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food in canada

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Waste not, want not

By now everyone should be aware of the enormous problem of food waste. Approximately \$990 billion worth of food is wasted worldwide annually, according to the Food and Agriculture Organization of the United Nations. In Canada, the Value Chain Management Centre estimates that \$27 billion worth of food ends up in landfill and composting each year.

Yet at the same time, Food Banks Canada says that approximately 850,000 Canadians — 36.4 per cent of which are children and youth — rely on food banks each month. It's an unsettling paradox that requires urgent action, and the food industry should be paying attention.

Food waste and food security was one of the themes tackled during the Conference Board of Canada's 3rd Canadian Food Summit last month. Delegates heard from groups like Second Harvest, which collects healthy "saved" food — from restaurants, manufacturers, businesses, events and other sources — on a daily basis and redistributes it to food banks and other initiatives around the Greater Toronto Area. Richard Kingdon, director and Operations chairperson for Second Harvest, noted that two Ontario Acts — the 1994 *Donation of Food Act* and the 2013 *Local Food Act* — have been instrumental in motivating businesses and growers to donate food. That's one reason Food Banks Canada is studying the possibility of a tax incentive for manufacturers and distributors that would encourage larger and more frequent donations.

While redistributing unused, but still good, food may be one way of tackling the problem of both waste and hunger, re-thinking what we consider "food waste" is another. As one delegate said, in the case of saved produce, "This isn't food waste; it's food that retailers won't buy." And that's our fault. We want apples without bruises and perfectly sized potatoes, and we pitch food that we consider past its prime. It doesn't mean ignoring food safety, but it does mean we must change our buying and eating habits. We must also shift the way food is manufactured and sold.

In the U.K., Tesco has begun selling discounted "ugly" fruit and vegetables — produce deemed not cosmetically pleasing — in an attempt to educate consumers and divert more of this unused produce from landfill. The grocery chain has also discontinued large bulk buys of produce such as bagged salad, after an internal study showed that 68 per cent of it was routinely being thrown out, about half of that by consumers at home. In addition it launched a "one date" system for products to help avoid customer confusion about best before dates.

It's time for food manufacturers to take a serious look at these and other initiatives. After all, it's everyone's problem, and it's not going away anytime soon. ●



See the winners starting on pg.27

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Let's get it on?

How about this for a gimmick: In the U.K. in time for Valentine's Day this year, consumers who purchased Charlie Bigham's ready meals for two received a little something extra. On opening the limited-edition packages of the brand's most popular meals — including lasagna, fish pie and macaroni and cheese — Marvin Gaye's "Let's Get it On" would play. The company's thinking was that good food and music go hand in hand in setting a romantic tone, and even said it was prepared to give unsatisfied customers their money back.



News > file



Processors must prepare for coming regulatory changes

Sweeping regulatory changes and increased federal oversight are around the corner for food and beverage companies in Canada, and an industry expert warns unprepared firms could face costly headaches down the road.

Enforced by the Canadian Food Inspection Agency (CFIA), the changes coming down the pipeline will see mandatory federal licensing for all food makers, importers and exporters in the country. It will also establish a standardized set of inspection criteria for all food products, as well as an expanded list of goods that will fall under the watchful eye of inspectors.

Wrapped up under the guise of the CFIA's inspection modernization efforts, the new regulations — replacing some dating back to the 1940s — will help

bring the department in line with trading partners like the U.S.

"They call it modernization, [but] it's really kind of an alignment with other key government agencies to transform the way they do business today," says Candace Sider, director of Regulatory Affairs with customs brokerage and trade consultancy Livingston International Inc.

Ushered in with the *Safe Food for Canadians Act* in 2012, the modernization program calls for all companies to develop and implement scalable preventative control plans.

"The key elements of the *Safe Foods for Canadians Act* is the requirement for quality management, quality control programs, safety programs, prevention control plans, food traceability [and] mandatory record keeping requirements," says Sider. Up until now, such programs were voluntary.

Another component is increased CFIA oversight and inspection that will see

a single model used across the board. "What that allows us to do is bring more structure and transparency to how we determine risk and how we're going to allocate our resources," says Colleen Barnes, executive director of Modernization with the CFIA.

Previously, the agency focused on specific food products for inspection — namely meats and dairy, and didn't stray too far from the same food products. The new, all-encompassing regulations help the CFIA target specific food groups for assessment in any given year.

But perhaps the biggest change coming with the program is the requirement for all food makers, importers and exporters to hold a federal licence. Currently, only those importing meat, fish, dairy and eggs are regulated by the CFIA. The new licence will apply to other foods, including baked goods and snack foods; infant formula and meal replacements; and coffee and spices.



Patricia Harrington had to rethink her diet when confronted by health and dietary limitations. Harrington discovered she had a gluten intolerance and Mastocytosis, a blood disorder that causes reactivity to a long list of medications, airborne allergens, food allergies and periodic debilitating fatigue. But she wasn't going to let any of that stop her from enjoying food and living a healthy life. She wrote her own cookbook, *La Petite Assiette*, and made it a tool for those seeking a delicious, healthy alternative to a wheat-based diet — whether by choice or necessity. Harrington offers recipes for cookies, muffins, scones and other treats that are simple to follow and which don't require hard-to-find ingredients.



