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# food in canada

CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE

## *Elevated* grains

FRESH INNOVATIONS IN  
PASTA & RICE

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*Inside*  
RESEARCH  
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THE 2014  
RESOURCE  
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**WHEAT**  
UNDER THE  
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THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY



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## Turn up the heat



This year Canadians will be on the hunt for heat, and that's not just because we're in the middle of a bitterly cold winter.

Hot, sweet and flavourful chili peppers are appearing in a variety of menu items, spice blends and food products — from baked goods and confectionery to sauces and even beverages. Meanwhile, chefs continue to experiment with techniques like pickling or smoking the spicy and versatile vegetable.

According to McCormick Canada, consumers are currently enjoying an obsession with chili peppers, for the heat they offer but also for the range of tastes they bring to authentic cultural dishes and sauces. The company identifies the mild and flavourful Mexican Guajillo chili, the Chinese Tien Tsin hot Sichuan chili and the fruity Peruvian yellow chili Aji Amarillo as top choices for adding flavour in 2014.

Last year's sweet and salty combinations are also giving way to sweet and spicy. In its flavour forecast for 2014, Comax Flavors suggests "heat and fire" will join with "brisk sweet notes" in flavour combinations like sriracha chocolate, black pepper caramel, honey wasabi and habanero maple.

This trend toward spice comes just as an international team of researchers, including scientists at Seoul National

University in Korea and the University of California, Davis, finishes sequencing the genome of the hot pepper, one of the largest genomes yet assembled (the genome for the chili pepper was completed by New Mexico State University's Chile Pepper Institute last year). Now a \$14.4-billion industry globally, hot peppers are the most widely grown spice crop in the world.

This new research offers scientists more understanding of the pepper's pungency, its disease-resistance qualities and its medicinal merits. The research will also provide more insight into capsaicinoids — naturally occurring chemicals in hot peppers that produce their heat — and their use in pain relief for arthritis, tumour growth for certain cancers, appetite suppression and weight loss. Chili peppers have also been known to fight inflammation, offer cardiovascular benefits and boost immunity.

So if the cold outside is getting you down, think about adding some spice to your life, and your products, in 2014. ●

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## Relax, it's ice cream

North Carolina-based Bebida Beverage Company announced that it is entering a new industry through a wholly owned subsidiary called BeBevCo. The industry? An ice cream that promotes relaxation and enhanced sleep. Bebida Beverage already develops, manufactures and markets relaxation drinks and energy products. BeBevCo CEO Brian Weber says the idea to extend the concept came to him while eating ice cream and "not being able to relax." The company has partnered with an 80-year-old ice cream manufacturer and has produced chocolate and vanilla test products. The results were "profoundly positive." Weber adds that with consumers looking for the next big thing, the product is sure to hit its mark.



## News > file

### Feds approve production of GM salmon eggs

Souris, P.E.I.-based AquaBounty Technologies, which produces genetically modified salmon eggs, has received approval to make them available on a commercial scale.

Environment Canada concluded last November that AquaBounty's salmon eggs are not harmful to the environment or human health when produced in contained facilities, reports TheStar.com.

The Canadian Biotechnology Action Network (CBAN) says AquaBounty plans to produce the GM fish eggs in P.E.I. and ship them to Panama for grow-out and processing. The CBC.ca reports that the company's hatchery in eastern P.E.I. was a research-only production site, but AquaBounty's facility in Bay Fortune will now produce the fish eggs.

AquaBounty says its AquAdvantage Salmon (AAS) includes a gene from the Chinook salmon, which provides the fish with the potential to grow to market size in half the time of conventional salmon. In all respects AAS is identical to other Atlantic salmon. The company adds that AAS is an environmentally sustainable alternative to current farmed salmon and will be grown as sterile, all-female populations in land-based facilities with biological and physical containment.

AquaBounty adds that there is no danger of the AquAdvantage Salmon escaping or reproducing in the wild and posing a threat to wild salmon populations. Other advantages to AAS, says

the company, is that fish are raised in land-based facilities, which reduces the environmental impact on coastal areas and eliminates the threat of disease transfer from farms to wild fish. More fish are also grown with less feed, and facilities located near major consumer markets reduce the environmental impact associated with air and ocean freight.

But some environmental groups and



lawmakers in the U.S., including in Alaska, oppose the technology, saying they fear the fish could escape their onshore farms and affect wild populations.

CBAN says AAS will be the first genetically modified food animal in the world. The organization adds that it's "disappointed and alarmed" that the feds have approved the production of GMO eggs.

### FROM OUR LIBRARY

With one in three people in North America suffering from at least one food sensitivity or allergy, eating out and sampling foods can be problematic — and painful. A new guidebook called **Let's Eat Out Around the World Gluten & Allergy Free** by Kim Koeller and Robert La France offers consumers tips on how to dine out anywhere in the world while avoiding issues such as allergic reactions. The book delves into seven popular cuisines (American, Chinese, French, Indian, Italian, Mexican and Thai) and provides a full range of information about them, including ingredients, preparations, questions to ask and how to ask them, and offers help in communicating food requirements, ordering allergy-free menu items and enjoying allergy-free meals. The book



covers more than 175 specific menu items, 200 breakfast and beverage suggestions, 300 questions to ask and how to say them in the specific language, 130 snack and light meal ideas, 50 global airlines, and hundreds of tips.

A new book called **Couture Chocolate** by William Curley promises to leave its readers craving chocolate and itching to try their hand at some of the decadent and unique creations inside. The book is billed as a "master class" in chocolate, and includes truffles and couture chocolates infused with classic and original ingredients such as Japanese black vinegar, lemon-grass and ginger, apricot and wasabi, and sea salt caramel. The book also examines the origins of chocolate, how quality is determined, and the differences between plain, milk and white chocolates.

The author shares techniques, such as tempering and making bar chocolate, advice on how to add exotic flavours like rosemary or raspberry, and how to introduce different textures.







## FRESH ADVICE SERVED DAILY

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

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## French fry heaven

Craving french fries but prefer not to go out of the office to get them? If your building has one of these new vending machines, you won't have to. The French Fries Vending Machine from China-based Beyondte Technology took five years and millions of dollars to develop, says the company. In 2013, a unit was pilot tested in Brussels, Belgium, serving a 135-g container of fries for 2.5 Euros. The machine has done so well that customers in Croatia, Iran and Chile have purchased units. The machine offers consumers a choice of fries cooked in vegetable oil or beef fat, with a choice of three sauces. And if you're in a hurry, no problem — from the time you insert your coins or bills, it only takes 95 seconds.



(Left) Stephen Brown and (right) Heath Slawner will speak at Safe Food Canada.

## Safe Food Canada 2014 on Feb. 13

The Safe Food Canada symposium hosted by the NSF-Guelph Food Technology Centre (NSF-GFTC) is celebrating its fifth consecutive year this month. The one-day forum takes place on Feb. 13, 2014 in Brampton, Ont.

The focused event provides the food industry with much needed food safety information. Attendees can expect to hear updates on the regulatory landscape in Canada and learn how human resources has a role in helping food companies achieve a food safety culture.

Other topics include global supply chain risk, a topic presented by Stephen Brown, a partner at Deloitte Consulting. Brown will delve into how supply chains, with their interlinked, global nature, are increasingly vulnerable to a range of

risks. Brown will review the results from a recently conducted survey of 600 executives at manufacturing and retail companies to understand their perceptions of the impacts and causes of these risks, the actions they are taking to address them and the continuing challenges they face.

During the keynote presentation, Heath Slawner, a strategic communication and leadership expert, will cover the broader topic of how to use influence and persuasion to achieve outstanding results — skills food manufacturers can apply toward food safety and food safety compliance in their own companies.

Two other components returning this year include the table top exhibits, showcasing products and services from Canada's food and beverage industry, and the second annual GFTC Food Safety

Recognition Awards Ceremony, which will take place during the lunch break. The awards include an Excellence Award, Allied Trades Award and the Leadership Award.

## But how does it taste?

You can have portraits done in several mediums. Why not cheese, too? That's what two scientists have done. Taking bacteria found on some delicious parts of people's bodies — such as noses, belly buttons, feet and armpits — they created individual portraits in cheese.

The two scientists are U.S. biologist Christina Agapakis and Norwegian scent expert Sissel Tolaas and the project is called Selfmade. It was part of a larger exhibition held last year at the Science Gallery in Dublin, Ireland called Grow

## UNDER THE LABELLING INFLUENCE

Researchers at the University of Gävle in Sweden recently conducted an experiment in which 44 study participants were given two cups of coffee each, one labelled eco-friendly coffee.

What they discovered was that the participants — who scored high on a questionnaire on attitudes toward sustainability before the experiment — were willing to pay more for the eco label coffee and generally had a more favourable perception of it. When asked to choose, 74 per cent of the high sustainability consumers chose the eco-labelled coffee, while 26 per cent chose the other.

On the other hand, 48 per cent of the low sustainability consumers chose the eco-labelled coffee, while 52 per cent chose the not eco-friendly alternative. The authors of the study concluded that overall eco labels can promote a willingness to pay more for a product, and also lead to a more favourable perceptual experience of it. By understanding these consumers and labels better, the industry could potentially promote sustainable consumer behaviour. The study was published on PLOSone.com.





Cheese made from human bacteria.

Your Own. Some of the cheeses sported names like Michael Farmhouse Cheese, Christina Whey Cream Cheese, Ben Natural Rind Cheese and Seana Washed Rind Cheese. Some of the volunteers included author Michael Pollan and artist Olafur Eliasson.

The scientists say they were fascinated by the similarities between cheese and human biodiversity and curious about the historic origin of cheese microflora. They also speculated on the human origins of many of the unique cheese flavours.

So they took swabs from various body parts of volunteers and inoculated them into fresh, pasteurized, organic whole milk and incubated it overnight at 37°C. The milk curds were then strained and pressed, producing unique smelling fresh cheeses. Eight cheeses were produced in total for further study — not to be eaten. And each apparently smells and tastes like the body odour of the person who donated the bacteria, reports the NYDailyNews.com.

Agapakis and Tolaas say the cheeses are scientific as well as artistic objects, “challenging us to rethink our relationship with our bacteria and with our biotechnology.”

## Quebecers look to food companies for healthier habits

According to a recent survey, 95 per cent of Quebecers recognize that it’s important to eat well, but many still face obstacles when trying to do so, such as lack of willpower, diligence and the time needed to cook meals. To make eating healthier work, Quebecers want agri-food companies to step up and help.

That’s just one of the findings from the CROP survey from Melior, a Quebec initiative designed to stimulate advances in nutrition and improve food product quality on the Quebec market.

The CROP survey found that 86 per cent of respondents believe the industry is responsible for providing them with healthy choices that help improve their health. At the same time, 53 per cent of respondents find it difficult to reduce food portions — one of the issues in eating more healthfully. This explains



why nearly six out of 10 Quebecers want their favourite chocolate bar available in a smaller size. And of these, 55 per cent are even willing to pay proportionally more for a smaller size.

The survey also found that three-quarters of Quebecers read ingredient lists and nutritional labels of the foods they purchase and consume. And six out of 10 consumers say they’re making efforts to limit their intake of ingredients such as fat, sugar and salt. But they also feel

that food companies need to improve their products and let consumers know when they do.

There could be rewards for food companies that comply: nearly three-quarters or 74 per cent of respondents say they will reward those food companies with greater brand loyalty. ↪

## RECYCLING SUCCESS

The Alberta Beverage Container Recycling Corporation, the Canadian Beverage Association and Nestlé Waters Canada have announced that a pilot public spaces recycling program significantly reduced the amount of recyclable material found in the waste stream.

The pilot program, which took place in Alberta at Crossroads Market, Inglewood Business Revitalization Zone and Spruce Meadows, saw an increase in the diversion of recyclables, including beverage containers — most notably by 89 per cent at Inglewood.

Public spaces recycling captures the “last mile” of recyclables — items typically captured through Alberta’s deposit-refund and curbside recycling programs that are abandoned by consumers in park spaces, recreational facilities like arenas, street scapes, transit stops, bars and restaurants, elementary and secondary schools, convenience stores and gas stations. The pilot programs at Crossroads Market, Inglewood BRZ and Spruce Meadows targeted beverage containers, typically constructed from two of the most valuable materials found in the waste stream — aluminum and PET plastic.







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**Tasty winners**

Taste of Nova Scotia has named Terra Beata Cranberries the Producer of the Year for 2013, and named Haskap Juice from LeHave Forests Inc. the Innovative Product of the Year.

Terra Beata is a cranberry grower

and fruit processor that receives and markets more than five million pounds of Canadian cranberries annually, as well as other fruits. The company also supplies industrial customers in Europe, while its branded juices, sauces and dried fruit are sold through grocery



David and Evelyn Ernst from Terra Beata Cranberries (centre) with Taste of Nova Scotia quality team members Lindsay May (left) and Nancy Anderson (right) at the Taste of Nova Scotia award luncheon.

chains in Atlantic Canada and Ontario. In 2013, the company also achieved BRC certification, placed 49th on the Profit 500 list of Canada's Fastest Growing Companies, and received a Nova Scotia Export Achievement Award.

LeHave Forests launched the haskapa brand of haskap products to encourage a Canada-based haskap industry. Although the berry has been used in Japan for generations, it is new to the North American market. In addition to the juice, the company manufactures dried haskap berries, honey, jam, cereal bars and ice cream.

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## CANADIANS LIKE THEIR TEA



Canadians are embracing tea culture, says the Tea Association of Canada. A recent Nielsen survey conducted on behalf of the association shows that consumption is on the rise, with the average Canadian tea drinker consuming 8.3 cups of tea per week. And it doesn't show signs of slowing, with tea consumption expected to rise by 40 per cent over the next seven years. The association adds that over the past few years grocery stores, restaurants and tea shops have been offering a broader selection of teas, and more tea lovers are expanding their tea-tasting palates by choosing different varieties. And there are more reasons than ever to enjoy tea. Scientific research has found that tea helps promote weight loss, contributes to cardiovascular health, improves attention, and promotes feelings of alertness and arousal. So drink up!

INBRIEF 



Agropur's new office



> **Agropur cooperative** is building a new head office that will be connected to its Fine Cheese Business Unit's existing building in Longueuil, Que. Construction will begin in March 2014 and the building will house more than 600 employees when it opens in early 2016. The building will serve both as Agropur's head office and as an administrative centre.

> **Egg Farmers of Canada** has partnered with Bullfrog Power to reduce its emissions footprint at its Ottawa office.

> **Island Abbey Foods Ltd.**'s brand **Honibe** — **Pure Honey Joy** and **Citadelle**, a Quebec honey producers' co-operative, have formed a partnership. The Quebec co-operative will use the P.E.I.-based company's Honibe Honey Lozenges in a co-branded effort to offer Quebec consumers a natural health alternative in the cough and cold market.

