way that aligns with their own personal values.

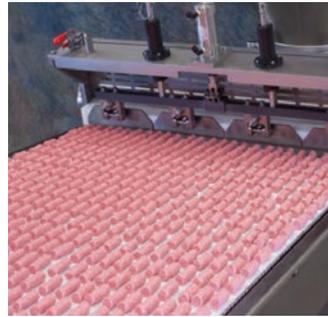




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**IN BRIEF**

> According to the **Canadian Animal Health Institute** (CAHI), cat and dog populations rose in Canada between 2014 and 2016. CAHI says cats are currently more popular pets than dogs “with 8.8 million cats considered household pets in 2016, up from an estimated seven million in 2014.” But dog numbers went up as well, from 6.4 million in 2014 to 7.6 million in 2016. The figures are from Kynetec (formerly Ipsos), which surveyed more than 2,006 pet-owning homes across Canada on behalf of CAHI since 2007.

> The global feed industry has achieved a milestone. For the first time, says the 2017 **Alltech Global Feed Survey**, “the world produced more than one billion metric tons of feed in a single year and it did so in 2017 with a seven-per-cent reduction in feed mills.” Alltech, a global biotechnology company based in Kentucky, says it collected its data

for 2016 from more than 30,000 feed mills in 141 countries.

> **PetSmart** has teamed up with the Canadian Cancer Society. From April 2017 to March 2018, PetSmart’s grooming services, Pet Expressions, will add a non-toxic washable Yellow Daffodil or Pink Ribbon stencil to



dogs. And \$2 from each of the grooming services will be donated to the Canadian Cancer Society with a minimum donation of \$75,000.

> Spain-based **Affinity Petcare** has launched a new line of pet food for neutered cats and dogs. The food is made in a way that helps reduce the risk of obesity, which is a risk that these pets often face.

**CALENDAR**

**June 13**

Petfood Forum Europe 2017  
Cologne, Germany

**June 25 – 28**

IFT17 Annual Meeting & Food Expo,  
Las Vegas, Nev.

**Sept. 17-18**

National Pet Industry Trade Show  
Mississauga, Ont.

**Sept. 19-22**

Process Expo 2017  
Chicago, Ill.

**Sept. 25-29**

SupplySide West 2017  
Las Vegas, Nev.

**Oct. 10-12**

Petfood R&D Showcase 2017  
Manhattan, Kansas

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**ON THE MARKET**

**Durable pet food packaging**

ProAmpac has introduced a packaging solution for pet food manufacturers. PRO-DURA Premium, says the company, “combines the strength and durability of [ProAmpac’s] current PRO-DURA woven bag material with the appeal of a premium, film-like exterior finish providing enhanced store-shelf presence.” PRO-DURA Premium has the option of a thermo-seal weld, which means it can yield 25 per cent more bags per pallet. [www.proampac.com](http://www.proampac.com)



**Safe food**

Radio Frequency Company (RFC) has introduced its new line of CeleroTherm Pasteurization Systems. The company says the new systems use two hybrid-heating technologies to rapidly heat and maintain specific target temperatures to kill pathogens in food and ingredients. RFC introduced Radio Frequency (RF) Pasteurization of food products in the 1960s and today it can be used to pasteurize dry food ingredients, spices and protein supplements, including both animal and plant protein powders.



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

# Feeding small & exotic pets

—BY TREENA HEIN—

## Trends in nutrition and products for rodents, birds, fish and reptiles

**T**he popularity of pets continues to rise, and for many Canadians, small and exotic pets are a suitable and stimulating choice.

A June 2016 report from Euromonitor International, *Pet Care in Canada*, lists small mammals as very popular pets in Canada, especially among young families, with rabbits, guinea pigs and mice reaching top spot. Rodents are certainly relatively easy to care for, economical and have short lifespans.

Some larger birds and reptile pets, however, can live several decades and are expensive to both buy and to keep. Even hermit crabs can live up to 10 years, and their care involves everything from proper tank substrates, lighting and humidity, to providing the correct shells for these crustaceans to move into as they grow. Indeed, ownership of many of today's small and exotic pets goes beyond the relationship with the pet and becomes an interesting hobby involving hours of interesting research and trying out different environments, enrichment ideas, and food. ↪



than other types of pets). “Marginally improved economic conditions are also playing a role,” the research firm notes, “in increasing consumers’ willingness to absorb the high costs of fish ownership (tanks, plumbing and equipment) and maintenance.”

In comparison, Euromonitor reports that Canada’s pet bird population has consistently declined since 2008, around the time the last recession began, with high up-front costs being a factor along with tighter import restrictions. Like expensive fish and snake pets, birds are considered an investment, and their owners are better educated than ever about nutrition and are willing to spend more to ensure their pets live long and healthy lives. “Premium offerings are maintaining their sales shares,” confirms Euromonitor, “while economy bird food is continuing to lose its share.”