“We don’t necessarily have much intel on how to reach those [companies] making cookies or cake mixes or all those processed products,” says Barnes. “A licence for everyone means that we’ll be able to reach out when there are food safety issues and know who is making what and who is bringing what in.” In short, she says, the agency will soon be able to keep an eye on firms stocking the “middle of the grocery store.”

What that means for companies, though, remains unseen, and it will be up to management to decide how to meet those obligations with the CFIA while protecting their operations. “In some cases, [a company] might have five or six different locations,” says Sider. “They may not choose to have one federal licence number for all locations, because the concern is, in the event of

non-compliance, that would affect all locations rather than just one.”

Formal regulations won’t be in place until 2015, but Sider says that doesn’t mean firms have a year to be complacent. Companies should use the time to meet the new set of requirements, making changes where necessary before the regulations come into effect. That includes conducting a gap assessment to ensure internal policies measure up with the new federal rules, adds Sider.

“I think it’s important to recognize the CFIA is really committed to doing it right — making sure they get it right so that they don’t implement changes that would really impact [industry]...but they also want to ensure that whatever food comes into the country is safe.”

— Dan Ilika

Correction

The article “Power Seed: Chia” (January/February 2014) contained a miscalculation regarding the amount of calcium in one table-spoon of chia as compared to milk. According to the Canadian Nutrient File, 15 mL of dried chia has 68 mg, while the calcium content of one cup of one-per-cent milk, two-per-cent milk and whole, homogenized milk is 322 mg, 309 mg and 291 mg respectively. Thanks to Loretta DiFrancesco of Source! Nutrition in Toronto, for spotting the mistake. *Food in Canada* apologizes for any confusion this error may have caused for readers.

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Bakery Showcase 2014

The Baking Association of Canada is holding Bakery Showcase 2014 from May 4 to 6 in Toronto. The national baking industry trade show includes seminars and workshops, as well as evening festivities.

Held every other year, the event is designed to provide a forum where suppliers, small- and large-size bakers, and buyers of baked goods can meet to network and conduct business. The show is also a draw for students, retail bakers, foodservice, and wholesale, commercial and volume bakers.

This year's event is expected to feature 400 booths in 100,000-sq.-ft. of space. On display will be finished and frozen products and mixes (fresh, proof and bake, par-based, freezer-to-oven, and thaw and serve), ingredients, equipment, supplies, and technology and services to the baking industry. Educational sessions will take place each morning before the trade show opens.

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Heather Moyle, two-time Olympic Gold Medallist, arrived home in Summerside, P.E.I. this February to a reception of more than 2,000 waiting fans. Moyle serves as Brand ambassador for Prince Edward Island Potatoes, which has sponsored Moyle for the past three years. During the event PEI Potatoes gave away 2,500 10-lb bags of potatoes featuring Moyle's image and a recipe for PEI Potato Lasagna. Moyle may just be the only Olympian to be sponsored by a vegetable group.

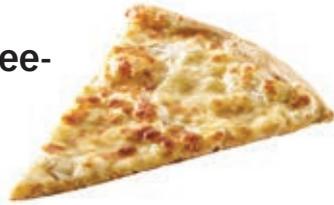


**POTATOES
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Are you ready for three-year-old pizza?

A U.S. army research centre has developed pizza that has a shelf life of three years — and is still good to eat. The U.S. Army Natick Soldier Research, Development and Engineering Center, says the Associated Press, is close to creating a recipe for pizza that doesn't require any refrigeration or freezing. Soldiers have been requesting pizza since the army replaced canned food in 1981 for soldiers in combat zones or areas where field kitchens cannot be set up. But scientists have had challenges, such as moisture from the tomato sauce, cheese and toppings migrating to the dough; and tweaking the acidity of the sauce, cheese and dough to make it harder for oxygen and bacteria to thrive. So far not many soldiers have sampled the pizza. But those in the lab who have say it's not bad.



SIAL & SET Canada 2014

From April 2 to 4 Montreal will host SIAL Canada 2014, a trade show for international foods and beverages. The show is again co-located with SET Canada, the national food equipment and technology trade show. This year's event is expected to attract 750 exhibitors from 45 countries.

In addition to the latest in food products, SIAL includes several competitions and events. The newest of these include Cheese by SIAL, a booth displaying cheeses from around the world, where visitors can participate in a professional cheese tasting. Also new is The Lab, where pastry chefs from Montreal will share their know-how and, with the help of culinary students, will create a "masterpiece" to celebrate the SIAL brand's 50th anniversary.

Other competitions include SIAL Innovation, which awards the best international food innovations of the year and reveals worldwide food consumption trends; and Olive d'Or, an international olive oil contest. Visitors can also stop by La Cuisine by SIAL to view corporate chefs participate in a daily culinary duel.