> To celebrate its third anniversary,

Saskatchewan-based **Three Farmers Camelina Oil** offered 100-mL trio and 250-mL duo gift sets of its three flavours for a limited time: Original, Roasted Garlic & Chili, and Roasted Onion & Basil.


> **Corin Mullins**, CEO of B.C.-based **Holy Crap Cereal**, is the first Canadian winner in the 2013 class of **EY (Ernst & Young) Entrepreneurial Winning Women**.




Mullins

EY announced the 12 winners of the competition and executive leadership program late last year. The program identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale up, and then helps them do it.


Opportunity to expand business by adding production



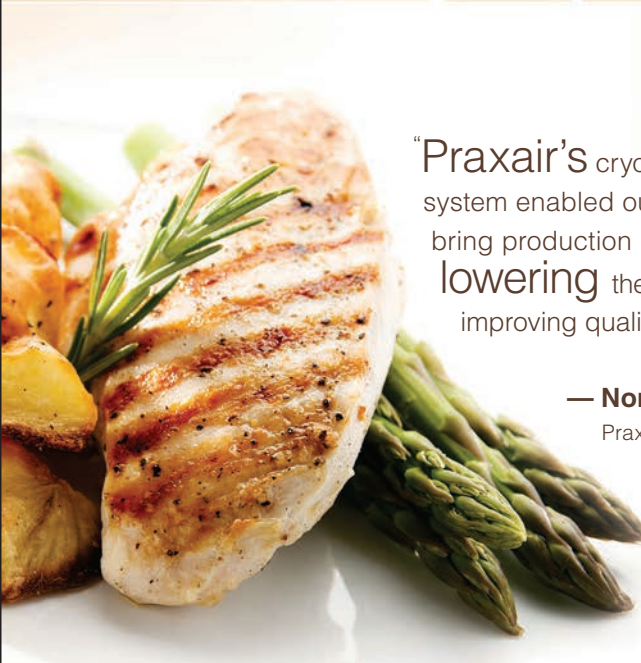
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Praxair sales engineer

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> The **Canadian Business Hall of Fame**, which recognizes the lifetime accomplishments of Canadian business leaders, has announced three inductees for 2014, including **Emanuele Lino Saputo**, chairman of the board at **Saputo Inc.** An induction ceremony will take place in May.

> **Richard Learn** of Norwich, Ont. is the

grand prize winner of the **Farm Credit Canada** (FCC) Management Software Planning Pays contest, and receives a \$5,000 farm improvement gift card for renewing his FCC AgExpert Analyst farm accounting software service plan. In other news, late last year FCC donated \$127,477 to the **Ontario Association of Food Banks** as part of its 10th anniversary

FCC Drive Away Hunger program.

> Lacombe, Alta.-based **Canadian Range-land Bison & Elk Inc.** has donated more than \$2,000 worth of bison meat products to the Edmonton Food Bank.

> Single-malt Scotch brand **Glenfiddich** has donated \$131,616 to **Wounded Warriors Canada**. The donation was a result of an ongoing Glenfiddich fundraiser where two dollars for every bottle sold across Canada goes to support the country's wounded or injured soldiers and reservists.

> For the third consecutive year, **Cheemo perogies** from Alberta-based **Heritage Frozen Foods** are the number-1 choice for



consumers when it comes to frozen food entrées. Cheemo perogies came in first place in the **2013 Canadian Family Food Awards** sponsored by *Canadian Family* magazine.

> Ontario-based **Global Food Safety Resource (GFSR) Inc.**'s website is now available in 60 languages. GFSR is an online information hub that delivers food safety solutions from farm to fork to food business-ess involved in global supply chains.

> Quebec-based **Lufa Farms** has unveiled its second rooftop greenhouse, this one atop a newly constructed office building in the Montreal metropolitan area. The greenhouse will provide fresh produce to more than 6,000 people year round. The company's greenhouse system is scalable and can be replicated on new rooftops in any city.

> Tofino, B.C.-based **Creative Salmon** is the first farm-raised salmon producer in North America to achieve organic certification. The company has fulfilled all the criteria set out in the Canadian Organic Aquaculture

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Standard, and Global Trust, an accredited certifying body, audited the company to verify compliance with the standard.

> **Noel Brigido**, vice-president of Toronto-based **Freshline Foods**, is the winner of the **2013 Ontario Produce Marketing Association's Cory Clack-Streef Produce Person of the Year Award**. Freshline Foods offers local growing operations, packing facilities, importing and wholesaling, as well as a fresh-cut fruit and vegetable processing operation.

> **Rabbi Avraham Feigelstock** of Vancouver has launched **Kosher Check**, a new kosher food certification program. The new standard will incorporate enhanced food safety protocols as a principal requirement. Feigelstock says Kosher Check approval will be predicated on food manufacturers giving clear assurances that they are operating to additional, elevated standards for food safety — over and above those food regulations mandated by government authorities.

> Delta, B.C.-based dessert manufacturer **The Original Cakerie** celebrated its 35th anniversary by donating 3,500 family-size gourmet cakes to charitable organizations across Canada. The company, which has more



than 600 employees and two manufacturing plants, has already donated 2,500 cakes.

> **Suzanne Blanchet**, president and CEO of Candiac, Que.-based **Cascades Tissue Group**, has won a Gold Stevie Award for the **Female Executive of the Year in Canada** category in the **10th annual Stevie Awards for Women in Business**.



Under her leadership, Cascades Tissue Group has become a billion-dollar leader in the tissue industry, pioneering environmentally sound and innovative paper products. The awards were given out late last year in New York City.

> *Canadian Occupational Safety* magazine has recognized **Nestlé Waters Canada** with a silver award in the Manufacturing category

of the magazine's 2013 Canada's Safest Employers Awards program.

> B.C.-based **Skaha Hills** — a planned community developed by Greyback Developments — has partnered with **Stage West Hospitality** to build a \$5.2-million winery and vineyard on its southwest site. The winery will provide benefits to the Penticton Indian Band.

**Mohamed Awad** has been appointed general manager of the new winery.

> **Richardson Pioneer**, a division of Richardson International Limited, is contributing \$300,000 to support a community project in Alberta, Saskatchewan and Manitoba. The donation celebrates the company's 100th anniversary in 2013.

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## Canada's \$5-billion baking industry responds to today's consumers

### Historical beginnings — progressive offerings

By Paul Hetherington

Whether started by ancient Egyptians or Babylonians, it is without doubt that baked foods are a traditional staple to today's diet. Beginning as a wild grain mash placed on a hot rock, today's bakers have evolved to offer a wide range of both nutritious breads and delectable sweet goods.

Yet the evolution of baking has not been immune to the demands by consumers for more nutritious foods. A demand made all that more difficult when dealing with the scientific limitations of the baking process. However, bakers have over the years taken note and quietly innovated products to meet these changing demands.

For decades, partially hydrogenated vegetable shortening (containing trans fats) was a mainstay in the baking industry due to pressure from health groups to reduce the use of animal-based saturated fats. However, evolving science led a Federal Trans Fat Task Force to issue recommendations for massive reductions in the level of trans fats in the food supply, due to concerns over coronary heart disease. Bakers responded and the end result is that within a few short years, the vast majority of baked foods now meet the Task Force's recommendations.

On the issue of sodium reduction, bakers have been leaders in demonstrating aggressive action in reformulating sodium, a fundamental ingredient to the baking process. Since 2009 the sodium levels of pantry breads have dropped by 11 per cent in the white category and 13 per cent for whole wheat, and further reduction work continues.



Canada's baking industry has also been innovative in its use of whole grain flour in non-traditional means with its inclusion in white flour-based products. And vitamin D-fortified and numerous other nutrient-enhanced products are now available.

Bakers have also responded to the growing demand for gluten-free products.

“Since 2009 the sodium levels of pantry breads have dropped by 11 per cent in the white category and 13 per cent for whole wheat, and further reduction work continues.”

Gone are yesterday's “bricks” posing as breads. In addition to the use of new and innovative ingredients, bakers are exploring the viability of traditional sour dough-based breads for gluten-free customers.

I would also be remiss not to mention that the fortification of enriched flour with folic acid to reduce neural tube birth defects (NTDs) has been one of Canada's most successful health policy initiatives. Vigor-

ously supported by Canada's baking, flour milling and pasta industries, the mandatory fortification of folic acid in 1998 has reduced by almost 50 per cent the number of such birth defects, saving thousands of children and their families the anguish of NTDs. It is worth noting that all of this success has been achieved without government recognition or support through a viable health claim.

While bakers have traditionally undertaken the above quietly, it is also fair to say that this is changing. Recent authors and others have made unsubstantiated claims that breads and even wheat are not only unhealthy, but are responsible for all that ails our society. In response, bakers, flour millers and farm groups have come together to form the new Healthy Grains Institute to provide a science-based response to these allegations. I would encourage everyone to visit [www.healthygrains.ca](http://www.healthygrains.ca) to learn more about the Institute and its efforts.

Bakers take great pride in their role as historical providers of a nutritious staple to the Canadian diet, a role that will continue for years to come. ●

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Paul Hetherington is president and CEO of the Baking Association of Canada. Contact him at [PHetherington@baking.ca](mailto:PHetherington@baking.ca)

## SUPPLIER NEWS



- > Toronto-based **CK Ingredients** has been appointed Canadian distributor of **QuinoaSure**. QuinoaSure is the industry's first instant nutritional quinoa powder made from non-GMO whole quinoa seeds, using a fair-trade model. QuinoaSure provides the exceptional nutritional benefits of quinoa, as well as improved digestibility and solubility. It is all-natural, cholesterol-free, gluten-free and hypoallergenic. Available in both conventional and organic forms, QuinoaSure is odourless, virtually tasteless and has improved mouth feel relative to the quinoa grain. It is also kosher-certified. Users can add QuinoaSure to soups, sauces, gravies, smoothies, meal replacement powders, dairy products, nutrition/snack bars and other food products without the typical formulation challenges related to the quinoa grain.
- > Toronto-based **Lentia Enterprises Ltd.** has received the highest level of SQF certification,

Level 3 Edition 7.1, achieving a ratings score of Excellent. Lentia manufactures bread bases and bread improvers for the bakery industry.

- > The **Global Food Safety Initiative** has approved the application of **IFS PACsecure** safety standard for food and non-food primary and secondary packaging materials. The **Packaging Association of Canada (PAC)** developed the HACCP-based IFS PACsecure with the International Featured Standards (IFS) and more than 100 North American packaging firms, food processors, suppliers and government, specifically for the packaging industry. In other PAC news, the organization has begun discussions on a new initiative centred on reducing food waste. More information on the project will be released later this year.
- > **CKF Inc.** of Nova Scotia has acquired Vancouver-based **Vancore Plastic Packaging Ltd.** Vancore is a full-line plastic packaging manufacturer serving produce, grocery and consumer products with its thermo-

formed clamshells, trays and blister packs. CKF offers moulded pulp and foam packaging for retail consumers, foodservice operators and the packaging industry.

- > **Flexpipe** is opening a new office and plant in Toronto. The new 4,000-sq.-ft. assembly plant and distribution centre will also offer designing and 3D CAD services.
- > The **U.S. Department of Agriculture** has officially approved two testing methods used by B.C.-based **Silliker JR Laboratories**, a Mérieux NutriSciences Company, to analyze the Beta-adrenergic agonist-Ractopamine in animal tissue and meat. Ractopamine, a compound used to promote leanness and growth in food animals, has been found in minute traces in meat worldwide. Citing concerns about its effect on human health, a number of key export countries have banned use of the chemical stimulant in food animals.
- > **Unisource Worldwide Inc.** of Georgia recently honoured its **Diamond Status** ➔

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### Univar Canada to distribute complete product portfolio of lecithin, soy flours and textured vegetable proteins.



Univar Canada is pleased to announce a **new exclusive national distribution agreement**, effective as of January 2014, to supply **lecithin** and **soy proteins** manufactured by Cargill. In addition to the existing hydrocolloid and functional system lines (xanthan gum, carrageenans, locust bean gum, pectins and alginates), the agreement will also cover sales and distribution of Cargill lecithin, soy flour and textured soy/vegetable protein.

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**Vendors** for the Canadian Market. Unisource Diamond Status Vendors are the top-ranked suppliers based on metrics and ratings in the company's 2013 Supplier Evaluation process. Honorees included **3M, Avmor, Berry Plastics, De Luxe Paper Products, Georgia-Pacific Professional, Kimberly-Clark Professional, Polyethics Industries, RONCO, and Solo Cup.**

> **D.D. Williamson & Co.** has purchased the food-colouring product line and equipment of Kansas-based **Danisco USA Inc.**

> **DSM** has launched **Fortitech Premixes**, the company's Human Nutrition and Health custom nutrient premix service.

> **Frutarom USA Inc.**'s New Jersey facility has earned an Environmental Stewardship Award from the New Jersey Department of Environmental Protection.

> **WILD Flavors Inc.** has acquired Ohio-based **Alfrebro LLC**, a manufacturer of natural extracts and aroma chemicals. WILD is based in Kentucky and supplies natural ingredients.

> **LycorEd Israel** has expanded production of its natural beta-carotene colouring line in response to growing demand from the U.S., West Europe and Asia-Pacific.

> **Arla Foods Ingredients** has launched a new brand platform called "Quality starts here." The new platform builds on the company's product quality and traceability, innovation and customized solutions, commitment to protecting the environment, and security of supply, which is based on adequate capacity, logistics and documentation.

> New Jersey-based **P.L. Thomas & Co.** has been renamed **PLT Health Solutions.**

> **David Michael & Co.** celebrated the 30th anniversary of its Raisin-Mate dry, natural flavour. The ingredient was designed to eliminate the mess and inconvenience associated with using raisin juice concentrate.

> **Naturex**, a provider of specialty plant-based natural ingredients, and **Galactic**, a provider of lactic acid and lactates-based natural ingredients, have launched a joint

research program to develop a range of preservation systems that include both anti-microbial and antioxidant protection.

> Israel-based **Frutarom Industries Ltd.**, a maker of flavours and fragrances, has acquired **Aroma**, a Guatemala-based flavour company.