According to Danita Morrison, owner of Things for Wings web-based pet bird food and enrichment toy business in Vancouver, most bird owners do a lot of internet research and understand that seeds do not provide complete nutrition. “I recommend a diet of about 80 per cent pellets,” she says, “and the rest fresh veggies, sprouted seeds, mash and bread.”

To help bird owners, Morrison created her own line of premium pet bird food called Avian Organics, which includes pre-made mash and “bread” mixes. One delectable mash called Strawberry Patch Pudding contains buckwheat, quinoa, kamut flakes, oat flakes, sesame seeds, coconut, strawberries, almonds, and ceylon cinnamon. Sour Cherry Pecan Bread mix is a delicious blend of kamut flour and flakes, oats, cherries, coconut, poppy seeds, pecans, almonds, dandelion leaf, ginger and cinnamon.

In addition to rodents and fish, Euromonitor also lists reptiles as growing in popularity. “One advantage of owning a reptile is the ease of care required — it is straightforward to set up a terrarium, and set up the right environment (temperature and feeding schedule) in order to host a pet reptile in a home.”

Ryan Goldin, co-owner of Reptile Feeders in Norwood, Ont., says most reptiles eat live food, but turtles and some geckos, such as crested geckos, will eat a pelleted or powdered diet along with fresh fruit and vegetable snacks. Reptile Feeders supplies pet owners, pet stores, zoos and wild bird rehabilitation centres with live insects, worms and rodents. They also sell dry goods and some other types of small animal food. “We’re seeing incremental



**Reptile Feeders produces hornworms, which are fed to a wide variety of reptile and amphibian pets.**



growth in reptile ownership,” notes Goldin. “We’ve added some new worms such as hornworms for our customers, and we’ve also increased the nutritional quality of our live rodents by feeding them high-quality food. In Canada and internationally, some snakes are worth thousands of dollars, and owners want the food to be as nutritionally rich as possible, so we aim to raise ‘feeder’ rodents of only the highest quality and health.”

Reptile Feeders’ sister company, Entomo Farms, produces human food-grade insect protein that is currently being incorporated in protein bars, chips, pasta sauces and more. The firm also has contracts with many North American pet food manufacturers of fish, gecko, cat and dog foods, and approval for export to the EU for pet feed incorporation is underway. 🍎

photo: Canadian Aquatic Feed



# Reinventing pet food

Buddy's Kitchen was ahead of its time when it came on the scene with a fresh take on making pet food

BY DEANNA ROSOLEN

**P**eter Kaufman didn't want to take on manufacturing food for pets on his own when he first started in the late 1990s. He wanted to partner with a food processor who shared his vision.

The problem was his vision for a pet food manufacturing company that was fully transparent and made pet food with the same care as human food was radical for the time. He couldn't get anyone on board.

"When I visited human food manufacturing facilities in Canada and the U.S.," recalls Kaufman, "they said, 'Great idea, we love what you want to do but we don't want to be associated with pet food.'"



When he talked to pet food manufacturing companies and explained how he saw pet food made with fresh ingredients and no fillers in an open space where customers could come in and see how the products were made, they closed their doors on him. Their response, says Kaufman, was "we're not going to do the type of transparency you're talking about."

Frustrated with all the dead ends, Kaufman ended up back in Montreal, where his father had run a



Peter Kaufman  
with Myca.

factory manufacturing women's clothing. It was a conversation with his dad that made Kaufman face the reality of the situation. If he wanted to see his vision materialize, he would have to do it himself. "It was tough love," says Kaufman. "He just said, 'You have a vision, you have a passion. You become your own manufacturer.'"

So Kaufman got busy. The budding entrepreneur had mentors in the food industry and his contacts led him to chef Maurizio Barbieri, who at the time was creating artisanal baked goods for foodservice and retail. "He wasn't from the pet food industry," explains Kaufman. "He understood human food production, and his innovation, his approach to new products, was fantastic." Barbieri began working with Kaufman in 2009, and by 2010 they had created Buddy's Kitchen (Barbieri is vice-president of Operations). They set up shop in Aurora, Ont. in a 5,200-sq.-ft. kitchen and opened for business in 2011.

Buddy's Kitchen began with two business segments. Its branded fresh meals and fresh snacks division (which included home delivery services) was sold in March to a company based in San Francisco in order to focus on the other business segment, private-label treats and snacks. The company produces private-label products for major store chains across Canada and the U.S., where up to 50 per cent of the business comes from. The company also has clients in Australia, and Kaufman expects they will begin shipping to the EU and China in coming years.