Over at SET there's the Pack Concept by SET, which will showcase new and unique packaging concepts and solutions.

Visitors can also choose from five Food Expeditions. Each expedition offers attendees the opportunity to connect with unique food businesses and pioneers or sample creative foods and beverages.



➔ to pg.14

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NEWSFILE



Canada's dairy processing industry — dynamic and strong

By Christina Lewis

Hailed as nature's most perfect food, milk is jam-packed with essential nutrients. Whether nourishing our babies with milk, indulging in a delectable ice cream treat, baking with butter, entertaining and cooking with numerous cheese varieties, or nourishing the body with probiotic-enhanced yogurt, dairy plays a significant role in our daily diet.

Dairy is the second largest segment of the food industry in Canada, with nearly \$15 billion in annual sales. For generations, in addition to providing milk, cheese and butter to consumers, Canadian dairy processors have also been successful in providing a variety of innovative dairy products to meet the changing and ever-increasingly sophisticated and health-conscious taste preferences of consumers.

Canada's dairy processing industry is strong, dynamic and innovative. Opportunities for more value-added products offering health benefits and tasty choices are always being pursued, despite some limitations. Innovation by dairy processors provides benefits for the farmer through to the consumer. Some recent initiatives have been implemented to encourage investment and efforts in this regard, including the Dairy Innovation Program (DIP), which provides a new milk supply for innovative products, and a new allocation policy, which provides milk for the growing yogurt and fine cheese categories.

The face of the industry has changed dramatically in the last few decades. Within the last 35 years Ontario dairy farms have decreased from nearly 11,000 to 4,100 farms, while producing around the same amount of milk. In the same timeframe, the Ontario Dairy Council's (ODC) nearly 200 members has decreased to fewer than 40 members who are also processing close to the same volume of milk. Retailers have consolidated with large national players versus the variety of smaller regional players in the past. Consolidation, mergers and acquisitions at all levels of the industry are a sign of the times and are often necessary for companies to achieve efficiencies and compete in an increasingly global marketplace. However, there has been an insurgence of new smaller players, including some local artisan-style dairies and on-farm processing facilities. These new entrants are doing very well with consumers and bring a welcome new dynamic to the industry.

Dairy processing may be one of the most highly regulated industries in the country, with a multitude of regulations at municipal, provincial and national levels. Processors must also adhere to a variety of provincial, regional and national policies that govern the supply and management of their primary ingredient — raw milk. The Canadian dairy industry operates within a supply management framework with a complex web of inter-related rules and policies. All stakeholders, including government, producers and dairy processors, recognize the need for increased flexibility, and a variety of initiatives are underway to strive for system modernization.

It is imperative that dairy processors within Ontario and across the country operate with the same set of rules. ODC, in collaboration with other provincial and national dairy processor associations, strongly advocates for simplification and harmonization of rules, at all levels of the system, to ensure that processors can remain competitive and that a level playing field is maintained.

Canada and the European Union reached an agreement in principle for a Comprehensive Economic and Trade Agreement (CETA) on Oct. 18, 2013. Overall, CETA is a great deal



for Canada. It will increase Canada's trade agreement partners from 14 to 42, result in an estimated \$12-billion economic boost and create 80,000 new jobs. However, the agreement concession to allow 17,700 tonnes of new tariff-free cheese into Canada, nearly doubling current imports at a significant price advantage, will create a challenge for our cheese manufacturers. The federal government has promised to monitor the negative impacts to the industry, and provincial governments have indicated strong support to help cheese companies mitigate these negative impacts with initiatives to secure and grow their current markets. ODC has already begun discussions and work on initiatives with the Ontario government.

While the dairy industry in Canada faces some challenges, it also constantly seeks out new opportunities. We look forward to enhanced collaborative efforts where processors, producers and government work together to strive for a modern, flexible and prosperous industry. 🍎

Christina Lewis, is president of Ontario Dairy Council.
For more information visit www.ontariodairies.ca

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A boost for P.E.I. potato growers

RWL Holdings Ltd. of Travellers Rest, P.E.I. received \$500,000 from the federal government and \$69,000 from the province to help build a new potato washing station, with the latest technology in washing and sorting. The federal funding is in the form of a repayable loan, while the provincial investment is a grant. The new technology is expected to cut down on overall waste of potatoes and allow for better quality control.

(Left to right) Austin Roberts, co-owner of RWL Holdings Ltd., Fisheries and Oceans Minister Gail Shea, and Agriculture and Forestry Minister George Webster.



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Trade deficit in processed food rises

A new Canadian Agri-Food Policy Institute (CAPI) report shows that Canada's trade deficit in secondary processed food has risen to just over \$6.8 billion in 2013 from nearly \$6.5 billion in 2012.

CAPI says this is largely because of rising food imports and generally flat exports.