> Roquette's new **Microalgae High Lipid Algal Flour** took the **Most Innovative Food Ingredient award** at the 2013 Fi Europe. It also took home the **Bakery Innovation of the Year award.**



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## PEOPLE ON THE MOVE

- > **Martin Rolland** has joined Brampton, Ont.-based L.V. Lomas as technical Sales representative — Food for the Quebec and Maritimes territory. **Dianne Worrell** has also joined the company's Food Marketing team as Marketing manager — Oils.
- > **Kevin Yost**, president and COO of Montreal-based Saputo Inc.'s Dairy Foods Division, is resigning. **Dino Dello Sbarba** is acting as interim president and COO.
- > **Doug Cornell** is the new general manager of the Alberta Wheat Commission.
- > The Canadian Sheep Federation has elected **Phil Kolodychuk** as the board's new chairman.
- > The P.E.I. Potato Board re-elected **Gary Linkletter** as chairman. Other executive appointments include **Alex Docherty**, vice-chairman; **Owen Ching**, secretary/treasurer; and **David Francis** and **Rodney Dingwall**, directors.
- > **Mary Ellen Walling** has stepped down as executive director of the B.C. Salmon Farmers Association.
- > The Institute of Packaging Professionals recognized **Paul Zepf** with the Pi Alpha Kappa Award at the Packaging Industry Awards Tribute last November. **Walter Soroka** of Walter Soroka & Associates was awarded with the IOPP Honorary Life Member Award.
- > **Andreas Sokollek** is the new senior vice-president of Supply Chain and Operations at Greek-yogurt maker Chobani. **Dr. Alejandro Mazzotto** was recently hired as the company's vice-president of Global Quality, Food Safety and Regulatory Affairs. And **Dipak Golechha** has joined the company as CFO.
- > Coca-Cola has appointed **Jonathan Mildenhall** as senior vice-president of Integrated Marketing Communication and Design Excellence for North America.
- > Eriez of Pennsylvania has promoted **Bill Dudenhoefer** to market manager — Heavy Industry, and promoted **Eric Confer** to product manager — Separation.
- > Bunting Magnetics Co. of Kansas has appointed **Rod Henricks** director of Sales, and **Robert Bunting Jr.** product manager — Metal Detection.
- > **Dave Biegger** has been promoted to senior vice-president of global supply chain for the Campbell Soup Co., effective April 1. He replaces **David White**, who is retiring.
- > **Barry Rinaldi** is now director of Business Development for Schneider Packaging.



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## Growers work to protect crops and bees

Grain and corn growers have released an action plan on how they're going to protect their crops — and bees.



The Grain Growers of Canada and the Manitoba Corn Growers Association submitted position papers late last

year to Health Canada's Pest Management Regulatory Agency's (PMRA) "Consultation on Action to Protect Bees from Exposure to Neonicotinoid Pesticides." Neonicotinoid pesticides have been blamed for bee deaths. When traces of the pesticide were found in dead bees last fall, Health Canada linked the decline in bee populations to the insecticide, reported TheStar.com.

In 2012, the PMRA found neonicotinoids in 70 per cent of 127 samples, prompting the government to release a mitigation strategy to reduce bee exposure to these insecticides, reported TheStar.com. In 2013, the presence of neonicotinoids was found in 75 per cent of 102 dead bee samples.

Neonicotinoids belong to a class of insecticides that act on the nervous system. The chemicals are used to coat seeds. Beekeepers and environmentalists want the substances banned in Canada and say they're behind the declining bee population. In Europe, the E.U. announced a two-year moratorium on the chemicals last April. But many other experts in Canada say there isn't enough evidence to support a ban.

The Grain Growers of Canada explained, as part of its response to Health Canada's call for feedback on the issue, that the problems facing honey bees are complex. Bee health is a complicated issue with numerous factors needing to be considered, including Varroa mites, disease and weather.

"As farmers," the Grain Growers added, "we have a vested interest in bee health. For this reason, we request that the PMRA continue to look into this matter with a science-based lens. In investigating these recent incidents of pollinator phenomena, the PMRA needs to take into account that farmers have been successfully using these particular products since the early 1990s and they continue to be used in other parts of the world, including Western Canada, without the types of incidents being reported in some regions of Ontario and Quebec."

In an effort to protect the bees and crops, the Grain Growers and Manitoba Corn

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Growers are working with the PMRA, Health Canada and CropLife Canada to develop best management practices for farmers using treated seed.

The growers said in a statement that industry is also launching a new seed lubricant powder for use this year for corn and soybean. This new fluency agent reduces dust and significantly reduces the amount of active ingredient that may be harmful to pollinators.

The Grain Growers of Canada represents more than 50,000 active grain, oilseed and pulse producers. It's an umbrella organization with 14 provincial and regional grower groups from across the country involved in the grain, pulse and oilseed sectors.

### Aquaculture industry to reach record-breaking production value

Newfoundland and Labrador's aquaculture industry is expected to generate more than \$180 million in 2013, a record-breaking production value two years in a row.

In 2012, the total production value of provincial finfish and shellfish aquaculture exceeded \$120 million.

The province says it held aquaculture consultations last November and December to update its strategic plan for the industry.

Through the consultations, the province says it received 40 written submission from interested parties and feedback from industry participants, academics, government representatives and non-governmental organizations. All feedback will be presented in a public document to be published this year.

Since 2006 the province has provided more than \$25 million to support the industry. The investment has helped to double the number of finfish sites

in the province, helped mussel production reach unprecedented volumes and created approximately 1,000 jobs for residents in rural communities.

In addition to achieving record production levels, provincial mus-

sels recently became the first in North America to be certified to the Canadian Organic Aquaculture Standard, which assures consumers that their seafood is organic and farmed in an environmentally sound manner.

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## MARKET OUTLOOK

The situation today is similar to two months ago, despite lower prices for the food commodities addressed here. Grain markets face rebuilding stocks, but for corn, not as much as expected. U.S. crops are large and are expected to remain large next year, with some switch of acres to soybeans. And there is a large South American crop in the fields.

Western Canada had a banner production year. To date, basis for wheat, canola and oats are much lower than normal. Comments about bringing the Wheat Board back have already started. The pressure on handling facilities should abate soon, bringing a stronger basis.

As always, demand is the question. China has rejected several shiploads of U.S. corn with unapproved GMO varieties. Many note this new-found zest for "purity" is correlated with a large Chinese corn crop.

Domestic demand won't change much: food and industrial is quite stable, ethanol continues relatively strong because of favourable margins, and livestock demand can't be changed quickly except in poultry because of the longer gestation periods of cattle and hogs.

A USDA report again just resulted in key reversal bottoms for the grains, with at least a modest rally. We doubt markets will rally more than the 23.6 per cent basic Fibonacci retracement, barring a crop disaster. These rallies often occur after a turnaround like the one on Jan. 10. But closes below the old contract lows mean markets will likely slip further. I'm on the side of sideways to down unless demand strengthens or there is a problem with southern hemisphere crops.

Sugar is in the same position as grains with no potential bottom yet. It's going on down based on what we know now. Oil traded in the \$102 to \$113 range since July. While politics or economic conditions can change things, \$115 seems to be a cap. We see nothing to take the market out of its range.

The Canadian dollar has been even weaker than anticipated. Like the commodities it's in a downward trend and won't stop until something fundamental changes it. ●

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

## MARKET HIGHLIGHTS

On Jan. 10 the USDA finally put at least a temporary stop to the downtrend in the grain markets, while energy continues to move sideways and the Canadian dollar drops. Grains drifted down the last two months of 2013: nothing fundamental put any support under them until the January USDA report. Even with it, don't expect a raging bull market over the next couple of months!

> **Corn** – The USDA lowered last fall's yield estimate, keeping the crop to a bit under the 14 billion bushels expected by the market. It also increased demand in a couple of categories, thereby driving estimated stocks down under market guesses. Futures did a major key reversal bottom on Jan. 10. The November one didn't hold, so it's still not clear whether this is the bottom. There is a very large crop of corn and soybeans coming in Brazil and Argentina, and they can drive markets lower. Expect the next USDA report to increase those crops yet again. While our disciplined buying strategy called for long positions on Friday's market, it is done with a very tight stop loss below the March contract low of \$4.10. Without something

positive happening on the demand side there is little potential for prices to rise from the current \$4.33 to more than resistance around \$4.70.

> **Soy oil** – The USDA was relatively neutral for soybeans, but it positively affected the meal market. Soy oil prices just slowed their skid as the large vat of edible oils presses on soy oil prices. There's no indication that prices have bottomed out, simply moved from the low \$0.50 area a few months ago to the current \$0.37 on the March. Like everything else in the grain and oilseed complex, the Jan. 10 report is the first positive in some time. It could point to a bottom, but soy oil is least likely to be affected.

> **Wheat** – The USDA was more neutral for wheat than for corn. The immediate reaction after the 10th was to move down to the middle of the key reversal day. We would only use futures for pricing here unless there is a great basis, and with tight stops just below the key reversal bottom at \$5.60-½.

> **Sugar** – Sugar futures joined the grains in a prolonged slump, reflecting rebuilding inventories. By mid-January March traded below \$0.155 for the first time. Even more than the grains there

is little indication of a bottom. We would stay open until the market shows convincing bottoming action.

> **Natural gas** – Natural gas finally bottomed out and is currently trading at \$0.043 on the March contract. For buyers who got in on the last dip, we would take profits here, but be covered if the market moves through \$0.045.

> **Crude Oil** – Brisk demand led to a little rally to test resistance again just above \$112.50 on the March contract before falling to the current \$105 area. While there is little risk of breaking through the \$115 level, we continue to think the best risk management strategy is to buy Calls around \$115. A move down to the strong support levels around \$97 and \$98, or even \$102, could trigger futures or contract positions.

> **Canadian dollar** – The already weak loonie broke through support at \$0.93 and got pounded in early January following disappointing export and job reports. The March is currently testing \$0.91. Some forecasters see \$0.88. If you risk a falling loonie and are short, we would hold your position until there is a clear bottom. Likewise, for a rising loonie wait for a bottom.





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Ron Wasik



## “OB” and double “V”

Many in the agri-food industry are concerned about the “outcome-based” approach the Canadian Food Inspection Agency (CFIA) is promoting as a better and more enlightened way of achieving regulatory compliance. One of the main concerns is about what needs to be done to “validate” and subsequently “verify” that a process is achieving the intended outcome, to produce a safe product.

The CFIA employs three regulatory schemes: prescriptive, system-based and outcome-based. Most of the agency’s regulations today are based on a prescriptive approach in that technical requirements for compliance are defined in regulatory text that outlines processes or actions that must be taken by the processor. This approach lacks flexibility to adopt developments that could be more effective and less costly.

The system-based approach mandates that some processors must have a preventative control plan such as HACCP for meat or QMP for fish. These programs are well entrenched and highly refined within the vast majority of agri-food companies in the developed world.

The outcome-based approach basically allows the processor to do what can be proven to be effective in achieving a desired outcome defined by the CFIA. To add clarity, the agency specifies what it looks for to see if the desired outcome is reached. The agency’s Food Inspection Modernization plans call for making this the preferred regulatory scheme in the future.

Outcome-based regulations won’t be

the dramatic shift from the agency’s current regulations as many fear it will be. Instead, much of the information in the prescriptive regulations will appear as guidelines and as model systems for achieving a regulatory outcome. Thus those currently in compliance with a prescribed process will not have to perform revalidation tests. In other words, the process is grandfathered.

Any modifications to grandfathered processes, as well as new processes and interventions, must be validated in a manner judged to be acceptable to the CFIA.

Validating that a modification to a grandfathered process is compliant should be a relatively inexpensive and uncomplicated process. There should be enough data around from verification tests on the original system to bench-

“The outcome-based approach basically allows the processor to do what can be proven to be effective in achieving a desired outcome defined by the CFIA.”

mark against. This still needs to be done with diligence. It is also prudent to keep the CFIA abreast of what you are doing.

Validating that new technology such as equipment and interventions achieve the prescribed CFIA outcomes can be very expensive and time consuming. It helps if the process has been validated elsewhere for similar products. Emerging technology will require careful collaboration with the CFIA to ensure that the right things are done. Fortunately, there have been advances in computer modelling of a number of food safety interventions, and some of these could be useful to explore as part of a validation plan:

- Pathogen modelling program (PMP). This 20-year-old program, which is available free of charge at <http://portal.arserrc.gov/>, is believed to be the most widely used predictive microbiological software. It is regularly updated and is a tool more suitable for the seasoned microbiologist.
- ComBase (Combined database on predictive microbiology information) is a user-friendly database ([www.combase.cc](http://www.combase.cc)) that includes more than 40,000 data curves on growth, survival or inactivation of microorganisms in foods.
- Other helpful sites include: Sym’previus ([www.symprevius.org](http://www.symprevius.org)), an extensive French system.; Foodrisk.org ([www.foodrisk.org](http://www.foodrisk.org)); Forecast Bureau Service ([www.campden.co.uk](http://www.campden.co.uk)); Refrigerated Index Calculator ([www.foodsafetycentre.com](http://www.foodsafetycentre.com)); AMI’s freeware ([www.amif.org](http://www.amif.org)), which calculates heat inactivation for time-temperature profiles; and the University of Wisconsin’s THERM (temperature history evaluation for raw meat) at <http://meathaccp.wisc.edu/>

Moving to an outcome-based scheme will provide food processors with more flexibility in the long run. There will be some growing pains in the transition process so a little patience from all will go a long way. Critical to the program’s success will be for the CFIA to ensure that the outcomes it sets are reasonable and risk-based. Processors need to be cautioned that compliance in no way ensures zero risk, so extra due diligence in validating new processes is advised. ●

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## Food labelling modernization – what consumers want

Canada's food laws are undergoing a major overhaul. Through the CFIA's "Food Labelling Modernization Initiative," and Health Canada's "Regulatory Roadmap for Health Products and Food," the government is tackling an ambitious portfolio of legislative changes, which include modernizing our food labelling regime. One of the biggest challenges with this initiative will be balancing the wants and needs of a diverse Canadian population with the practical realities of what government, industry and science can deliver.

Two recently published reports on consumer perspectives highlight some of the complex issues involved. Advertising Standards Canada's (ASC) *2013 Consumer Perspectives on Advertising* provides the results of a survey of over 1,500 Canadians, and the Consumers Council of Canada's (CCC) *Food Information, Labelling and Advertising* reports the findings of a panel of six Canadian consumer groups.

ASC's report indicates that consumers want to be informed about products, but don't want to be misled by claims that aren't accurate or truthful. CCC's report outlines eight key recommendations to help better serve consumers. These recommendations include mandatory labelling for foods that have been irradiated, produced using nanotechnology or contain genetically modified organisms (GMOs), and disclosure of



quantities of highlighted ingredients. The report also outlines that consumers want food labels to help them make informed choices, but that the cost of labelling and advertising must not impose undue financial burden on consumers.

Seems straightforward, but the challenge lies in the fact that collectively what consumers want can be contradictory. For example, based on the ASC survey, 85 per cent of Canadians take issue with advertising text that is too small to read — but who determines what is too small? Studies indicate, for example, that more than half of seniors have difficulty reading labels properly, even when wearing corrective lenses. How can industry add mandatory statements and more health information while also increasing the legibility of text?