According to Kaufman, part of the company's success has been that "a vast majority of pet owners were becoming discriminating pet parents who



Chef Maurizio Barbieri.

humanized their dogs and cats as members of the family.” Kaufman wanted Buddy’s Kitchen to manufacture treats and snacks that reflected what pet parents wanted: all-natural ingredients sourced in Canada when possible (some are sourced from the U.S.), the latest in super-food ingredients, clean proteins, and all of it traceable and transparent. The company does not use by-products, empty calorie ingredients, artificial ingredients, and fillers like corn and soy.

Buddy’s Kitchen is also certified by the Global Food Safety Initiative, the British Retail Consortium, and the Marine Stewardship Council. “Pet parents need those standards,” says Kaufman. “Pet parents in 2017 and beyond want to be able to trust the brands that they feed their dogs and cats.”

In 2016 the company moved into a brand new 22,000-sq.-ft. facility. The site includes a viewing area that allows customers to watch as food is manufactured. Kaufman says all the company’s equipment is “conventional human food production equipment. It doesn’t come from the pet food industry.” And none of the company’s products are mass produced. “Our approach,” says Kaufman, “and this is the key to our success, is artisanal. Production happens in smaller batches. Our relationships with suppliers are close. We get our hands into what we do.”

Managing the company’s growth is one challenge Kaufman says they face, as well as boosting production efficiency. He adds that attracting food professionals is another challenge, as innovators in meat production and bakery often don’t see the benefits of working in the pet food sector. But, says Kaufman, opportunities abound. For instance, he notes, in every demographic pet ownership is on the rise. “The beautiful thing is that a dog in Toronto, a dog in Florida, a dog in Paris or Hong Kong — are dogs,” he says. “Remember who we’re selling to — we’re selling to the discriminating pet parents and they love their dogs as members of the family. So the opportunities are really global, and that’s how we’re thinking.” 🍎

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## 10 humanized dimensions of innovation and brand building

*Peter Henderson*

Consumers (not just millennials) anticipate more — much more — from virtually all touch points in their lives, including what, when, where and how they consume, and how they feel about their experience.

Leading companies and their products and brands are humanized. Why? Because consumers are looking for a wide range of performance, characteristics and emotional connections, which they see reflecting their personality. These connections span service, knowledge sharing, traceability, honesty, integrity, convenience, cleaner labels, wellness, types of production-processes, and so on.

While the strategic growth possibilities can be mind boggling, especially for established companies, there are solutions to evolve products, brands and culture. In some instances, this can require disruptive innovation, divestments and/or cannibalization of existing business. How? Leading businesses are embracing how their products and brands can continuously metamorphose into a reflective humanized touch point. They see their products and services in the following 10 personified dimensions:

**Emotional** – I (the product) enjoy life and creating satisfying relationships and harmony with every touch point. I want to positively impact your well-being, and the well-being of others.

**Environmental** – I am sensitive to my impact on the environment.

**Cost-conscious** – I look for and deliver value, not a drive for profit.

**Intellectual** – I am stimulating,

innovative, sharing what's known.

**Transparent** – I am open, honest and trustworthy, and I listen.

**Physical** – I enjoy being touched.

**Healthy** – I'm in synch with your desire for sensible nourishment, activity and sleep.



**Convenient** – If I can't make your life easier and more enjoyable I understand, but I will always try.

**Social** – I want to be your friend and remain connected to you in some way that suits you.

**Spiritual** – I wish to expand a sense of purpose and meaning in my life.

To illustrate, below is an example of how one innovative company, Oatly (oatly.com), a Swedish non-dairy oat drink producer, positions itself:

- » “We promise to be a good company.
- » We are not a perfect company, not

even close, but our intentions are true. We would like to be judged by the good we do and not just the pretty words we say.

- » Our goal is to always deliver products that have maximum nutritional value and minimal environmental impact.
- » We believe we should eat stuff that we can grow instead of growing stuff to feed animals and then eat them.
- » No GMOs. One more time. No GMOs.
- » We promise to be a good company, which means that our drive to help people upgrade their lives always comes before the reckless pursuit of profit.
- » We strive to produce the cleanest, most responsible products on the market and are continually looking for better ways to make our products even better. Got some ideas? Send them here.
- » We hope to make the food industry a more honest place by declaring to be totally transparent in everything we do.”

There is no better time than the present to consider how you can more successfully innovate and humanize your products, either internally or with external guidance. 🍎

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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](mailto:phenderson@ideovation.com)



## Customer loyalty: An experience beyond rewards programs

*Nadir Hirji*

Loyalty programs have been entrenched in the Canadian retail landscape ever since the introduction of Canadian Tire money in 1958. Since then, we've seen an explosion of loyalty programs, with a recent study finding that Canadians nowadays have almost 130 million memberships. That's an average of more than four per person — or more than eight per household.