“Overall, primary and secondary food processing is important to Canada because it is a major manufacturing sector that contributes to our economic well-being and it is a channel, on average, for nearly 40 per cent of the country's agricultural production,” says David McInnes, CAPI president and CEO. In Ontario and Quebec, that figure exceeds 65 per cent.



The report, *What's Happening in Processed Food — Understanding Competitiveness in Selected Industries*, notes that there are variances as every food type has a unique trade profile. For instance, despite an overall trade deficit, individual processed food sub-sectors such as bakery and french fries operate in a trade surplus. Trade data on 140 sub-sectors is available on CAPI's website at: www.capi-icpa.ca.

PEOPLE ON THE MOVE

> Montreal-based Saputo Inc. has appointed **Paul Corney** president and COO of the Dairy Foods Division (USA).

> **Michael Barrett** is now the president and CEO of Toronto-based Gay Lea Foods Co-operative. He replaces **Andrew MacGillivray**, who has announced his retirement.

> Big Rock Brewery of Calgary, Alta. has appointed **Jody Hammel** as the brewmaster for its new location in Vancouver, B.C.

> The Western Grains Research Foundation has re-elected **Dave Sefton** as chair, and **Dr. Keith Degenhardt** as vice-chair.

> **Carrie Halle** is now director of Marketing, Americas, for Pump Solutions Group of Oakbrook Terrace, Ill.



Halle

> Flavour company FONA International of Geneva, Ill. has named **Peter Holocher** as director of Customer Innovation.

> Decatur, Ill.-based Archer Daniels Midland Company has promoted **Juan Luciano** to president.

> **Dave Biegger** is now senior vice-president, Global Supply Chain, for Campbell Soup Co.

> **Cenk Gürol** is the new chair and **Mike Robach** and **Neil Marshall** have been elected vice-chairs of the Global Food Safety Initiative.

> Geneva, Switzerland-based Markem-Imaje, a manufacturer and distributor of product identification and traceability solutions, has appointed **Vincent Vanderpoel** as president and CEO.



Vanderpoel

> **Brian Sprinkman** is now president at W.M. Sprinkman Corporation in Wisconsin. The company also promoted **Robert Sprinkman** to CEO, while **Merlin Winchell** has been added to the team as executive vice-president. Sprinkman Corporation specializes in stainless steel sanitary process system engineering, manufacturing and field services for food, beverage and dairy processing, and craft brewing.

> Doylestown, Pa.-based Steaz The Healthy Beverage Company has appointed **Linda Barron** as the new CEO.

> Westfalia Technologies Inc., based in York, Pa., has appointed **Robert Douglas** as service manager.



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INBRIEF



> Haskap products from **Haskapa**, which is based in Blockhouse, N.S., are now available in Toronto at **McEwan Foods** market. The product line includes Haskap Juice, Haskap Jam and Dried Haskap. The products are all produced locally in Nova Scotia and are

the first commercial haskap berry products outside of Asia.

> **NSF-GFTC** (Guelph Food Technology Centre) and the **Institute of Food Technologists** (IFT) have partnered to offer IFT's **Certified Food Scientist** preparatory course to food professionals throughout Canada. The first courses launched this month in Guelph, Ont.

> In honour of Earth Month, **Santa Margherita** — an Italy-based winemaker — is donating 50 cents from each sale of its Pinot Grigio in Ontario and B.C. to support the efforts of **Tree Canada** in building sustainable forests in local communities across Canada.

> **Danone Canada Inc.** has partnered with the **Breakfast Club of Canada** to create a mentoring program. Danone will help the Breakfast Club find new ways to mobilize and retain its 3,500 volunteers, optimize logistics in order to supply schools at reasonable costs, maintain its brand image, and find new ways to raise funds via social media. Some 10 employees from different Danone departments will volunteer with Breakfast Club employees.

> **B.C. Tree Fruits** has extended its partnership with **Sutherland S.A. Produce** for three more years to manage the export of the B.C. Tree Fruits cherry crop through to the 2016 season. Sutherland S.A. has offices in Hong Kong, Spain and Canada.

> Salt Spring Island, B.C.-based **Sablefish Canada Inc.** has launched its Kyuquot Sound Black Cod into Europe for foodservice and high-end retail.

> The **University of Guelph** in Guelph, Ont. says it will have to close its agriculture campus, **Kemptville College**. Farmers in the area of Eastern Ontario were disheartened by the news, reports CBC.ca, and are pressing the province to keep it open, at least for two more years to give the community a chance to come up with a plan to save it. In other news, more than \$1 million will be invested by farmers and the federal government into the university's **asparagus breeding program** to develop improved cultivars.

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> **Nestlé Waters Canada**'s bottling facilities in District of Hope, B.C. and Township of Puslinch, Ont. have achieved Excellence in Manufacturing standing from the Canadian Bottled Water Association.

> Winnipeg-based **Viterra Inc.** is investing \$1 million to support **Cigi** (Canadian International Grains Institute) in its ongoing efforts to promote Canadian field crops to customers in domestic and international markets. Cigi's main classroom will now be renamed the "Viterra Knowledge Centre."