More information can also be confusing. Since the introduction of mandatory labelling for allergens, it is common to see "may contain" statements indicating that an allergen may be present in a food. Some consumers find this confusing, but with modern scientific testing techniques that can find allergens at increasingly minute amounts, industry is put in a difficult position, as a failure to indicate the potential presence of an allergen can lead to a costly recall if one is found. Labelling for allergens is mandatory due to the premise that undeclared allergens pose a health risk. However, where a safety or public health concern has not been identified, the need for mandatory labelling should be given careful consideration. Is it really helpful to consumers to see products



**85 per cent** of Canadians take issue with advertising text that is too small to read.

labelled "May contain GMOs" where it is just too costly or logistically difficult for manufacturers to confirm that all ingredients are not GMO? Even truthful information has limited utility without context.

It is also important to remember the economic impact of introducing labelling requirements, as the increased costs of compliance will be passed on to the consumer. While some consumers are willing and able to pay a premium to more easily compare products or know that the foods they consume are non-GMO, mandatory labelling schemes force all Canadians to absorb the additional costs.

Looking at the success of the organic certification regime, perhaps what consumers really need are more voluntary labelling standards, especially where the information is not crucial in the evaluation process for a majority of Canadians and does not aid in assessing the safe consumption of the food. Canadians could also benefit from education to help inform their decision making and build confidence in our food regulatory system. Given that the government has made a clear commitment to modernizing Canada's food labelling laws, it is important for industry to work closely with regulators to ensure that focus is put on areas and initiatives that will bring meaningful change for consumers as a whole. 🍎

Laura Gomez is an associate at Gowlings where she practices primarily in the area of regulatory law, specializing in food, NHPs, drugs and cosmetics. Contact her at [Laura.Gomez@gowlings.com](mailto:Laura.Gomez@gowlings.com). Ron Doering returns next month.

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Gary Gnirss



## The year ahead in food regulation and labelling

Last year was a year of breaking bad that included much discussion and anticipation over the future of food regulation in Canada. It also threw in a few surprises, such as transitioning the authority of the Canadian Food Inspection Agency (CFIA) from Agriculture and Agri-Food Canada to Health Canada. Many questions concerning the future of how food will be regulated still need to be addressed.

This year will further the discussions of 2013, including on food labelling modernization, which still has quite a bit of work ahead of it. It's anticipated that early this year proposed *Import Food Sector Regulations* will be published in *Canada Gazette*. These regulations will be promulgated under the *Canada Agriculture Products Act* (CAPA), which will be repealed when the *Safe Foods for Canadians Act* (SFCA) comes into full force. They will, however, serve as an evolutionary step and a tangible insight of how the CFIA could further evolve regulations eventually applicable to all foods in Canada. While these regulations are not aimed directly at labelling, they will provide a glimpse of how food labelling may fit into the CFIA's ideas on compliance assurance under a new licencing regime to be developed.

The scope of food regulatory reform now underway is enormous. There are various components to this that are not all at the same stage in development. Food labelling is one of those



components. In the first half of 2014 it's expected that the CFIA will publish its recommendations and options; later this year the CFIA is expected to further engage industry on those proposed recommendations. A final report on food labelling modernization will likely not be ready until the first half of 2015, and we could see proposed food labelling regulations next year. These would be food-labelling matters under the authority of the federal government.

Food labelling is currently governed by a multitude of regulations, many of which will be repealed with the implementation of the SFCA. That means that some food labelling regulations under the SFCA will need to be created. Food labelling is also governed by the *Food and Drug Regulations* (FDR), which are under the *Food and Drugs Act* (FDA), so changes here also need to be made. Since Health Canada was given authority over both the FDA and SFCA in 2013, this creates an intriguing dynamic in how this new food labelling modernization house of cards can be played. Both Acts provide for the incorporation by reference, and food additives are already

regulated as such under the FDA. The CFIA's food labelling strategy will likely make good use of this provision in areas that are perpetually evolving, like food standards.

Much of the food labelling comments from stakeholders in 2013 touched on areas that are governed by the FDR, as these regulations cover a large part of food labelling. Labelling matters such as the dealer name, address, country of origin and net contents are the usual suspects in this discussion, and matters related to highlighting ingredients and flavours also need to be addressed. Another complex labelling feature to tackle is ingredient labelling, which is largely governed by the FDR.

Health Canada does not have much appetite to make significant changes to nutrition labelling at this time. It may, however, be reasonable to expect that some housekeeping changes will be made. In 2005 the ministry had proposed but never finalized making certain changes, including the provision for more nutrition facts tables, more reference amounts and more prescription on making and presenting certain claims. It may be tempting for Health Canada to now make at least some of these changes. Could reference amounts be incorporated by reference?

The new relationship between Health Canada and the CFIA provides opportunity. The degree to which this will affect food-labelling modernization will start to unfold in 2014. Should be a fun year! ●

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



# Wheat

## under the microscope

CANADA'S  
BAKED GOODS  
MANUFACTURERS  
ARE FEELING THE  
EFFECT OF CLAIMS  
THAT WHEAT  
CONTRIBUTES TO  
MANY OF TODAY'S  
HEALTH CONCERNS

**i** BY TREENA HEIN  
t's no secret that wheat has had a rough ride recently. Concern about gluten intolerance, real

or perceived, appeared a few years ago and is still a factor in reduced consumption of wheat products in Canada and beyond. Attention-grabbing books like *Wheat Belly* by Dr. Bill Davis and *Grain Brain* by Dr. David Perlmutter have also caused wheat product sales to take a hit.

It's the second bout in the ring for wheat over the last decade. With the introduction of the Atkins diet around 2002, all carbohydrates were portrayed as at least somewhat unhealthy. "It was more a relatively ↪

short-lived fad than a trend, but there's been an anti-carb sentiment since then among some health professionals and among some of our population," notes Paul Hetherington, president of the Baking Association of Canada. "There is now a trend toward a gluten-free diet beyond therapeutic needs." Hetherington confirms that the publication of *Wheat Belly* a couple years ago has had a negative impact on the baking industry. "We are two to three per cent down in bread sales. It's a low margin and a volume business, and the decreases are significant from an industry perspective."

Let's take a closer look at the claims in *Wheat Belly*. First it's worth noting that Davis has backtracked on his claim that wheat in North America is genetically modified. Indeed, the same breeding techniques are used for wheat as are used for fruit and vegetables — selection and crossing of generation after generation of plants. Davis claims, however, that our digestive systems and other aspects of our health are being negatively affected by newer strains of wheat. He says wheat protein (gluten) is associated with the four-fold increase in celiac disease incidence over the last 50 years, as well as for the upswing in gluten intolerance.

*Food in Canada* asked Dr. Ravindra Chibbar how much gluten content has changed in Canadian wheat over the last 80 to 100 years. Chibbar is a professor and Canada Research Chair of Crop Quality, Molecular Biology and Genetics, in the Department of Plant Sciences at the University of Saskatchewan in Saskatoon. He is also a member of the Scientific Advisory Council of the Healthy Grains Institute



(HGI), a not-for-profit industry-led initiative "that directs Canadians to the latest research on the benefits of whole grains." Chibbar says 2011 research shows that Canada Western Red Spring wheat, which gives the preferred flour for bread baking, has shown a steady mean protein content of about 13.6 per cent during the last 85 years. Protein content can vary a percentage or two depending on the variety, amount of fertilizer and spring moisture, as well as temperature during grain filling.

Gluten makes up 80 per cent of total grain protein. When asked how the protein profile has changed over time, Chibbar first explains that the proteins that make the gluten complex determine the end use of the flour, such as flat bread or noodles. "The wheat breeders constantly try to change the gluten proteins to meet the requirements of the end-user to give them a variety that best suits their needs," he says. "However, there are several very similar genes that code for the proteins that make the gluten protein complex. In any given wheat variety only a sub-set of these genes are active. Wheat breeders through the years have selected for lines that produce grain that gives flour with good baking quality, such as loaf volume and/or crumb structure. This selection has caused a few genes to be turned on, while the others have been turned off."

Chibbar agrees that there are bound to be differences in the gluten protein profiles in wheat varieties grown in various regions of the world such as Canada and the U.S. "The main point to remember is that in flour, the same wheat proteins make up gluten complex, but in different combinations of the constituent proteins," he says, adding, "To date there are no studies that link the better bread-quality gluten proteins to several ailments that Dr. Bill Davis attributes to wheat."

Pierre Hucl, professor in the department of Plant Sciences at the University of Saskatchewan, says there is no clear trend in gluten composition or amount over the past decades, and that the claims in *Wheat Belly* aren't justified. There is not much evidence of new types of gluten, he notes, and says the gluten in ancient primitive wheat and modern wheat is similar. "A change in protein profile has occurred, but not in the last 80 years in Canada," Hucl asserts. "The wheat in the 1800s was bred to be better for milling. There was a shift then, but not since then." ↪



DOCTORS AND RESEARCHERS DO NOT KNOW WHY THERE HAS BEEN AN UPSWING IN CELIAC DISEASE AND GLUTEN INTOLERANCE.



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Hucl also points out that *Wheat Belly* is about U.S. wheat and winter wheat. The authors of a 2013 study in the *Journal of Agricultural and Food Chemistry* state that “In response to the suggestion that an increase in the incidence of celiac disease might be attributable to an increase in the gluten content of wheat...a survey of data from the 20th and 21st centuries for the U.S. was carried out. The results do not support the likelihood that wheat breeding has increased the protein content, proportional to gluten content.”

Dr. Julie Miller Jones, a HGI Scientific Advisory Council member and professor emerita of Food and Nutrition at St. Catherine University in St. Paul, Minn., says doctors and researchers do not know why there has been an upswing in celiac disease and gluten intolerance. “There are some hypotheses as to why incidence of gluten intolerance has increased,” she says. “One that has the most credence is the hygiene hypothesis — that we are too clean and that the body starts attacking proteins that are normal.”

Besides gluten, *Wheat Belly* also pans bread’s highly-digestible carbohydrate amylopectin A. Sugar has a glycemic index (GI) of 59 and Davis says that due to amylopectin A, a slice of whole-grain bread has a GI of 72. He points to studies showing that high-GI foods cause blood sugar spikes, which in turn are linked to cataracts, dementia, heart disease, cancer, arthritis and more.

Miller Jones confirms that the GI values above are correct, but notes that Davis “fails to mention that GI is a useful comparison only when foods within a category are compared...GI is based on equal amounts of available carbohydrate...this means that about three tablespoons of sugar is compared to three-and-a-half slices of whole-grain bread.” Another HGI Advisory Council member, Dr. G. Harvey Anderson (professor of Nutritional Sciences and Physiology at the University of Toronto), points out that GI values assume that carbohydrates are the only food in a diet. However, he says “We don’t consume three slices of bread in isolation — we’d eat it with some type of meat, cheese or spread that contains protein and fat, which slows stomach emptying, changes the GI values of the meal and impacts other hormones affecting glucose disposal.”

Two foods made with wheat can contain amylopectin A, says Jones, but can have different GI levels and be digested differently depending on their texture. “For example, standard white bread (made with flour, water, yeast and salt) has a GI in the 70s, but pasta (made with flour, water and salt) has a GI in the 30s,” she notes. “Bread’s highly porous texture makes it easy for digestive enzymes to attack the starch and quickly release glucose into the bloodstream. The compact texture of al dente pasta slows the process. Thus, it’s inaccurate to pinpoint amylopectin as the cause of bread [carbohydrates] being more highly digestible.”

From the recent discussions he’s had within industry, Hetherington believes the reduced wheat product sales trend may not yet have peaked in Canada. “It may take another 12 to 18 months,” he notes. “With any trend like this, the reality is that it will fulfil its course. Our role is to educate people about the science, and that’s why we’re big supporters of the Healthy Grains Institute.” ●



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## Which way does the cookie crumble?

**By Daniel Scholes**

Whether chewy, crunchy, extra-chocolaty or simply decadent, chocolate chip cookies continue to be the king of the cookie aisle. But with so many interpretations on the shelf, we wondered what aspects of the cookie were most important to consumers?

### **The methodology: bring in the cookie monsters**

We recruited 75 females (all moms) who are the primary grocery shopper in the household and who purchase and consume chocolate chip cookies on a regular basis. We tested 12 samples of packaged chocolate chip cookies

and narrowed the field to include only chocolate chip varieties (for example, no chunks or rainbow chips). Our samples ranged from \$1.99 to \$4.49 per package and included both national and private-label brands. The samples were evaluated blind, followed by a short evaluation of the packaging, and a branded tasting.


### **The results: Not cookie cutter**

There was significant variation in appeal and sensory profiles of the 12 samples — revealing that not all chocolate chip cookies are the same. Overall liking ratings (blind) ranged from a whopping high of 7.83 to a dismal low of 4.55. Similarly, box purchase intent ranged from an 82-per-cent high to a 17-per-cent low.

Flavour-related attributes were the top drivers of overall liking. Specifically, it was all about the chocolate: the cookies with the lowest overall appeal had the smallest and fewest chocolate chips, with the weakest chocolate flavour. Richness of flavour and sweetness were also found to have high impact on overall liking. And when asked the most important factors in choosing a chocolate cookie brand, great taste was the top choice for most.

The cookie that scored lowest for liking of the overall texture was also the crunchiest, least chewy, driest and hardest, while the cookie with the most appealing texture was the most moist, the softest and the chewiest. However, there were many top performing crunchy cookies — and not all soft cookies were tops in appeal. Texture is a contributing factor, but does not act alone.

### **The takeaway: Let the chips fall where they may...or not**

Chocolate chip cookies may be a treat, but they are a staple purchase for many parents, and continue to be one of the most kid-endorsed comfort foods on the grocery shelf. A yummy category like cookies provides no exception to the lessons we've learned through decades of sensory testing: consumers' taste buds can be an effective input into your business decision and make smart cookies out of us all. 



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## Power seed

Chia, an ancient seed used by the Aztecs, is being rediscovered by consumers and food processors who recognize the value in its nutritional benefits

**W**hat were we thinking? We spent decades using chia seed to turn terracotta figurines into green furry curiosities. If you grew up in the 1970s and '80s, you likely remember the Chia Pet and the jingle. But there's so much more to chia seed — something the Aztecs knew thousands of years ago. Chia is actually a nutritional powerhouse, and savvy consumers and food processors have caught on, completely reinventing how we view the tiny seed.

### What is it?

Chia, or *Salvia hispanica*, is part of the mint family and grows mainly in South America and Mexico, with some production in Australia. The plant produces purple or white blooms, which eventually go to seed — the chia seeds.