Because of the proliferation of loyalty programs in Canada, consumers are changing their definition and expectations of loyalty. These days, it's hard for consumers to understand the real value of their points, so there's a commoditization of loyalty programs. To combat this effect, traditional points programs need to be tied into consumers' overall experience. Modern brand loyalty goes hand in hand with consumer expectations of personalized, seamless experiences that are tailored to their unique tastes and preferences.

Take Amazon. It doesn't have a "traditional" loyalty program; instead, it drives loyalty by providing a seamless customer experience that integrates convenience, personalization, product assortment and price. According to our survey, 83 per cent of Canadians are Amazon shoppers. In fact, 24 per cent of Canadian Amazon users said they shop less often at retail stores, 18 per cent shop less often at other retail websites and three per cent have stopped shopping at retail stores and other retail websites altogether. In the United States, almost half of households are Amazon Prime customers. These



loyal customers shop less at both physical and digital stores.

### The complete package

Retailers need to integrate loyalty into their overall experience, and food and beverage providers need to follow suit. By combining benefits that go beyond points (exclusive events, personalized deals, real-time promotions and digital offerings) with a holistic loyalty approach, customers enjoy a more engaging shopping experience which boosts their overall loyalty.

An example of this is the loyalty experience at Starbucks. Closely tied to its mobile app, the program doesn't just offer free food and drink to loyal customers, though that is important. It also provides customers with the ability to pre-order and receive recommendations based on past orders. In turn, these customers spend more money (tracked by order size) more often (tracked by average transaction). They can also customize mobile orders in advance and then pick them up at a nearby location without waiting in line. Starbucks makes it easy for customers to

linger with its expanded menu offerings, easily accessible WiFi and warm ambience, becoming a customer's "third place" — home, work, Starbucks.

### A strong connection

When it comes to loyalty, creating a strong customer bond is the Holy Grail, and this means more than just points. Canadians are loyal to their brands, so it's important for retailers to maintain that loyalty by staying in constant connection with their customers — it's not only about what companies stand for or the products they have, but also the way they build relationships and make customers feel about the brand.

When a customer is able to relate to their favourite brand, the overall experience becomes much more engaging and meaningful, and that's when brand loyalty takes off. If a shopping experience doesn't connect with the character or values of a consumer, it fails to build the foundation for a loyal, long-term customer relationship.

### The pursuit of loyalty

Brand loyalty runs deep in Canada. So bolstering brand loyalty today — through clearly defined customer experiences, personalized deals, real-time promotions and seamless digital offerings — will pay off tomorrow. 🍎

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Nadir Hirji is a PwC partner and leader of PwC's Digital Services practice. Contact him at [nadir.hirji@pwc.com](mailto:nadir.hirji@pwc.com)

# The 2017 Canadian Leadership Awards Gala

PAC, Packaging Consortium held its 2017 Canadian Leadership Awards Gala at the Mississauga Convention Centre in Ontario in May. According to PAC, the awards “recognize and celebrate this year’s outstanding packages and companies.”

Here’s a small selection of the winners. For all the winners, including non-food, visit pac.ca.

## Best of Show winners:

### PAC Packaging Award:

iögo yogurts by Ultima Foods.<sup>(1)</sup>

### Canadian Packaging Consumers Voice Award:

Diet Coke – One-of-a-Kind Promotion by The Coca-Cola Company.<sup>(2)</sup>

## Brand Marketing – New Brand, Food & Beverage

### Gold award winners:

- > Irresistibles Christmas Programme, Metro Inc.
- > Kellogg’s Corn Flakes (Special Edition), Kellogg Canada Inc.
- > Kirby’s Kolsch, Muskoka Brewery.
- > La Pantry, Aliments Ouimet-Cordon Bleu.<sup>(3)</sup>
- > Patience Fruit & Co., Fruit d’Or.
- > Shinnicked Stout, Muskoka Brewery.

### Silver award winners:

- > Devour jerky, Maple Leaf Foods Inc.
- > Fruitopia, The Coca-Cola Company.
- > Irresistibles Crisps, Metro Inc.
- > Nestea Half Tea & Half Lemonade, The Coca-Cola Company.
- > Old El Paso – Tortilla Bowls, General Mills Canada Corporation.
- > PICS by Price Chopper – Carbonated Beverage Program, Golub Corporation, Price Chopper Supermarkets.
- > Pita Gourmet Dipitas, Handi Foods.
- > Premier Protein Organic Protein Shake, Premier Nutrition Corporation.