> In March, the **Foodland Ontario Retailer Awards** presented **Metro Ontario Inc.** with 34 awards. **Sobeys Inc.**, **Food Basics** (Metro Ontario Inc.) and **Longo Brothers Fruit Markets Inc.** each received a Vision Award.



The event celebrates grocery retailers' ongoing commitment and efforts to promote Ontario grown produce.

> Whitby, Ont.-based **Durham College's** new **Centre for Food**, including Bistro '67 — the college's full-service teaching and learning restaurant — has been certified a **2-Star Certified Green Restaurant** by the Green Restaurant Association.

> **Chiquita** has merged with **Fyffes** to create the world's largest banana company, with about US\$4.6 billion in annual revenues. The name will be changed to **ChiquitaFyffes** and will have an operating presence in more than 70 countries and 32,000 employees around the world.

SUPPLIER NEWS

> As of Jan. 1, 2014, Mississauga, Ont.-based **The Ingredient Company** will be the exclusive distributor of industrial ingredients for SupHerb Farms of Turlock, Calif. **SupHerb Farms'** products are a great fit with The Ingredient Company's existing product line-up.

> **MOCON Inc.** has partnered with **Meyer Service and Supply Ltd.** of Long Sault, Ont. to establish two certified service locations for Canadian customers. The new partnership means that Canadian customers no longer need to import replacement parts or send MOCON brand instrumentation to the U.S. for service. Meyer, which has a second service facility in Brantford, Ont., is also expanding its headquarters.

> **Sweet Green Fields**, a Bellingham, Wash.-based natural sweetener innovator, was granted a product patent by the Canadian Intellectual Property Office for Rebaudioside A (Reb A) products with greater than 98.6-per-cent purity.

> Haifa, Israel-based **Frutarom Industries** has acquired **CitraSource**, which is based in Florida.

> **Tetra Pak** of Vernon Hills, Ill. has acquired Switzerland-based **Miteco**, a solutions provider for soft drinks, fruit juices and liquid food.

> **Kelly Green**, chairman and owner of Birko of Henderson, Colo., has been named to the 2014 list of Women of Influence in the Food Industry by The Griffin Report of Food Marketing.

> Kalamazoo, Mich.-based **Kalsec** says a recent survey found eight out of 10 consumers who have a preference, prefer carrot extract in their food or beverage versus beta-carotene. Kalsec offers carotenes from carrot extract as a colour source.

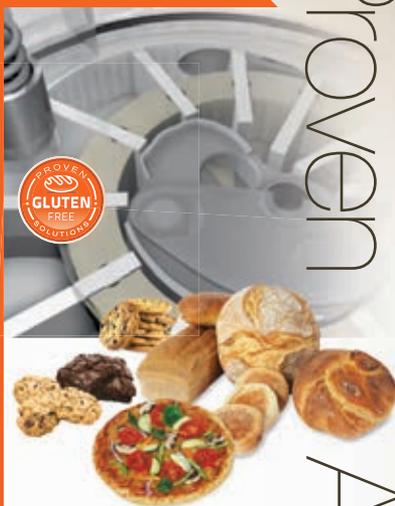


Algatechnologies expands natural astaxanthin production.

> **GEA Food Solutions** has officially opened its Americas Technology Center in Frisco, Texas.

> **Algatechnologies** of Israel has expanded its production capacity of **AstaPure** brand natural astaxanthin by more than 100 per cent. This doubling of capacity follows an investment of US\$20 million in its state-of-the-art facility in the Arava Desert, Israel.

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Industry welcomes Canada-South Korea Free Trade Agreement

Canada and South Korea have concluded negotiations for a bilateral free trade agreement.

This is Canada's first with an Asian market, and the federal government says it will create thousands of new jobs in Canada. It will also provide Canadian businesses and workers with a gateway to Asia, and level the playing field for Canadian companies competing with Korea's other trading partners, including the U.S. and the E.U. (both already have free trade agreements with Korea).

Korea is a key market for Canada, it's the world's 15th-largest economy (at \$1.1 trillion) and the fourth-largest in Asia, with a population of 50 million.

Consumers in Canada will benefit



Prime Minister Stephen Harper and South Korean President Park Geun-hye.

from a greater variety of goods at lower prices, as the Free Trade Agreement will cover virtually all aspects of Canadian-Korean trade: goods and services, investment, government procurement, environment and labour co-operation, and other areas of economic activity.

The agreement will eliminate tariffs and reduce non-tariff measures that hinder market access for Canadian exporters and investors in Korea. Once the agreement is fully implemented, Korea will remove duties on 98.2 per cent of its tariff lines, covering virtually all of Canada's imports.

The Canada-Korea Free Trade Agreement will benefit a wide range of sectors, including agricultural and agri-food products, wine and spirits, and fish and seafood. In the agricultural sector, South Korea will gradually eliminate tariffs on nearly 87 per cent of products coming from Canada, reports the CBC.ca. For instance, tariffs on Canadian beef and pork would be gradually eliminated over a period of five to 15 years depending on the product. The agreement will not affect Canada's supply management system.