Various sources pinpoint 3,500 BC as the date humans first began using chia. Aztecs and Mayans consumed it regularly (chia is the Mayan word for “strength”). With the Spanish conquest, however, chia all but disappeared as the Spanish banned chia because of its association with the Aztec religion. In recent times only a small group of growers were still producing chia. Michael Chernyak, president and CEO of Toronto-based CK Ingredients, says the seed started to make a comeback about 15 years ago in



chia juice & (below) chia plants



South America. In North America, it was closer to six or seven years ago.

### Why is it so popular?

For such a tiny seed, chia packs a significant nutritional punch. It contains 20 to 25 per cent protein; it has five to 10 per cent soluble dietary fibre and 90 to 95 per cent insoluble dietary fibre; and it's high in antioxidants, containing more than blueberries. Chia is also rich in omega-3, containing the “highest plant-based source of omega-3 alpha-Linolenic acid (ALA),” says Chernyak. The omega-3 in chia is also completely bioavailable, which means the body can absorb and use the nutrient. ALA can help lower high blood pressure, lower cholesterol and help reverse the hardening of blood vessels. It's also known as an energy food, containing twice the potassium as bananas, and is high in calcium, with one tablespoon providing as much calcium as two cups of milk.

Chia also offers iron, magnesium, zinc and B vitamins.

### Who's eating chia?

Consumers traditionally sprinkle chia on yogurt and cereal. But now food processors are adding it whole or milled to their products, including beverages, dairy, pasta, sauces and dressings. A defatted form, where the seed is pressed for the oil leaving a meal byproduct, is being used in bakery products and meat and poultry processing because it holds water and “eliminates the need for certain allergen-based proteins like soy isolate,” says Chernyak. The defatted chia meal is like flour and still contains protein, fibre and omega-3 — just not the same amount of omega-3. Chernyak adds that the meal provides those food processors with a lower-cost way of adding chia to their labels.

### Formulating with chia

Chernyak says with some small tweaks, chia is “quite easy to incorporate into a food product.” Food scientists would need to account for its water binding and gelling capacity. But chia doesn't have to replace another ingredient and can be a straight add-on for nutritional value, health claims and marketing.

One characteristic to bear in mind is that the seed does get stuck in consumers' teeth. Many consumers prefer the milled form, and others don't want to see the seeds. “If you're putting this into a smoothie, sauce or dressing, you don't want to have seeds suspended in it. To some it might look like insects,” says Chernyak. “In the milled form there's an extra cost, but all the benefits, and it's a little more stealth.” ●

# Elevated grains

BY REBECCA HARRIS

Pasta and rice have moved from *boring* to **bold**, thanks to fresh innovations from manufacturers

Pasta and rice have long been staples in Canadian households, but until a few years ago these foods were mainly of the white variety. Today, manufacturers are livening up the category with products ranging from high-fibre pasta to colourful rice from around the world.

While fad diets have eaten into sales in the past, rice and pasta are enjoying healthy growth. In 2013, sales of dried pasta in Canada increased by four per cent to \$672 million, while chilled and fresh pasta increased by six per cent to \$146 million, according to research firm Euromonitor International. Meanwhile, sales of rice rose by five per cent to \$288 million.

Growth in the rice category is due to increased demand for wholesome, nourishing side dishes, as well as the rising interest in Asian cuisine, reports Euromonitor International. "There have been a lot of developments, including flavoured rice, wild rice and organic rice, so there's







definitely demand from mainstream consumers,” says Svetlana Uduslivaia, senior research analyst at Euromonitor International in Chicago. “And with the Asian population growing in Canada, that provides additional demand for rice at the retail level.”

Lundberg Family Farms, a rice grower in Richvale, Calif., has seen rising consumer interest in unique varieties of rice, including red and black. “We’ve had black rice for quite a few years, but consumers are recognizing it more and more and it’s beginning to go into the mainstream,” says Todd Kluger, vice-president of Marketing at Lundberg Family Farms. Last year, the company launched a new type of black rice it calls Black Pearl and a red rice called Burgundy Red.

The company also expanded into the boxed entrée category with a line of organic whole-grain rice entrées and seasoning mixes. The 11 entrées, which come in flavours such as Mild Curry Lentils & Rice and Spanish Rice, have simple, high-quality ingredients.

“People are looking for real ingredients,” says Kluger. “So instead of flipping over the package and seeing ingredients they can’t pronounce or a bunch of flavour enhancers, if it’s Spanish rice, for instance, they want to see tomatoes and peppers.” Kluger adds that the company is also removing flavour enhancers such as yeast extract from its products and developing products without them.

While consumers enjoy experimenting with new flavours and types of rice, they still want convenience, notes Uduslivaia. To that end, Lundberg launched a line of precooked Heat & Eat rice bowls for consumers who are looking for high-quality rice that cooks in minutes. Minute Rice’s new Ready to Serve Cups, which come in varieties such as Vegetable Medley and Whole Grain Brown Rice, cook in the microwave in just one minute. And Knorr has re-launched Rice Sides, which cook in half the time at just seven minutes.

### Pass the pasta

On the pasta front, the Italian staple enjoys high household penetration in Canada. “Pasta is still considered to be a comfortable, relatively cheap food that you can easily make at home,” says Uduslivaia. While white →



IN 2013, SALES OF DRIED PASTA IN CANADA INCREASED BY **FOUR PER CENT** TO **\$672 MILLION**, WHILE CHILLED AND FRESH PASTA INCREASED BY **SIX PER CENT** TO **\$146 MILLION**





pasta still makes up the bulk of sales, there's a shift towards varieties like whole wheat, high-fibre pasta, she adds. "White pasta is still the biggest seller because [whole-wheat] pasta does have a slightly different texture and taste, so it's not to everybody's liking."

To address that issue, some manufacturers are enriching white pasta with fibre. In 2012, for example, Toronto-based Italpasta launched a line of high-fibre white pasta called Total Pasta. The products are made with 100-per-cent Canadian durum wheat and fibre from inulin. The line comes in four shapes: spaghetti, spaghettini, penne rigate and elbows.

When it comes to product innovation, Italpasta has a sharp focus on health and wellness in all categories. "We really feel that consumers are looking for pasta to deliver some nutritional value and [functional] benefit," says Frank DeMichino, COO of Italpasta. The company is now developing what it calls a "super pasta" that's high in fibre, protein and omega. The

ingredients might include inulin or oat hull bran for the fibre, chickpeas and lentils for the protein, and flax seeds for the omegas. "We can deliver a much more powerful product by having all these ingredients with it," says DeMichino, adding that consumers, schools and health institutions are all seeking these types of products.

There's also one thing many consumers are avoiding: gluten. Even if they don't have gluten intolerance, many Canadians are opting for gluten-free diets for perceived health benefits. While it may just be the current health craze, pasta manufacturers have nonetheless responded to the demand.

Italpasta has a line of gluten-free pasta made with corn and rice, and it's currently experimenting with adding quinoa and buckwheat as well. "A lot of people think gluten-free is just a fad, but I'm not so sure," says DeMichino. "I think there is some long-term sustainability only because there is a real challenge with people who have celiac disease. So that definitely is not going to go away."

Griss Pasta also has a line of gluten-free pasta, but the company is seeing a bit of pullback on sales, says Enzo D'Adamo, sales director at Griss Pasta in Longueuil, Que. "I think [the gluten-free trend] is on the downside," he says. "I don't think it's something that's going to stick around for a long time."

Vegetables like spinach continue to work their way into dried pasta. "This is a little bit of a marketing gimmick, but nonetheless there was some growth in demand for vegetable pasta," says Euromonitor's Uduisliwaia. "There is an attempt to position this as a way to increase your vegetable intake. Frankly, I don't think a lot of people will buy it in the long term."

On the fresh pasta side, Ebro Foods-owned Olivieri has the most extensive line of fresh pasta and enjoys the widest distribution in Canada, according to Euromonitor. However, local manufacturers such as Toronto-based Queen's Pasta and Boisbriand, Que.-based O Solo Mio continue to enter the category, positioning their products as preservative-free and all natural.

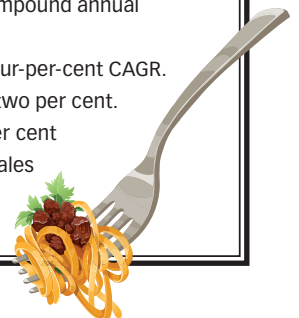
"The demand for fresh pasta was always quite healthy because it's easy to prepare, but it's also seen as fresher [than dried pasta]," says Uduisliwaia. "Just like with many other products, there is the perception that fresher means tastier or better quality, so there is always going to be demand." ●



## WHAT'S THE FORECAST?

Canadians will continue to have a steady appetite for rice and pasta. Here's a look at Euromonitor International's forecast for the 2013-to-2018 period:

- > Pasta is forecast to increase by a two-per-cent compound annual growth rate (CAGR).
- > Chilled/fresh pasta is projected to increase by a four-per-cent CAGR.
- > Dried pasta is projected to increase by a CAGR of two per cent.
- > Rice is expected to increase by a CAGR of three per cent between 2013 and 2018, rising to \$338 million in sales by the end of 2018.



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## Who gets to drive the Blue Box truck?

Individual provinces will determine the “rules of the road” for future Blue Box programs across the country by establishing “Extended Producer Responsibility” or EPR frameworks, setting policy and monitoring performance. But who will actually drive or control the Blue Box truck?

We would argue that the “driver” should be the “producers” of residential printed paper and packaging since they have the most impact on designing what materials end up in Canadian homes.

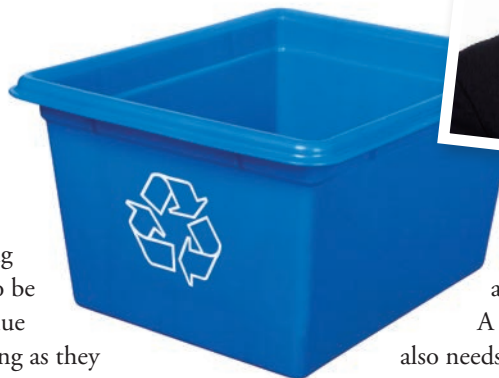
They are also the ones to whom responsibility (financial and/or operational) has been or is being extended. The rest of us — municipalities, recyclers, processors, material suppliers and consumers — are really “passengers” of one kind or another, sometimes scrambling over each other to get closer to the wheel while suggesting different ways of getting “there.”

What we are witnessing in Canada at the moment is the changing dynamic and tension between these various players as the country transitions to full or partial producer funding of Blue Box programs. Producers are quite rightly resisting signing blank cheques for something over which they have little or no control. British Columbia, to its credit, has allowed producers to design a program that looks to be far more comprehensive, effective and efficient (same materials right across the province) than the current one. B.C. has determined the framework and has stood back and

enabled EPR to happen, allowing the producers to be drivers of the Blue Box truck, as long as they follow the “rules of the road.”

Ontario, on the other hand, in Bill 91, *The Waste Reduction Act*, has deliberately handed the keys to municipalities. Ontario producers do not control what or how materials are collected and processed. They do get to pay though (under Bill 91 up to 100 per cent of the costs)! In effect, Bill 91 is a thinly disguised scheme of “taxation without representation” that panders to municipal interests. It is a perversion of EPR principles because it enforces a financial responsibility on producers while giving them little or no control over their costs.

Many municipalities have done a good job, but their future role should be a diminished one if EPR is to be an effective public policy tool. They should be passengers along with the rest of us, not driving the truck. While many of them may end up collecting Blue Box recyclables, in open competition with the private sector, we don’t believe that local governments generally should be processing and selling commodities into global spot markets with taxpayers’ money, especially when producers are being regulated to pay more and more of Blue Box financial and operational costs. The argument that taxpayers’ money already invested in collection and processing equipment will go to waste if municipalities are denied a lead role, is misguided at best. Material recycling facility (MRF) equipment has a life span of maybe 10 years, collection vehicles perhaps seven, after which they have to be replaced. There clearly has to be a transition period



for local government to adjust to its new and lesser role.

A second key element also needs to be considered in this debate: How best to achieve economies of scale? Material recycling is primarily an industrial activity, not a municipal one. Toronto’s Blue Box program, the largest in the province, supplies only eight per cent of the total tonnage of paper recycled in Ontario. If we limit ourselves to packaging alone, almost 60 per cent of it — mainly old corrugated boxes — is estimated to be sent for recycling by Ontario industry, not by local governments. To achieve this, the private sector has a long history of building transfer stations and MRFs. There are economies of scale in modifying these already existing industrial MRFs to accept Blue Box materials. Many have already done this.

So a key question that government policy makers and producers regulated under EPR schemes need to consider is whether municipalities should actually be involved in Blue Box material processing at all. Given that most printed paper and packaging is already being processed in private sector MRFs, why do we need brand spanking new municipal ones, funded by taxpayers’ dollars that are then later reimbursed by producers under some EPR scheme? It doesn’t make a lot of sense, environmentally or economically.

We face some interesting battles ahead. Stay tuned! ●

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

# THE PUCK HAS DROPPED ON EU FREE TRADE

Are you ready to play a very different game, both at home and away?



**BY EZIO DI EMANUELE AND ANDREW RAPHAEL**

**W**ayne Gretzky once said “A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be.” With the free trade agreement between Canada and the EU, the federal government has opened the door to a wealth of opportunities for our country’s agri-food businesses, as well as a number of challenges. That’s where the puck is. But if agri-food businesses are going to succeed, they need to prepare for what’s coming.

At this point, we don’t yet know the details of how the game will change. The potential impact of the CETA on various sectors is still being examined and there is no doubt that the agreement will present different challenges and opportunities for different parts of the industry. But one thing is glaringly clear — agri-food businesses need to prepare whether they are looking at the EU as a market or not.

As a result of the CETA, there will be many export and investment opportunities in the agriculture and agri-food, agri-technology, fish and seafood, and food processing sectors. Are exporters and investors ready to capitalize on these opportunities? As they say, the best defense is a good offense!

EU member nations are very good at export trade; it’s how they built their markets. Canada can fully expect new agri-food products to hit our marketplace, bringing increased competition. Are agri-food businesses prepared to compete? ➔

Everyone has to up their game. Innovation and collaboration are now more important than ever and cannot be put off. Agri-food businesses will need to make informed decisions that are accounting-, tax- and market-driven. And it's not just about the supply chain. It's about the demand chain too.

Whether you need a successful export strategy or need to strengthen your position in the domestic market so you can remain competitive, planning is critical. Taking

a holistic approach that incorporates an understanding of your goals and business as well as of the market-driven opportunities and the challenges associated with embracing those opportunities will help companies make informed decisions.

This is an exciting time for Canada's agri-food industry. MNP has hands-on knowledge of the European agri-food

“At this point, we don't yet know the details of how the game will change.”

industry, and has seen the successes and disappointments that can result. The key to being one of the successes is taking a strategic approach as soon as the puck hits the ice.