- > Queen B Kitchen artisan cookies, Queen B Kitchen.
- > Sleeman Breweries Railside Session Ale, Sleeman Breweries.
- > White Star Yeast, White Star Yeast.
- > Yoplait Minigo – Pouch, General Mills Canada Corporation.

## Brand Marketing – Brand Revitalization, Food & Beverage

### Gold award winners:

- > Higgins & Burke Naturals teas, Mother Parkers Tea & Coffee Inc.<sup>(4)</sup>
- > iögo yogurt, Ultima Foods.
- > Muskoka Springs Craft Beverages, Muskoka Springs Natural Spring Water Inc.
- > Triscuit Limited Edition Series crackers, Mondelez International.

### Silver award winners:

- > Campbell’s Soup, Campbell Company of Canada.
- > Chokéo chocolate milk, Grand Pré/Chokéo.
- > Irresistibles Cookies, Metro Inc.
- > Irresistibles Egg Nog, Metro Inc.
- > Irresistibles Gusto Italiano Pizzas, Metro Inc.
- > Irresistibles Maple Products, Metro Inc.
- > Minute Maid juice, The Coca-Cola Company.
- > Orville Redenbacher’s Popcorn Chips, Conagra Brands Inc.
- > Tenderflake pie shells, Wholesome Harvest Baking Ltd.
- > Theobroma chocolate, Vigneault Chocolatier VCL.
- > Veggie Crisps and Veggie Multigrain Popped Crisp Snack Foods, Dare Foods Limited.
- > Western Family burger cartons, Belmont Meat Products Limited.
- > Western Family Pasta Imported From Italy, Overwaitea Food Group.



# RESEARCH CHEFS IN CANADA



## News > file



Participants in this year's Amazing Duck Race.

### Duck, duck, winner!

Fanshawe College of London, Ont. was the big winner at The Great Amazing Duck Race in April in Stouffville, Ont. This is the fifth time King Cole Ducks Ltd. has hosted the event.

Fanshawe's entry, Duck Two Ways: glazed cherry duck breast and almond crusted lollipop, was created by students Tina Marar and Alex Martin. Second place went to students Ryan Kim and Leanne Breukelman of the Canadian Food and Wine Institute, Niagara College, for their entry Golden Honey Glazed Duck Bar with vegetable dumplings, citrus gastrique, black current and rear compote with a flying Duck Tauile. Third place went to students Kylie Piney and Braden Lawther of Peterborough's Fleming College for their entry Three Way Duck with cherry gastrique, rosti potato, butternut squash purée and market vegetables.

According to King Cole Ducks, "points were awarded for the farm portion of the day based on duck egg collecting, butchery skills and general knowledge of" the company. The cooking portion of the competition was held at George Brown labs, "where students were judged on creativity, practicality, kitchen skills, food appearance and flavour."

The judges included Duff Lampard, executive chef, Metro Toronto Convention Centre; Robert Mills, executive chef, The Fairmont Royal York Hotel; Jesse Mutch, executive chef, Chantecler; and Lucy Waverman, food editor, *LCBO Food & Drink Magazine*.



The duck egg hunt.

### IN BRIEF

> A First Nations owned and operated food emporium opened its doors in Toronto in April. **NishDish** specializes in Native cuisine and culture and will sell a variety of First Nations, Metis and Inuit food products. There is also a dining area.

> **The American Chemical Society (ACS)** released a statement last month saying why "a crisp crust is a must" for baguettes. ACS explains that scientists studying the question report that "crumb and crust structure affect aroma – and therefore, perceived taste." So aroma doesn't just work on its own. The study ("Why a crackly crust is essential to a baguette's aroma and taste") was published in ACS's *Journal of Agricultural and Food Chemistry*. ACS says understanding how aroma and chewing influence "how we perceive what we're eating" could help food scientists improve the taste of foods.

> Last month chef **Abe Van Melle**, technical manager for the Canadian Beef Centre of Excellence, and his team of chef instructors from the **Southern Alberta Institute of Technology** brought home a silver medal from the Hong Kong International Culinary Classic. The event took place from May 8 to 11 and had teams compete head-to-head in skilled events including meticulous seam butchery and grilling barbecue.



> **Chef Dominique Ansel**, the U.S.-based creator of the Cronut, received the World's Best Pastry Chef award as part of the World's Best 50 Restaurants awards.



> Starbelly Open Kitchen + Lounge in Calgary held a fundraising dinner on April 24 in support of the **Chef Jonathan Sobol Memorial Award**. The award was first announced last November as a joint initiative between the Sobol family and the Southern Alberta Institute of Technology, according to the restaurant. Each fall a student in his or her third semester of the school's Professional Cooking or Cook Apprentice

programs will receive financial support from the award. The fundraising event helped the award reach its goal of \$100,000.