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COMMENTARY

A continuing theme in this space has been that commodity markets forecast the price effects of changes in supply, but not so much changes in demand. Changes in demand are harder to anticipate, but there is also less understanding about their effects on prices. They are responsible for the record grain prices since 2004 and for much of the current rally.

Last month we dwelt on China's capitulation on self-sufficiency in grain and meat production. The past month has seen, as discussed above, a few manifestations of that and other changes in demand. The grain markets, which were headed straight down, all responded to the new demand (and supply) factors with retracements that met or exceeded all of the Fibonacci stages.

Another important event this past month was the Order in Council requiring railroads to move more grain. Some of my farm clients in Western Canada were unable to deliver on contracts because the contractors couldn't take grain. Basis for canola was \$70 to \$75 under futures, when normal is \$20 to \$25 under. Similar numbers were there for wheat, and no one wanted to handle oats despite the U.S. shortage. Nothing was moving.

Most people don't understand that when Canada ended the Crow's Nest Pass benefit in 1995, it placed a cap on revenue

that railways could earn from moving grain. I guess they never expected Western Canada to increase grain production — and what would you do if you could earn \$90/tonne for potash and \$60 for wheat?

That's the crux of the matter. With a hungry world demanding more food every year and a country rich in resources, why in heaven's name do we allow crises like this to occur instead of planning ahead? And why are we slapping an administrative bandage on it instead of fixing the problem?

Maybe the key phrase is, "they never expected Western Canada to increase grain production," since research expenditure and other things needed to increase production have been reduced by subsequent governments. And since ours makes private/public partnerships so hard, one wonders if anyone has a vision of how much Canada could contribute to the world.

Compare what Brazil has done against much greater odds and the obvious question is, where is Canada's leadership in agri-food?

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

MARKET HIGHLIGHTS

The grain complex finally turned somewhat bullish, oil continues sideways and the Canadian dollar remains under attack. The grains gained at least 23.6 per cent of their recent declines on both demand and supply factors. All the grain markets are sideways near recent tops trying to decide between bearish and bullish news.

> **Corn** – The USDA lowered its predicted carryover and raised the estimates of U.S. exports for this crop year, bringing the stocks/use ratio below 12 per cent. Meanwhile, drought in Argentina and floods in Mato Grosso reduced the southern crop, U.S. exports are ahead of projections, and expectations are for reduced acres in the U.S. this summer. The May contract rallied back to the \$4.85 area. We suggested last month that buyers be covered above \$4.75. We hold the same opinion now and certainly above \$5.07.

> **Soy oil** – Oil did a 38.2-per-cent retracement on the May to \$0.45, before adjusting back below \$0.43. Drought then floods in Brazil, strong palm oil prices, and strong U.S. export sales are the drivers. Now China

is cancelling export orders, though the soybean complex benefited greatly from both increased export projections and flood/drought in Brazil and Argentina. A major increase in soy acreage is projected for the U.S. this year, leading to a \$2 discount on new crop beans. We said last month to buy pullbacks toward \$0.37 and be covered above \$0.43.

> **Wheat** – Wheat prices rallied 61.8 per cent from \$5.53 to \$6.67 on the May contract from concerns about winter kill in the U.S., drought in Australia and, especially, the Ukraine crisis, which may affect Baltic exports. We would stay covered unless prices penetrate the \$6.57 area.

> **Sugar** – Brazil's influence in the world is underlined by the fact that its weather had major impacts on the soy complex, coffee and sugar. May sugar rode Brazilian drought and flood on a 38-per-cent retracement from \$0.149 to \$0.185 in five weeks. Then the market decided it overreacted and moved back to the current \$0.1725. The \$0.167 point remains a very significant chart point, above which we want to be covered, but below which we probably want to wait for a setback toward \$0.152.

> **Natural gas** – The rise in natural gas prices

eroded almost as fast as it exploded, with demand declining to more normal seasonal levels. May had a key reversal top at \$4.89 and then dropped to \$4.40, where there is short-term support. The chart looks weak so there is a good chance of a drop to at least \$4.20, but protect against \$4.90.

> **Crude oil** – As expected, the oil market continues sideways. May fell back to \$108 after a brief flirtation with the channel's top near \$112. With China warning of a possible economic slowdown and no huge growth anywhere, the cartel will worry about killing the goose that lays its golden eggs. So, there is pressure to keep oil in its trading range. However, we continue to suggest being covered above \$115. Dips down to \$97 or \$98 should trigger long positions or contracts.

> **Canadian dollar** – The loonie remains in the \$0.89 to \$0.91 range. Some "experts" are calling for a continuing decline toward \$0.85, but the decline is helping exports. Major support remains at \$0.89. People who risk a rising loonie should buy \$0.91 Calls. Those covered against a decline should take profits anywhere near the support plane, but be covered below it.