The government of Canada has worked hard to provide the tools for industry by initiating and signing this historic agreement and offering, for example, the Canada Brand and AgriMarketing programs for exporters. Now it's up to industry to identify how they can best take advantage of the new reality and prepare to be on the winning team. ●

Ezio Di Emanuele is a Senior Business Advisor at MNP and a former Senior Trade Commissioner in London, England who was involved in resolving EU market access issues on behalf of Canadian agri-food interests. Andrew Raphael is the Director of MNP's Food & Ag Processing group. For more on MNP contact Ezio Di Emanuele at (519) 772-2978 or Ezio.DiEmanuele@mnp.ca



Andrew Raphael



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# RESEARCH CHEFS IN CANADA



## News > file

### Beyond flavour

As always at this time of the year, *Food in Canada's* inboxes are flooded with forecasts promising the tastiest foods and culinary trends that will be making headlines in the coming year and eventually finding their way into new product R&D. As well as continuing trends such as local foods and authentic regional ingredients, here's just a few of the flavours we think will stand out in 2014;

- “Fresh Focused” flavours that add a health halo to snack foods and which make consumers feel good about their choices, including coconut lime; lemon garlic pepper; carrot watermelon; and pineapple cucumber. (Comax Flavors)
- Starch is back, with rice bowls, flatbreads, wraps, artisan breads and waffles appearing on menus. (Technomic)
- Exotic flavour combinations such



- as balsamic fig, burnt calamansi, fernet, ginger plum, green coconut, juniper berries, rhubarb, tayberry, Willamette hop, and Moroccan spice blend ras el Hanout. (Sensient)
- Spicy culinary traditions from Peru, Korea, Thailand, Vietnam and Malaysia will heat up menu items across all types of cooking. (IFT)
- Chilies, from mild to ultra hot, will be increasingly popular, as will tea, noodles and Indian spice blend masala. (McCormick)
- Comfort foods continue to score big with consumers. Watch for more cheese melts, creamy pastas, fried appetizers and sides. (Technomic)
  - “Sultry Sweets” that offer rich provocative blends combining



sweet and savoury, like cola cappuccino nut; marshmallow macadamia crunch; ginger sesame caramel; and maple bourbon banana.

(Comax Flavors)

- Pork will appear more often this year, in regional barbecue, ethnic cuisine, charcuterie, and pulled-pork sandwiches. (Technomic)
- Gochujang, a savoury Korean fermented sauce made with red chilies, rice, fermented soybeans and salt, is being hailed as the next Sriracha sauce. (Sensient)
  - Regional dishes and ingredients like Kimchi, Huacatay, ginger, almond caramel popcorn, pepita and Szechuan pepper. (Bell Flavors & Fragrances)
- Brazilian ingredients such as gluten-free cassava flour, guava, black-eyed peas and Bahian seasoning blend tempero Baiano. (McCormick) ↪



### RCA HEADS WEST TO PORTLAND

This year the Research Chefs Association heads to Portland, Ore. for its Annual Conference and Culinary Expo.

With its outdoor markets, wineries, craft breweries and vibrant food truck scene, Portland offers something new for every food and beverage professional. The RCA has organized three special attendee outings highlighting the city's culinary heritage, including a food truck walking tour, microbrewery tour and tasting, and urban wine tour. The popular opening reception, this year at the Portland Art Museum, will also include tastings from local restaurants and food companies.

This year's keynote speaker is Jon Luther, retired chairman of Dunkin' Brands, who in a speech entitled “Culinary Warriors,” discusses how the quality of culinary innovation and R&D has been instrumental in the success of the brands he has led. Other educational sessions look at Generation Y eating habits; new menu opportunities for beef; commercializing food products; global flavours and menu evolution; resistant starch in



food formulating; clean labelling; cheese; and flax meal.

As well as the annual Student Culinology Competition and the third-annual Professional Culinology Competition, both streamed via live video feed, the convention offers numerous networking opportunities and sessions on career advancement. Visitors will also find R&D inspiration at the Culinary Expo, which features demonstrations by suppliers to the food and beverage industry.

The conference takes place in Portland from March 11 to 14, 2014.

INBRIEF



- **The Chefs' Forum**, a non-profit organization of producers and chefs in Ontario's Grey County, has launched [www.greycountychefsforum.ca](http://www.greycountychefsforum.ca). The site links organic and all-natural farmers with buyers — including chefs, restaurants and food companies — across Ontario.
- **HMSHost Corporation** is partnering with a number of top Canadian chefs to

open what it says will be a "foodie hotspot" at the Toronto Pearson International Airport's Terminals 1 and 3. More than a dozen new eateries will open in three phases, beginning this summer and scheduled for completion in 2015. With an emphasis on lo-



cal ingredients, comfort food, ethnic cuisine and halal and kosher options, the new restaurants include The Hearth, in partnership with chef Lynn Crawford; Asian Kitchen by Susur Lee; Twist, with chef Roger Mooking; Paramount, in partnership with Paramount Fine Foods and CEO Mohamad Fakhri; Caplansky's Deli and Caplansky's Snack Bar, with Zane Caplansky; and Bar 120: Cuisine Transformed, with a menu developed by chef and *Food in Canada* contributor John Placko.

- Visitors to New York this month may want to pop into The Drawing Center for "**Ferran Adrià: Notes on Creativity**," an exhibit showcasing the role of drawing in chef Adrià's creative process. The material comes from hundreds of notebooks by the chef and his team, which sketch out ingredients, cooking methods, plating diagrams, shapes, colours and textures for the dishes served at the now-closed elBulli restaurant. The exhibit also features *1846*, a 90-minute film and photo montage of all 1,846 dishes served at the famed restaurant.

- **Ocean Wise**, a sustainable seafood initiative of the Vancouver Aquarium, held three Chowder Chow-downs across the country last November. In three markets — Toronto, Calgary and Vancouver — chefs competed with original, ocean-friendly seafood chowders. Winners were: Vancouver — chef **Chris Whittaker** of Forage Restaurant for his "Creamy B.C. Spot Prawn Chowder," made with bacon, white wine, thyme, smoky chicharon and poached egg; Calgary, Alta. — chef **Darren MacLean** of downtownfood, with "dtf Modern Chowder,"



Vancouver champ Chris Whittaker hard at work.



Toronto champ Doug Neigel talks to the judges.



Calgary chowder champion Darren MacLean with Ocean Wise representative Teddie Geach.

featuring galangal, red chillies, lime, coconut milk and humpback prawn; and Toronto — chef **Doug Neigel** of Trattoria Mercato, for "Zuppa di Vongole chowder," with Ontario parsnip brood, Ontario chili squash butter, and crispy polenta-crust ed littleneck clams.

Photo courtesy of HMSHost Corporation

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# Modern cooking

## ROOTED IN TRADITION

When we think of research chefs we often think about people working in a lab in research and development.

But with the strong trend in North America to locally sourced meats, seafood and produce, you could call a number of restaurant chefs research chefs. One such chef and restaurateur is Daniel Humm of Eleven Madison Park (EMP) in New York City.

Humm and general manager Will Guidara are the brains behind the transformation of EMP, turning a French brasserie into a fine-dining restaurant and earning it the number-5 spot on the “World’s 50 Best Restaurants” list. The restaurant also has three Michelin stars to its credit.

This restaurant has been on my bucket list for a few years. I finally had the opportunity to dine there this fall and check it off my list. The 15-course tasting menu, created using local and seasonal offerings, was stunning.

Our group was lucky enough to have a tour of the kitchen, with a special beverage made just for us — a deconstructed Aviation. This pre-Prohibition New York

recipe featured sour cherries steeped in Luxardo maraschino liquor, Crème de Violette syrup, gin spun with liquid nitrogen to create a gin sorbet, and capped with a lemon foam which is deep frozen in nitrogen and dusted with a powder of candied and dehydrated violets.

What you notice when you walk into the kitchen is the sound of one of the best restaurants in the world: silence. Yes, no screaming chefs and servers battling for the right to be right. It’s completely organized, with servers waiting patiently in line in the kitchen as chefs toil with heads down, preparing plates with accuracy and pride.

EMP has released two cookbooks, the most recent being *I Love New York*, which showcases the city’s rich cultural melting pot of culinary history, recipes and ingredients. Humm and Guidara also researched the region’s centuries-old farming traditions, and highlight local ingredients like apples, celery root, foie gras, pork, scallops and venison.

The menu at EMP is playful, precise, steeped in local tradition and above all, superior in taste, with both familiar and ↪



The menu at EMP is playful, precise, steeped in local tradition and above all, superior in taste, with both familiar and unique flavour combinations.



The Deconstructed Aviation

Carrots ground at the table from a portable meat grinder like the good old days.



unique flavour combinations. Just a few of the creative presentations at the table included a picnic setting, complete with picnic basket, sturgeon smoked under a glass dome, and carrots ground at the table from a portable meat grinder like the good old days.

One of my favourite dishes was the Sassafras sorbet with banana cake, caramel and vanilla. The liquid nitrogen poached vanilla cloud added a crisp cold texture to the various smooth, creamy and crunchy textures of the dessert.

The sign on the wall in the kitchen at EMP shows the restaurant's mantra on 10 lines: cool, endless reinvention, forward moving, fresh, collaborative, spontaneous, vibrant, adventurous, light, innovative.

Actions speak louder than words, and in this case they nailed it. 🍷

John Placko is owner of the Modern Culinary Academy in Toronto. Contact him at [johnplacko@gmail.com](mailto:johnplacko@gmail.com), or visit [www.ModernCA.ca](http://www.ModernCA.ca)



**TOP:** Seabass with zucchini scales.

**BOTTOM:** Sassafras sorbet with banana cake, caramel and vanilla. The liquid nitrogen poached vanilla cloud added a crisp cold texture to the various smooth, creamy and crunchy textures of the dessert.

## IN CONVERSATION

**I was curious about what Humm's thoughts were on inspiration, modern cuisine, local ingredients and more. Here's a little of our conversation:**

**Placko:** Over the past decade or so, what chefs have you looked to for inspiration? Whose style do you really admire?

**Humm:** Over the past decade it's been more a place than a person that has really inspired me. New York has been an inspiration since I moved here in 2005 — the seasons, the local bounty of ingredients, and centuries-old culinary traditions that are rooted in New York. As for a chef, my mentor Gerard Rabaey taught me to never compromise, to always be precise and to strive for excellence.

**Placko:** You do some dishes that people would categorize as modernist cuisine, with the use of spherification, gels and films. What unique ingredients and equipment do you use in your kitchen that many kitchens wouldn't use?

**Humm:** We do apply some modern methods to our cooking, but I would say we don't have anything too out of the ordinary for a professional kitchen. There are some items like xantham gum, agar, carrageenan and liquid nitrogen that wouldn't be found in the average kitchen. We use these more modern techniques to make things better, whether it's the shape of an ingredient, the taste of a dish, or the guest's overall experience.

**Placko:** How important is sous vide cooking to your cuisine?

**Humm:** We use our sous vide for further precision and to create a better finished product. The sous vide allows us to do things like the zucchini scales on our sea bass meticulously, and it allows us to cook vegetables more consistently. But we're not dependent on it as we rely most heavily on our traditional methods of cooking.

**Placko:** I've read and seen your commitment to support local ingredients. Have you discovered any really great products lately?

**Humm:** We've always felt it was important to use the best possible products available to us, but at the same time we want to support the community of local farmers and artisans. Our roots are here in New York and we've found some of the best possible ingredients just hours from our door, things like corn, carrots, plums, duck and sea salt. Right now the plums from Red Jacket Orchard are really delicious.

**Placko:** Where was the last place you dined that was absolutely incredible and why?

**Humm:** I visited Magnus Nilsson's restaurant Fäviken in Sweden last month and had an incredible meal. The whole experience, from staying on the property of the restaurant to foraging with chef Magnus and then getting to dine later that night, was all very inspiring. It's one of the best dining experiences I've had in recent memory.

**Placko:** What do you have in your fridge at home that isn't common for most people?

**Humm:** A purple condiment. It's a French violet mustard that's a great substitute for any other mustard. Anytime I'm in France I make sure to bring back a few jars. I also love the unique colour.

# Special coverage: International Baking Industry Exposition 2013

The International Baking Industry Exposition (IBIE) 2013 took place in Las Vegas last October, drawing more than 20,000 baking professionals and approximately 800 international exhibitors. The expo is the largest North American tradeshow focusing on technologies, equipment and ingredients for the baking industry. The next show takes place Oct. 8 to 11, 2016 at the Las Vegas Convention Center.

Here are just a few of the products on display at last year's show.



## High performance

Mettler Toledo showcased its Safeline X33 Series X-ray inspection systems. The high performance line offers a high level of detection capability for packaged foods. Using a low energy X-ray generator the series detects and automatically rejects contaminants like metal, stone, glass and bone as small as 0.8 mm. The series works at production line speeds of 50 to 250 ft. per minute, with inspection areas from 300 to 400-mm wide. [www.mt.com/pi](http://www.mt.com/pi)



## Clean label improvers

Natrilac Natural Improvers from Arla Foods Ingredients is a line of multifunctional ingredients that allows bakers to achieve greater productivity and efficiency, more consistent quality and cleaner labels. Made from functional proteins derived from milk, the natural improvers offer excellent stability and easier handling of dough, batters and fillers, making them ideal for a wide range of bakery products.

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

## Rich in fibre

Horizon Milling displayed its new deffated wheat germ ingredient designed to help manufacturers meet consumer demand for full-flavour, grain-based foods that are rich in protein and fibre. The ingredient offers more than 26-per-cent protein, 15-per-cent fibre and various vitamins and minerals. The deffated wheat germ is shelf stable and available in a range of colours, from light tan to dark brown.