> **Canada Beef** has teamed up with Fairmont Hotels and Resorts across the country to host a unique culinary exchange to celebrate Canada's 150th birthday. Canada Beef has invited chefs from Mexico, China and South East Asia to Canada "to collaborate with leading local chefs," says Joyce Parslow, executive director of Consumer Relations at Canada Beef. The aim is to "course-correct" the perception of consumers from around the world that Canada's cuisine is "less than stellar," says Canada Beef. The first chef to participate was Zahie Téllez from Mexico, who came to the Fairmont Banff Springs in May.



## Food Safety: How to protect your brand

*Birgit Blain*

Food is risky business. Can you imagine killing your customers or making them ill? Then imagine seeing it on the news.

No food business is immune to a recall. Recently we have seen widespread food recalls from global brands that have a domino effect throughout the supply chain. Even foods that appear to be innocuous, like spices, can be contaminated with pathogens, undeclared allergens, chemicals, hazardous extraneous matter and pesticides, and adulterated with non-permitted food additives.

The consequences of a food safety breach can be devastating for a business; from business interruption, to lawsuits, financial hardships and bankruptcy.

The *Safe Food for Canadians Regulations* (SFCR) put pressure on food processors and brand owners to meet Health Canada and Canadian Food Inspection Agency (CFIA) food safety requirements. The legislation incorporates risk assessments, preventive control measures and traceability to prevent food safety risks and protect the health of Canadians.

Exporters to the U.S. must also comply with the *Food Safety Modernization Act* (FSMA), a similar regulatory framework implemented by the FDA.

### How to mitigate risks

Having a robust food safety management system can reduce risks for food businesses. While it may not prevent all incidents, the business will be better prepared to deal with them. And it can minimize damage to the reputation, the brand and the bottom line.



“Having a robust food safety management system can reduce risks for food businesses.”

### Good manufacturing practices

(GMPs) and a HACCP plan (Hazard Analysis and Critical Control Points) are a must. These processes identify what can go wrong, and put preventive measures in place. The next level is certification under GFSI (Global Food Safety Initiative) schemes such as BRC and SQF. Having a plan is only the first step – it must also be strictly adhered to.

When partnering with co-packers and suppliers, due diligence is required. Ensure their food safety management systems are in compliance with regulations. Inspect the facilities. Insist on proof of quality and food safety such as certificates of analysis, food safety audit reports from third-party certifiers and up-to-date certificates.

Resist the temptation to put financial considerations before food safety.

### Benefits

Food safety is a cost of doing business,

but it is also an investment in the brand and a trust-builder. With consumer expectations of transparency and a growing concern for the safety of food, can there be a stronger message than “our brand invests in food safety”?

Other benefits include:

- » detection of problems before they escalate;
- » decreased quality issues;
- » fewer consumer complaints;
- » reduced stress and last minute panic of gathering information for CFIA when they come knocking on the door; and
- » improved service levels.

### How to get started

- » Use online resources like OMAFRA and Global Food Safety Resource to learn about food safety.
- » Look for government funding programs that may be available in your province.
- » Hire a food safety specialist to help implement a plan.

If you are in the food business, it is a moral obligation to ensure your products are safe. You owe it to the retailers who sell your food and to the consumers who eat it.

Celebrate food safety. It is part of building a strong and competitive brand. 🍓

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As a packaged foods consultant, Birgit Blain helps brands that struggle to maintain listings. Her experience includes 17 years with Loblaw and President’s Choice. Contact her at [Birgit@BBandAssoc.com](mailto:Birgit@BBandAssoc.com) or learn more at [www.BBandAssoc.com](http://www.BBandAssoc.com)

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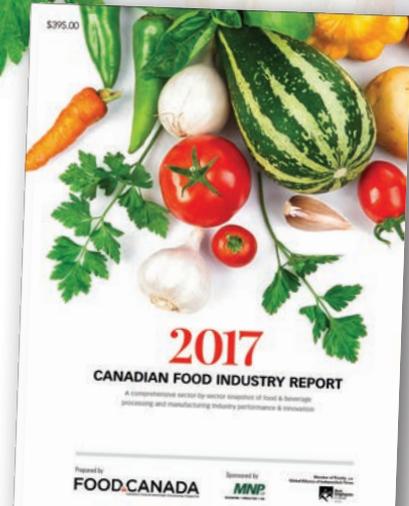
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**IFT17 Preview**

The Institute of Food Technologists presents its annual conference and tradeshow this year in Las Vegas from June 25 to 28. The theme for IFT17 is "Go with Purpose." The event offers a look at the latest research, insights and innovations in food science. If you plan to go, *Food in Canada* offers a roundup of some of the key companies you'll see on the show floor.