Food importer alert!

during 2013 there were a lot of food processor meetings, webinars and other forums around inspection and labelling modernization, but little was known about importer licensing other than it would be happening. However, on Jan. 17 the Canadian Food Inspection Agency (CFIA) emailed notices out to announce the publication of four food safety guidance documents: “Good Importing Practices for Food” (GIP); “General Principles of Food Hygiene”; “Guide to Food Safety”; and “HACCP Generic Models and Commodity-Specific Food Safety Guidance Documents for Commodities in the Non-federally Registered Sector.”

The new GIP guidelines are a significant improvement over those published in June 1988, and reflect the Agency’s current outcomes-based approach on each required activity. The details are presented in eight chapters, starting with a general overview of the requirements for imported products; chapters on equipment, premises, sanitation and pest control, personnel, transportation and storage, and records; and concluding with a chapter on complaint handling and recalls.

In keeping with the Agency’s outcomes-based approach, each chapter begins with a “principle statement” describing the objectives when the importer complies with the guidelines. This is followed by the rationale for achieving the stated outcome. Each chapter then details the assessment criteria that CFIA inspectors will be using to evaluate

whether the importer is or is not doing what is deemed necessary to achieve the stated outcome.

What surprised me was the number of criteria and the degree of detail in the assessment criteria section in each chapter. A checklist that I prepared to summarize all the assessment criteria in the new GIP ended up being 11 pages long. Let’s look at some of the requirements for in-coming products.

To retain their import license, food importers will be required, upon request, to produce documents that validate and verify that required food safety measures, similar to those required of food processors,

“Small-scale importers will have difficulty complying with the GIP guidelines.”

are in place. They will have four options to demonstrate that an imported food is in compliance:

The first option is to obtain a certificate of analysis (COA) with each shipment that not only provides assurance of compliance to Canadian requirements, but that also provides information on the sampling procedure used, the methods of analysis, the date, the individual and organization doing the analysis, product identification and the signature of the analyst. The importer must also verify that the information in the COA is credible by doing similar analysis on a regular basis.

The second option is to do 100-per-cent lot inspections using a statistically valid sampling plan and performing tests that will verify that the product meets

Canadian standards for food safety and composition.

The third option is to have a vendor certification program that demonstrates the supplier’s capability to consistently manufacture to specifications. Importers will have to produce statistical process control charts for each critical control point if required. The importer will also have to randomly sample incoming lots to verify compliance.

The fourth option available to importers only applies in situations when food safety risks are unlikely. In these situations, importers will be required to conduct periodic monitoring to verify adherence to specifications.

Whether intentional or not, the Agency’s publication of the other three food safety documents along with the GIP guidelines supports these guidelines. They provide information that will be especially useful to importers less familiar with Canadian food safety standards.

Given the number of importers in Canada, I understand that the Agency will issue an import license to any individual or establishment that applies for one at the start of the licensing program. Follow-up inspections by CFIA inspectors will be based on a number of factors, including the degree of risk or hazard associated with the imported products.

I believe that small-scale importers will have difficulty complying with the GIP guidelines for a variety of reasons, including cost, lack of qualified personnel or a supplier’s unwillingness to co-operate. It will be interesting to see what the Agency will do in these situations. ●

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

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Sweet dreams are made of cheese

Who am I to disagree?

nutmeg, if consumed in large enough quantities, can have powerful psychoactive effects providing a type of intoxication similar to the combination of alcohol and marijuana. Scientific studies show that ginseng is a safe and easy way to boost energy and some varieties such as Korean Red ginseng can so affect the levels of nitric acid in the body that it can increase blood flow including in the vaginal tissues resulting in enhanced sexual pleasure for women. Eating just two pieces of poppy seed cake will produce a positive result in drug tests as morphine will be detected in urine; repeated consumption of poppy seed tea can lead to morphine tolerance, dependence and finally addiction. Consumption of various species of fish can provide powerful hallucinations similar to LSD. While some of the 500 natural chemicals in a single piece of chocolate may have a psychotic effect on humans, the current state of the science is inadequate to support chocolate's aphrodisiac claims. These are just a small sample of the many interesting insights contained in Professor Massimo Marcone's latest book, *The Psychopharmacology of Legal Psychoactive Foods* (Nelson, 2014).

While modifiers of consciousness such as morphine are regulated by governments, society permits its citizens, whether by legislation or default, to use legal psychoactive substances such as



caffeine, alcohol and nicotine. As it turns out, many other common and legal foods can also have major psychoactive effects. As in his earlier book, *Marcone*, a University of Guelph food chemist, explains in layman's language the science of how so many common foods that contain chemicals that can cross the blood-brain barrier can produce profound effects on our central nervous system.