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

## Sweet treats

Ingredion showcased a reduced sugar chocolate cupcake with reduced sugar frosting, made with Ingredion ingredients Maltisweet CM40, Maltisweet CM100 crystalline maltitol, Maltisweet 3145 maltitol syrup and Dulcent sucralose. The cupcakes offered 50 per cent less sugar, sweetness without calories, and a similar sweetness and functionality as sugar. [www.ingredion.com](http://www.ingredion.com)

## Hygiene innovations

JBT highlighted key freezer hygiene innovations, including upgrades for Frigoscandia GYRoCOMPACT M10 Tight Curve Spiral Freezers (GC M10 TC). The unit offers a Hygiene-by-Design freezing solution with high capacity, small footprint, long run times and short turnaround time. It also features an optional Steam-In-Freezer Defrost and Sanitation System, a hygienic coil design and stronger FRIGoBELT Conveyor. [www.jbtfoodtech.com](http://www.jbtfoodtech.com)

## Less sodium, same taste

Tate & Lyle showcased its award-winning SODA-LO Salt Microspheres, an ingredient that allows food manufacturers to offer lower-sodium products without sacrificing taste or functionality. According ↗

to the company, "the SODA-LO Salt Microspheres line is created using patented technology to transform standard salt crystals into free-flowing hollow crystalline microspheres that efficiently deliver salty taste by maximizing surface area relative to volume." [www.tateandlyle.com](http://www.tateandlyle.com)

## Better nutrition

Roquette displayed its High Lipid Algal Flour derived from microalgae. This sustainable whole food ingredient is a good source of lipids, allowing bakery producers to enhance the nutrition and texture of their baked goods while reducing fat, cholesterol and calories, and offering a clean label. It is also suitable in a range of baked goods, including cakes, cookies, biscuits and pastry. The flour is GMO- and gluten-free, and is kosher and halal certified. [www.roquette-food.com](http://www.roquette-food.com)

## Shortening solutions

Flex Palm from Stratas Foods is a process that allows trans-fat free palm oil to function more like partially hydrogenated shortenings. Compared to typical palm shortenings Flex Palm shortenings are smoother and creamier, more workable, more consistent, able to work over a wider temperature range, and functional throughout their shelf life. [www.stratasfoods.com](http://www.stratasfoods.com)

## Better packaging

Multivac exhibited Mylar Bake, thermoformable films specially developed for packaging bakery and preparing food at temperatures of up to 425°F. Products using the Mylar Bake technology can be stored in the refrigerator or freezer, then cooked in the oven or microwave while still in the sealed pack. As a result the product retains all its aromas, vitamins and moisture, while allowing for an up to 20-per-cent reduction in salt and spices. [www.ca.multivac.com](http://www.ca.multivac.com)

## Egg options

OptiSol 3000 from Glanbia Nutritionals is an easy-to-use, cost-stable dry egg replacement ingredient for use in any baked goods typically prepared with eggs. The innovative blend is made of flaxseed meal and whey protein concentrate, and offers as much protein as an egg. It contains fibre and ALA omega-3, and is

significantly lower in fat and cholesterol than dried whole eggs. OptiSol 3000 is perfect for use in dry bakery mixes, pancake and waffle mixes, baked bars, refrigerated cookie dough and more.

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

## Natural powders

Milne Fruit Products offers a wide range of all-natural fruit and vegetable powders that can add real colour, intense natural flavours and enhanced nutrition to many food and beverage products. Made with whole fruits and vegetables, the powders are packed with concentrated phytonutrients, and are low moisture, fat and sodium. They're suitable in a variety of applications, including confectionery, cereal, desserts, baked goods and beverages. [www.milnefruit.com](http://www.milnefruit.com)



## Presoak treatment

Zep showed its Pan Rejuvenator, an aluminum-safe bakery pan presoak treatment for baking pans and trays with carbonized soils and baked-on food. The product is able to dissolve carbon and baked-on food that cannot be removed through regular washing, while its presoak application reduces the need for manual scrubbing. It can be diluted for more cost-effective use. [www.zep.com](http://www.zep.com)

## Versatile portioner

Reiser's Vemag HP-E Series is a line of versatile equipment that offers bakers the highest levels of portioning accuracy, speed and product quality. The equipment incorporates a number of innovative attachments for producing different bakery products, and delivers a superior product over a range of absorption levels, as well as high efficiency and hygiene. The line is an ideal solution as a dough divider, cookie dough depositor, portioner, pie shell filler, and more. [www.reiser.com](http://www.reiser.com)



# 2014 Resource guidebook

*Food in Canada's* annual guidebook directs you to Canadian food and beverage industry associations and councils, research centres and educational institutions, plus U.S. national associations. To be listed in the 2015 guidebook, please contact Deanna Rosolen at [drosolen@foodincanada.com](mailto:drosolen@foodincanada.com)

## ASSOCIATIONS

### Agriculture and Agri-Food Canada

TF: (855) 773-0241  
T: (613) 773-1000  
[www.agr.gc.ca](http://www.agr.gc.ca)

### Agri-Food Trade Service

TF: (855) 773-0241  
T: (613) 773-1000  
<http://bit.ly/9FFAic>  
**The Canadian Trade  
Commissioner Service**  
[www.tradecommissioner.gc.ca/  
eng/home.jsp](http://www.tradecommissioner.gc.ca/eng/home.jsp)  
**Find a Trade Commissioner**  
[www.tradecommissioner.gc.ca/  
eng/find-trade-contacts.jsp](http://www.tradecommissioner.gc.ca/eng/find-trade-contacts.jsp)

### Groupe Export

**Agroalimentaire/  
Agri-Food Export Group  
Québec-Canada**  
TF: (800) 563-9767  
T: (450) 461-6266  
[www.groupeexport.ca](http://www.groupeexport.ca)

### Ag-West Bio Inc.

T: (306) 975-1939  
[www.agwest.sk.ca](http://www.agwest.sk.ca)

### Alberta Barley

TF: (800) 265-9111 (in Alberta)  
T: (403) 291-9111  
[www.albertabarley.com](http://www.albertabarley.com)

### Alberta Food Processors Association

T: (403) 201-3657  
[www.afpa.com](http://www.afpa.com)

### Allergy/Asthma Information Association

TF: (800) 611-7011  
T: (416) 621-4571  
[www.aaia.ca](http://www.aaia.ca)

### Alliance of Ontario Food Processors

T: (519) 650-3741  
[www.aofp.ca](http://www.aofp.ca)

### Anaphylaxis Canada

TF: (866) 785-5660  
T: (416) 785-5666  
[www.anaphylaxis.ca](http://www.anaphylaxis.ca)

### L'Association des brasseurs du Québec/ Quebec Brewers Association

TF: (800) 854-9199  
T: (514) 284-9199  
[www.brasseurs.qc.ca](http://www.brasseurs.qc.ca)

### Association of Canadian Distillers/Spirits Canada

T: (613) 238-8444  
[www.acd.ca](http://www.acd.ca)

### Association des embouteilleurs d'eau du Québec/Quebec Water Bottlers' Association

T: (450) 349-1521  
[www.conseiltac.com/aeeq.html](http://www.conseiltac.com/aeeq.html)

### Association of Seafood Producers

T: (709) 726-3730  
[www.seafoodproducers.org](http://www.seafoodproducers.org)

### Atlantic Food & Beverage Processors Association

T: (506) 389-7892  
[www.atlanticfood.ca](http://www.atlanticfood.ca)

### Baking Association of Canada/ Association canadienne de la boulangerie

TF: (888) 674-2253  
T: (905) 405-0288  
[www.baking.ca](http://www.baking.ca)

### B.C. Food Processors Association

T: (604) 504-4409  
[www.bcfpa.ca](http://www.bcfpa.ca)

### B.C. Grapegrowers Association

TF: (877) 762-4652  
[www.grapegrowers.bc.ca](http://www.grapegrowers.bc.ca)

### B.C. Salmon Farmers Association

TF: (800) 661-7256  
T: (250) 286-1636  
[www.salmonfarmers.org](http://www.salmonfarmers.org)

### B.C. Salmon Marketing Council

T: (855) 642-3551  
[www.bcsalmon.ca](http://www.bcsalmon.ca)

### B.C. Wine Grape Council

T: (250) 767-2534  
[www.bcwgc.org](http://www.bcwgc.org)

### B.C. Wine Institute

TF: (800) 661-2294  
T: (250) 762-9744  
[www.winebc.com](http://www.winebc.com)

### Beer Canada

T: (613) 232-9601  
[www.beercanada.com](http://www.beercanada.com)

### Canada Beef Inc.

T: (403) 275-5890 (Western Office)  
T: (905) 821-4900 (Eastern Office)  
[www.canadabeef.ca](http://www.canadabeef.ca)  
[www.beefinfo.org](http://www.beefinfo.org)

### Canada Pork International/ Canada Porc International

T: (613) 236-9886  
[www.canadapork.com](http://www.canadapork.com)

### Canada Safety Council/Conseil canadien de la sécurité

T: (613) 739-1535  
[www.canadasafetycouncil.org](http://www.canadasafetycouncil.org)

### Canada's Smartest Kitchen

T: (902) 816-7081  
[www.canadassmartestkitchen.ca](http://www.canadassmartestkitchen.ca)

### Canadian Aquaculture Industry Alliance/Alliance de l'industrie canadienne de l'aquaculture

T: (613) 239-0612  
[www.aquaculture.ca](http://www.aquaculture.ca)

### Canadian Association of Importers and Exporters/ Association canadienne des importateurs et exportateurs

T: (416) 595-5333  
[www.iecanada.com](http://www.iecanada.com)

### Canadian Association of Regulated Importers

T: (613) 738-1729  
[www.cariimport.org](http://www.cariimport.org)

### Canadian Beverage Association (previously Refreshments Canada)

T: (416) 362-2424  
[www.canadianbeverage.ca](http://www.canadianbeverage.ca)

### Canadian Bottled Water Association/l'Association canadienne des eaux embouteillées

T: (905) 415-5015  
[www.cbwa.ca](http://www.cbwa.ca)

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**Canadian Centre for Occupational Health and Safety/Centre canadien d'hygiène et de sécurité au travail**  
T: (905) 572-2981  
[www.ccohs.ca](http://www.ccohs.ca)

**Canadian Dairy Commission/Commission canadienne du lait**  
T: (613) 792-2041  
Class 3(d) and Special Milk Class Permits: (613) 792-2057  
Dairy Imports/Exports: (613) 792-2010  
[www.cdc-ccl.gc.ca](http://www.cdc-ccl.gc.ca)

**Canadian Federation of Agriculture/Fédération canadienne de l'agriculture**  
T: (613) 236-3633  
[www.cfa-fca.ca](http://www.cfa-fca.ca)

**Canadian Federation of Independent Grocers/Fédération Canadienne des Épiciers Indépendants**  
TF: (800) 661-2344  
T: (416) 492-2311  
[www.cfig.ca](http://www.cfig.ca)

**Canadian Food Exporters Association**  
TF: (888) 227-8848  
T: (416) 445-3747  
[www.cfea.com](http://www.cfea.com)

**Canadian Food Inspection Agency/Agence canadienne d'inspection des aliments**  
TF: (800) 442-2342  
T: (613) 773-2342  
[www.inspection.gc.ca](http://www.inspection.gc.ca)

**Canadian Foundation for Dietetic Research**  
T: (519) 267-0755  
[www.cfdr.ca](http://www.cfdr.ca)

**CFIA Regulating Agricultural Biotechnology**  
TF: (800) 442-2342  
T: (613) 773-2342  
<http://bit.ly/J38mSD>

**CFIA Food Labelling and Advertising**  
TF: (800) 442-2342  
T: (613) 773-2342  
<http://bit.ly/cxAKya>

**CFIA Area and Regional Offices**  
<http://bit.ly/qx6l3l>  
Atlantic: (506) 777-3939  
Quebec: (514) 283-8888  
Ontario: (226) 217-8555  
Western Canada: (587) 230-2200  
National Headquarters:  
(800) 442-2342 or (613) 773-2342

**Canadian Hatching Egg Producers/Les Producteurs d'oeufs d'incubation du Canada**  
T: (613) 232-3023  
[www.chep-poic.ca](http://www.chep-poic.ca)

**Canadian Health Food Association**  
TF: (800) 661-4510  
T: (416) 497-6939  
[www.chfa.ca](http://www.chfa.ca)

**Canadian Institute of Food Science & Technology/Institut canadien de science et technologie alimentaires**  
T: (905) 271-8338  
[www.cifst.ca](http://www.cifst.ca)

**Canadian Lamb Producers Cooperative**  
T: (306) 933-7166  
[www.cdnlamb.com](http://www.cdnlamb.com)

**Canadian Manufacturers & Exporters/Manufacturiers et exportateurs du Canada**  
T: (613) 238-8888  
[www.cme-mec.ca](http://www.cme-mec.ca)

**Canadian Meat Council/Conseil des viandes du Canada**  
T: (613) 729-3911  
[www.cmc-cvc.com](http://www.cmc-cvc.com)

**Canadian National Millers Association**  
T: (613) 238-2293  
[www.canadianmillers.ca](http://www.canadianmillers.ca)

**Canadian Organic Growers/Cultivons Biologique Canada**  
TF: (888) 375-7383  
T: (613) 216-0741  
[www.cog.ca](http://www.cog.ca)

**Canadian Pallet Council/Conseil des palettes du Canada**  
T: (905) 372-1871  
[www.cpcpallet.com](http://www.cpcpallet.com)

**Canadian Plastics Industry Association**  
T: (905) 678-7748  
[www.plastics.ca](http://www.plastics.ca)

**Canadian Pork Council/Conseil canadien du porc**  
T: (613) 236-9239  
[www.cpc-ccp.com](http://www.cpc-ccp.com)

**Canadian Poultry and Egg Processors Council/Conseil canadien des transformateurs d'oeufs et de volailles**  
T: (613) 724-6605  
[www.cpepc.ca](http://www.cpepc.ca)

**Canadian Produce Marketing Association/Association canadienne de la distribution de fruits et légumes**  
T: (613) 226-4187  
[www.cpma.ca](http://www.cpma.ca)

**Canadian Restaurant and Foodservices Association**  
TF: (800) 387-5649  
T: (416) 923-8416  
[www.crfa.ca](http://www.crfa.ca)

**Canadian Sanitation Supply Association**  
TF: (866) 684-8273  
T: (905) 665-8001  
[www.cssa.com](http://www.cssa.com)

**Canadian Seed Growers' Association/Association canadienne des producteurs de semences**  
T: (613) 236-0497  
[www.seedgrowers.ca](http://www.seedgrowers.ca)

**Canadian Soybean Exporters' Association**  
T: (519) 822-3386  
[www.canadiansoybeans.com](http://www.canadiansoybeans.com)

**Canadian Spice Association/Association Canadienne des Épices**  
[info@canadianspiceassociation.com](mailto:info@canadianspiceassociation.com)  
[www.canadianspiceassociation.com](http://www.canadianspiceassociation.com)

**Canadian Sugar Institute**  
T: (416) 368-8091  
[www.sugar.ca](http://www.sugar.ca)

**Canadian Vintners Association/Association des vignerons du Canada**  
T: (613) 782-2283  
[www.canadianvintners.com](http://www.canadianvintners.com)

**Canola Council of Canada**  
TF: (866) 834-4378  
T: (204) 982-2100  
[www.canolacouncil.org](http://www.canolacouncil.org)

**Central Ontario Cheesemaker Association**  
T: (519) 287-3933  
[www.cocma.ca](http://www.cocma.ca)

**Centre de recherche industrielle du Québec (CRIQ)**  
TF: (800) 667-2386  
T: (418) 659-1550  
[www.criq.qc.ca](http://www.criq.qc.ca)

**Certified Organic Associations of British Columbia**  
T: (250) 260-4429  
[www.certifiedorganic.bc.ca](http://www.certifiedorganic.bc.ca)