**Multiple solutions**

WTI Inc. produces functional ingredients to help food processors improve their products by inhibiting pathogens, extending shelf life, reducing sodium content, enhancing product flavour, maintaining yields and improving quality. [www.wtiinc.com](http://www.wtiinc.com) **Booth 2123**

**Better health**

Beneo's theme for IFT17 is "A Better Day with Beneo," so the company will highlight healthier snacks. Some of the solutions highlighted will be sugar replacement, digestive health, healthy weight and improved energy supply. [www.beneo.com](http://www.beneo.com) **Booth 4023**

**Dietary fibre & prebiotics**

ADM/Matsutani LLC will showcase Fibersol, a line of soluble dietary fibre ingredients. Fibersol offers solutions to many formulation challenges, whether formulators are seeking ways to reduce sugar and calories, meet clean label goals, or use a well-tolerated fibre to boost the fibre content of food and beverages. [www.matsutaniamerica.com](http://www.matsutaniamerica.com) **Booth 762**

**Taste & nutrition**

Kerry Inc. offers a portfolio of customized Taste & Nutrition systems to help customers create products with great taste and improved nutritional value. Solutions can work for a variety of categories including dairy, meats, cereals, sweets, beverages and culinary foundations. [www.kerry.com](http://www.kerry.com) **Booth 1440**

**Flavouring systems**

Bonnie & Don Flavours Inc. is a custom creator and manufacturer of Natural Flavouring Systems. The company can help producers create uniquely flavoured food products in dairy, beverages, bakery, confectionery, nutrition bars and non-dairy alternatives. [www.bdflavours.com](http://www.bdflavours.com) **Booth 4955**

**Better for you**

Caldic offers a wide range of services including sourcing, R&D with a focus on tailor-made innovative solutions, processing, and warehousing and distribution. The company offers raw materials for breweries, better-for-you ingredients, and food solutions that meet nutritional needs. [www.caldic.com](http://www.caldic.com) **Booth 4172**

**Dairy & more**

First Choice Ingredients focuses on creating dairy flavours, such as butter, cream and cheese, as well as bakery flavours, sweet flavours and organic flavours. The company can also handle custom flavour system projects. [www.firstchoiceingredients.com](http://www.firstchoiceingredients.com) **Booth 2209**



**Colour from nature**

DDW The Colour House will showcase Color Harvested from Nature. The company offers a complete range of natural colours, colouring foods, caramel colours, and burnt sugars with the stability customer applications need. [www.ddwcolor.com](http://www.ddwcolor.com) **Booth 1870**

**Full-service solutions**

Flavorchem Corp. offers solutions for food and beverage processors concerned with flavour and colour creation and development, formulations for nutritional and functional purposes, and masking and sweetener technologies. [www.flavorchem.com](http://www.flavorchem.com) **Booth 1135**

**Flavours & colours**

Gold Coast Ingredients is a wholesale flavour and colour manufacturer. The company offers organic, natural, non-GMO, allergen-free and other flavours available as liquids, powders, powder encapsulations, emulsions and advanced extractions. [www.goldcoastinc.com](http://www.goldcoastinc.com) **Booth 457**

**Natural offerings**

RFI Ingredients will showcase its natural ingredients, custom blended formulas and turnkey products for the nutritional, dietary supplement, food, functional food and beverage industries. [www.rfiingredients.com](http://www.rfiingredients.com) **Booth 3467**



photos: Thinkstock

## Specialty starches

Grain Processing Corporation will showcase its MALTRIN product line including maltodextrins and corn syrup solids plus tapioca maltodextrins, and specialty starches including PURE-COTE coating/film-forming starches, INSCOSITY instant starches, PURE-GEL stabilized starches, PURE-SET thin-boiling starches and PURE-DENT unmodified and specialty starches.

[www.grainprocessing.com](http://www.grainprocessing.com) Booth 3040

## Quality oils

IOI Loders Croklaan produces quality oils and fats. Applications include bakery, confectionery, spreads, frying, culinary, dairy fat alternatives and spray oil. The company offers solutions from emulsifiers to trans free and non-hydrogenated fats and oils, and semi-solid and liquid options. [www.ioiloders.com](http://www.ioiloders.com) Booth 1662



## Gelatin products

Nitta Gelatin NA Inc. offers bovine, porcine and fish gelatins, as well as collagen peptides for a variety of applications. Gelatin is useful as a gelling agent, binder, emulsifier or thickener. Products include beMatrix low endotoxin gelatin and Wellnex Collagen Peptides.

[www.nitta-gelatin.com](http://www.nitta-gelatin.com) Booth 1875

## Biodegradable ingredients

Jungbunzlauer Inc. is a producer of biodegradable ingredients of natural origin. The company offers citric acid, gluconates, lactics, special salts, specialties, sweeteners and xanthan gum. [www.jungbunzlauer.com](http://www.jungbunzlauer.com) Booth 1862

## Enhance appearance

Colorcon's food and confectionery division offers products to colour, glaze, polish, coat and enhance the appearance of food. Colorcon also offers a range of colourants that can meet regulatory requirements.

[www.colorcon.com](http://www.colorcon.com) Booth 5044

## Global distributor

Univar distributes specialty and basic food ingredients from more than 8,000 producers worldwide. The company's ingredients and additives include acidulants, amino acids, beans and legumes, casein, confectionery, enzymes, gums, humectants, phosphates, preservatives, proteins, salt replacers, fat/oil replacers, and sequestrants. [www.univar.com/canada](http://www.univar.com/canada) Booth 3656

## Flours & mixes

Ardent Mills is a flour-milling and ingredient company which offers a range of traditional and organic flours, whole grains, customized blends, and innovative specialty products.

The company also offers bakery mixes, batters, breadings, cereal grains and organic ingredients. [www.ardentmills.com](http://www.ardentmills.com)

Booth 1062



## Specialty ingredients

Naturex sources, manufactures and markets natural specialty ingredients for the food industry. Naturex's portfolio includes colours, antioxidants, specialty fruits and vegetables, phytoactives, and numerous other plant-based natural ingredients. [www.naturex.com](http://www.naturex.com)

Booth 2457

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*Founder of Lighthouse Lemonade, Jill Fisher.*



## Lighthouse Lemonade Fergus, Ont.

*Deanna Rosolen*

How many food products in grocery stores in Canada can trace their roots to before Confederation? There is one that's being made today in Fergus, Ont. that still uses the original recipe from that time period. The company is called Lighthouse Lemonade and it certainly has a juicy story.

Jill Fisher founded the company in 2009 but the recipe she uses for her product — a lemonade concentrate — has been in her family for several generations. It was a drink cherished by her great-grandmother, who helped to pass it down. "I grew up making it," she says. "My mother and my siblings and I would make bottles of it every summer. We'd do double and triple batches."

Fisher, who was born and raised in New Brunswick, is a direct descendant of one of Canada's founding fathers, Charles Fisher. Charles was born in Fredericton in 1808, became a lawyer and made his way into provincial politics. According to Fisher, along with

the recipe, one of the stories that's been passed down is that Charles and his wife hosted Canada's first prime minister, Sir John A. Macdonald, during talks on Confederation, and they served the lemonade.

More recently, Lighthouse Lemonade had a brush with royalty when the beverage was served at Rideau Hall in Ottawa in 2011 on Canada Day to William and Kate, the Duke and Duchess of Cambridge.

Fisher, who is a chef by training, says she is the first in her extended family to bottle the lemonade. For years she had made it for friends and family "to rave reviews." But it wasn't until she served it to some chef friends that she really thought seriously about turning it into a company. "They quite liked it," explains Fisher, "and I was actually listening. Chefs are tough on each other so compliments from one chef to another have a little more weight."

That was in 2009. Later that year, armed with a batch of bottled lemonade, she hit the local farmer's markets. From there she started knocking on shop doors, too. It wasn't always easy, but Fisher says she doesn't tend to dwell on the negatives, instead she "charges into things."

It also helps that the Lighthouse Lemonade product is unique. It strikes a perfect balance, says Fisher, between sweet and tangy. It's more than just a beverage, too, which means consumers

can use it as a marinade, as an ingredient and in baking. It's made locally using freshly squeezed lemons and just five other ingredients. It was suggested to Fisher that she use reconstituted juice, but she refused, explaining that "if we do that we're not Lighthouse Lemonade anymore." Today, the lemonade is found across Ontario, the East Coast and has just made its way into Manitoba.

Now, what would Fisher's great-grandmother say if she could see what became of her favourite recipe? Fisher thinks she'd be "tickled pink." And maybe a bit miffed since it's being made not on the East Coast but in "Upper Canada." ●

### Q&A



**Q: What challenges do you see?**

**A:** "At the beginning of March we moved into our own production facility. For years we had been co-sharing space in commercial kitchens. But we've been ramping up and that's been our goal. So probably for us it's scaling up, getting into larger production and how that will impact us. We want to keep the recipe the way it is. We will have to make some changes but more on the production end as opposed to the ingredients."

**Q: How do you find staff?**

**A:** "Our workforce has always been university and college students. I love their energy and ideas. If we hit a roadblock, we ask, 'how can we do this better?' Each one can come in with a different solution. We don't use all the ideas but a lot we do implement. I find it's a great way for them to feel good about themselves."

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