**Chicken Farmers of Canada**  
T: (613) 241-2800  
[www.chicken.ca](http://www.chicken.ca)

**Coffee Association of Canada/Café association du Canada**  
T: (416) 510-8032  
[www.coffeassoc.com](http://www.coffeassoc.com)

**Confectionery Manufacturers Association of Canada/L'Association Canadienne des fabricants confiseries**  
T: (416) 510-8034  
[www.confectioncanada.com](http://www.confectioncanada.com)

**Council of Food Processing & Consumer Products/Conseil de la transformation agroalimentaire et des produits de consommation**  
T: (450) 349-1521  
[www.conseiltac.com](http://www.conseiltac.com)

**CSA Group (Canadian Standards Association)**  
TF: (800) 463-6727  
T: (416) 747-4044  
[www.csagroup.org](http://www.csagroup.org)

**Dairy Farmers of Canada/Les producteurs laitiers du Canada**  
T: (613) 236-9997  
[www.dairyfarmers.ca](http://www.dairyfarmers.ca)

**Dietitians of Canada/Les diététistes du Canada**

T: (416) 596-0857  
www.dietitians.ca

**Egg Farmers of Canada/Les Producteurs d'oeufs du Canada**

T: (613) 238-2514  
www.eggs.ca

**Export Development Canada/Exportation et développement Canada**

TF: (800) 267-8510  
T: (613) 598-2500  
www.edc.ca

**Fédération des producteurs de cultures commerciales du Québec**

T: (450) 679-0540  
www.fpccq.qc.ca

**Fisheries Council of Canada/Conseil Canadien des Pêches**

T: (613) 727-7450  
www.fisheriescouncil.ca

**Fisheries and Oceans Canada/Pêches et Océans Canada**

T: (613) 993-0999  
www.dfo-mpo.gc.ca

**Food & Consumer Products of Canada**

T: (416) 510-8024  
www.fcpc.ca

**Food Banks Canada/Banques alimentaires Canada**

TF: (877) 535-0958  
T: (905) 602-5234  
www.foodbankscanada.ca

**Food Industry Association of Canada (Golden Pencil Awards)**

c/o Bill Sheine, secretary/  
treasurer  
T: (416) 229-0210  
E: sheine@rogers.com  
www.goldenpencilaward.com

**Food Processors of Canada**

T: (613) 722-1000  
www.foodprocessors.ca

**Food Safety Network**

T: (866) 503-7638 (Canada only)  
T: (519) 824-4120, ext. 52087  
www.uoguelph.ca/foodsafety  
network/

**Further Poultry Processors Association of Canada**

T: (613) 738-1175  
www.fppac.ca

**George Morris Centre**

T: (519) 822-3929  
www.georgemorris.org

**Grain Growers of Canada/Les producteurs de grains du Canada**

T: (613) 233-9954  
www.ggc-pgc.ca

**Industrial Accident Prevention Association**

TF: (877) 494-9777  
T: (905) 614-1400  
www.iapa.ca

**Innovation P.E.I.**

TF: (800) 563-3734  
T: (902) 368-6300  
www.innovationpei.com

**International Cheese Council of Canada**

c/o Donald Kubesh  
T: (613) 563-0662

**L'Union des producteurs agricoles**

T: (450) 679-0530  
www.upa.qc.ca

**Manitoba Canola Growers Association**

T: (204) 982-2122  
www.mcgacanola.org

**Manitoba Food Processors Association**

T: (204) 982-6372  
www.mfpa.mb.ca

**Manitoba Pulse Growers Association**

TF: (866) 226-9442  
T: (204) 745-6488  
www.manitobapulse.ca

**Master Brewers' Association of Canada**

**Western Canada:**  
<http://bit.ly/10Se9CH>  
**Eastern Canada:**  
<http://bit.ly/YnX95D>  
**Ontario:** <http://bit.ly/V7zFvc>

**National Farm Animal Care Council/Conseil national pour les soins aux animaux d'élevage**

www.nfacc.ca

**National Research Council Canada/Conseil national de recherches Canada**

TF: (877) 672-2672  
T: (613) 993-9101  
www.nrc-cnrc.gc.ca

**Natural Health Products Directorate**

TF: (866) 225-0709  
T: (613) 957-2991  
www.healthcanada.gc.ca/nhpd

**Newfoundland Aquaculture Industry Association**

T: (709) 754-2854  
www.naia.ca

**Nova Scotia Fish Packers Association**

T: (902) 742-6168  
www.fishpackers.com

**Ontario Food Protection Association**

T: (519) 265-4119  
www.ofpa.on.ca

**Ontario Fruit and Vegetable Growers' Association**

T: (519) 763-6160  
www.ofvga.org

**The Ontario Greenhouse Alliance**

TF: (888) 480-0659  
T: (905) 945-9773  
www.theontariogreenhousealliance.com

**Ontario Independent Meat Processors**

T: (519) 763-4558 [www.oimp.ca](http://www.oimp.ca)

**Ontario Processing Vegetable Growers**

T: (519) 681-1875  
www.opvg.org

**The Packaging Association/Association de l'emballage**

T: (416) 490-7860  
Que. office: (514) 990-0134  
www.pac.ca

**Pasta Canada (formerly Canadian Pasta Manufacturers Association)**

T: (613) 235-4010  
www.pastacanada.com

**Poultry Industry Council**

T: (519) 837-0284  
www.poultryindustrycouncil.ca

**Retail Council of Canada/Conseil canadien du commerce de détail**

TF: (888) 373-8245  
T: (416) 922-6678  
www.retailcouncil.org

**Saskatchewan Food Processors Association**

TF: (866) 374-7372  
T: (306) 683-2410  
www.sfpa.sk.ca

**Standards Council of Canada/Conseil canadien des normes**

T: (613) 238-3222  
www.scc.ca

**Supply Chain & Logistics Association Canada/Association Chaîne d'approvisionnement et logistique Canada**

TF: (888) 799-0877  
T: (416) 977-7111  
www.sclcanada.org

**Taste of Nova Scotia**

TF: (800) 281-5507  
T: (902) 492-9291  
www.tasteofnovascotia.com

**Tea Association of Canada/Association du Thé du Canada**

T: (416) 510-8647, ext. 2  
www.tea.ca

**Turkey Farmers of Canada/Les éleveurs de dindon du Canada**

T: (905) 812-3140  
www.canadianturkey.ca

**Value Chain Management Centre**

T: (289) 291-3991  
www.vcm-international.com

**Vintners Quality Alliance of Ontario**

T: (416) 367-2002  
www.vqaontario.com

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**Wine Country Ontario (c/o  
Wine Council of Ontario)**  
T: (905) 562-8070, 221  
[www.winecountryontario.ca](http://www.winecountryontario.ca)

**Women in Food Industry  
Management**  
E: [admin@wfim.ca](mailto:admin@wfim.ca)  
[www.wfim.ca](http://www.wfim.ca)

**World Potato Congress**  
T: (902) 368-8885  
[www.potatocongress.org](http://www.potatocongress.org)

## RESEARCH CENTRES

**Agriculture and Agri-Food  
Canada's Research Centres**  
<http://bit.ly/XrAVze>

**Atlantic Poultry Research Institute**  
<http://nsac.ca/apri/>

**Bio|Food|Tech – Prince Edward  
Island Food Technology Centre**  
TF: (877) 368-5548  
T: (902) 368-5548  
[www.gov.pe.ca/ftc](http://www.gov.pe.ca/ftc)

**Canadian International Grains  
Institute**  
T: (204) 983-5344  
[www.cigi.ca](http://www.cigi.ca)

**Cintech Agroalimentaire**  
T: (450) 771-4393  
[www.cintech.ca](http://www.cintech.ca)

**Department of Food and  
Bioproduct Sciences**  
University of Saskatchewan  
T: (306) 966-4056  
<http://bit.ly/KvY9PQ>

**Food Development Centre**  
Manitoba Agriculture, Food and  
Rural Initiatives  
TF: (800) 870-1044  
T: (204) 239-3150  
[www.manitoba.ca/agriculture/fdc](http://www.manitoba.ca/agriculture/fdc)

**Food Innovation Centre of B.C.**  
[www.foodinnovationcentre.ca](http://www.foodinnovationcentre.ca)

**Food Processing  
Development Centre**  
Government of Alberta Agriculture  
and Rural Development

T: (780) 986-4793  
[www.agric.gov.ab.ca/fpdc](http://www.agric.gov.ab.ca/fpdc)

**Guelph Food Technology Centre**  
T: (519) 821-1246  
[www.gftc.ca](http://www.gftc.ca)

**Human Nutraceutical  
Research Unit**  
Department of Human  
Health & Nutritional Sciences  
University of Guelph  
T: (519) 824-4120,  
ext. 53749  
[www.uoguelph.ca/hnru](http://www.uoguelph.ca/hnru)

**Merinov – Quebec Fisheries  
and Aquaculture, Innovation  
Centre/Centre d'innovation  
de l'aquaculture et des  
pêches du Québec**  
T: (418) 368-6371  
[www.merinov.ca](http://www.merinov.ca)

**Morden Research Station**  
Industry Canada  
T: (204) 822-7555

**Organic Agriculture Centre  
of Canada/Centre d'agriculture  
biologique du Canada**  
Dalhousie University  
T: (902) 893-7256  
[www.organicagcentre.ca](http://www.organicagcentre.ca)

**POS Bio-Sciences**  
John and Charlotte Cross  
Bio-Sciences Centre  
TF: (800) 230-2751  
T: (306) 978-2800  
[www.pos.ca](http://www.pos.ca)

**Saskatchewan Food Industry  
Development Centre Inc.**  
T: (306) 933-7555  
[www.foodcentre.sk.ca](http://www.foodcentre.sk.ca)

## EDUCATIONAL CONTACTS

**Acadia University**  
School of Nutrition and Dietetics  
T: (902) 585-1366  
<http://nutrition.acadiau.ca/>

**British Columbia Institute  
of Technology**  
School of Health Sciences  
Food Technology Department

TF: (866) 434-1610  
T: (604) 434-5734  
[www.bcit.ca/health/food](http://www.bcit.ca/health/food)

**Canadian Nutrition Society/  
Société canadienne de nutrition**  
TF: (888) 414-7188  
T: (416) 491-7188  
[www.cns-scn.ca](http://www.cns-scn.ca)

**Council of Canadian  
University Food Science  
Administrators**  
c/o Gisèle LaPointe, director  
Food Science & Nutrition  
Department  
Faculty of Agriculture & Food  
Sciences  
Université Laval  
T: (418) 656-2131, ext. 4200  
E: [Gisele.Lapointe@fsaa.ulaval.ca](mailto:Gisele.Lapointe@fsaa.ulaval.ca)

**Dalhousie University**  
Faculty of Agriculture  
T: (902) 893-6600  
[http://www.dal.ca/faculty/  
agriculture.html](http://www.dal.ca/faculty/agriculture.html)

**Durham College**  
Pharmaceutical and Food  
Science Technology  
T: (905) 721-2000  
<http://bit.ly/10Pai8c>

**George Brown College**  
Hospitality and Culinary  
Arts and Chef School  
TF: (800) 265-2002  
T: (416) 415-2000  
<http://bit.ly/WVkjtl>

**Holland College**  
Applied Research  
TF: (800) 446-5265  
T: (902) 566-9565  
[www.hollandcollege.com/  
applied-research-at-holland-college/](http://www.hollandcollege.com/applied-research-at-holland-college/)

**Holland College**  
The Culinary Institute of Canada  
TF: (877) 475-2844  
T: (902) 894-6805  
[http://www.hollandcollege.com/  
culinary-institute-of-canada/](http://www.hollandcollege.com/culinary-institute-of-canada/)

**Kemptville Campus (University  
of Guelph)**  
Food Science  
T: (613) 258-8336  
[http://www.kemptville.uoguelph.  
ca/programs/food](http://www.kemptville.uoguelph.ca/programs/food)

**Langara College**  
Nutrition & Food Service  
Management Program  
T: (604) 323-5511  
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Deanna Rosolen



*Rivi Horwitz, founder and owner of Rivi's Guilt Free Cookies.*



## Rivi's Guilt Free Cookies, Toronto, Ont.

**a** dramatic event can often be a tipping point that leads someone in a specific direction. For Rivi Horwitz, who was an industrial engineer living in Israel with three young children, it was the heart attack of an acquaintance.

This was in 1988 and her husband's team was playing soccer. One of the players, a fit young man, collapsed and died, shocking everyone. So much so that Horwitz insisted her family all have check ups. To her complete surprise, her cholesterol was high. She was 32 and already a long-time baker, but with the news she immediately switched to a fat-free diet, tweaking all her recipes.

A year later the family immigrated to Canada. Horwitz was still working on her recipes and had an oatmeal raisin cookie that everyone loved and insisted she try to sell. The cookie was low in sodium, kosher, nut-free, dairy-free

and fat-free, and contained no artificial colours or flavours. "I had a lab test it to ensure it was fat-free and then I took it to the local Second Cup," she recalls. "They loved it."

That's how Rivi's Guilt Free Cookies was born in 1996. But there were challenges at the start. Second Cup's head office preferred that suppliers supply the company's whole chain with product. But that wasn't possible, since Horwitz worked from her home kitchen. That's when she began to sell to local kosher stores, growing her business and enabling her to rent kitchen space from a kosher caterer.

Business kept on growing, with several new healthy product launches following. In fact, Rivi's products were ahead of their time, filling a void for consumers with nut allergies, as well as for consumers looking for a tasty yet low-calorie treat.

Five years ago the company moved into its own facility, and today produces a biscotti, five different kinds of cookies, and five different kinds of granola. Horwitz' son Omri also now works in the business overseeing distribution and accounting. Products are found throughout Ontario and in a few stores in Eastern Canada. The latest launches include a vegan cookie called Chunky Monkey, and Granola Shakers, a convenient way to add one of the company's five granola varieties to any meal. ●

## Q&A



**Q** What other challenges do you face?

**A** *Rivi Horwitz:* "Unless consumers already know the product and our logo they may not understand that our cookie is different from everything else on the shelf. For us it's important to have this co-operation with the stores that carry our products. When we started working with the Second Cup, we had them put up signs with our product. Without signs consumers wouldn't know the store had a fat-free, healthy option."

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

**A** *Omri Horwitz:* "As consumers become more health conscious and as ingredient prices go up, I feel there's always the threat of a large company moving in on the category and finding a cheaper way into the market. As consumers trust our label more and more, it's not as much of an issue."

**Q** What's next for the company?

**A** *Omri Horwitz:* "Our first vegan cookie, the Chunky Monkey, was pretty successful. So another launch will definitely be vegan because of the incredible demand we've seen for it. Outside of products, we'd also like to reach across Canada and go fully national."



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