Marcone tells the story of Vin Mariani, a Bordeaux wine containing both cocaine from coca leaves and caffeine from kola nuts, a beverage that became so popular at the turn of the 20th century that it was strongly endorsed by Pope Leo XIII, Pope Saint Pius X, and U.S. President William McKinley. It was widely used by such notables as Sigmund Freud, Thomas Edison, H.G. Wells, Jules Verne and Queen Victoria. All major opera singers of the time used this "tonic," as did the kings of Norway and Sweden. Widely recognized as the precursor to John Pemberton's Coca Cola, millions of bottles of Vin Mariani were sold before the U.S. banned cocaine in 1914.

Marcone devotes a chapter to the fascinating history and chemistry of the once highly popular absinthe, an alcohol distilled from wormwood, green anise and fennel. When consumed in large quantities, absinthe produces profound hallucinogenic effects because it contains the chemical thujone, which is similar to the THC found in cannabis. His chapter



on the chemistry of chili peppers, our second most popular spice, reviews their remarkable endorphin-producing capability and concludes that chili peppers have significant medicinal potential.

Apologies to the Eurythmics aside, what's this about sweet dreams and cheese? Most varieties of cheese, including Stilton, Danish Blue, and aged Cheddar, contain a chemical called tyramine which acts as a dopamine. This causes the release of another chemical (norepinephrine) that increases the amount of time that is spent in deep sleep. Cheese also contains high levels of the relaxant tryptophan, which contributes to a natural high. Moreover, the bacterial and fungal cultures in ripe cheeses produce large amounts of biogenic amines with high psychoactive properties. According to the science summarized by Marcone, really vivid dreams can be induced by consuming a mere 20 g just before bedtime. A 2005 study commissioned by the British Cheese Board revealed that blue veined cheeses such as Stilton can produce particularly powerful and bizarre dreams. My own study conducted with a group of friends provides rich anecdotal data for the effect of Stilton cheese on sleep.

Most food chemistry articles are either turgid academic papers inaccessible to lay readers or the superficial pap that passes as "scientific" writing in the popular press. Again, my friend Massimo has found a way to make food chemistry interesting without compromising good science. We need more of this. 🍷

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

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The CFIA boosts enforcement measures with AMPs

Administrative monetary penalties (AMPs) are not new to federal enforcement of agricultural laws. The *Agriculture and Agri-Food Administrative Monetary Penalties Act* (AAAMPA) has been around since 1997. This Act defines a number of other Acts as “agri-food Acts,” and provides the Canadian Food Inspection Agency (CFIA) with the authority to issue AMPs for violations already in place in the applicable legislation. The *Agriculture and Agri-Food Administrative Monetary Penalties Regulations* (AAAMPR) set out the type of violations it covers and classifies those as either very serious, serious or minor. The AAAMPR also prescribes the penalties (fines) applicable based on the classification of the violation.

While the definition of an agri-food Act includes the *Meat Inspection Act* (MIA) and the *Canada Agricultural Products Act* (CAPA), regulations concerning violations thereof have up to now never been set out in the AAAMPA. In order for the CFIA to issue AMPs for violations, they do need to be defined in those regulations.

In late February, the CFIA introduced proposed regulations to amend the AAAMPR to include provisions whereby they can issue AMPs for the noted violations under the MIA and *Meat Inspection Regulations* 1990 (MIR). For example, the new Schedule (Part 3) to be added to the AAAMPR identifies failure to satisfy labelling requirements, including those for meat products for export, as a serious violation. AMPs for a serious violation can be issued by the CFIA with a penalty of up to \$6,000. In comparison

minor violations carry a penalty of up to \$1,300, and very serious violations up to \$10,000.

AMPs are an administrative instrument that the CFIA has as part of its portfolio of enforcement tools. Among others are product detentions, license suspension and refusal of entry into Canada. They are generally used in lieu of pursuing a prosecution, but can be used alone or in combination with other enforcement instruments available to the agency.

“Food inspection modernization is changing how the CFIA engages in inspections and compliance.”

While they have been around for some time in the case of certain violations under the *Health of Animals Act* and the *Plant Protection Act*, and their respective regulations, they are now starting to be used in the case of food regulations. This has been the goal from the outset and based on recent reviews by the CFIA it is now seen as time to extend their use. It also forms part of the CFIA’s core thinking related to enforcement for noncompliance as it modernizes food inspection in Canada.

The *Safe Food for Canadians Act* (SFCA), which is one of the driving forces in modernization, will itself amend the AAAMPA to include the Act in the definition of agri-food Act. This will then allow the agency to create regulations that will allow it to issue AMPs for violations under the SFCA

and regulations to be made thereunder. Eventually AMPs could capture all foods in Canada. The SFCA will also repeal the MIA when it comes into full force.

So why is the CFIA now interested in adding meat products subject to the MIA and MIR under AMPs? Starting with the MIA and MIR is perhaps easier than CAPA and its multitude of subordinate regulations. It is a testing ground for things to come. What is also interesting is that the *Food and Drug Regulations* (FDR) is not agriculture legislation, so will not be under the AAAMPA. However, the proposed regulations concerning meat products under the MIR include a “serious violation” under Section 89 — MIR concerning the failure to ensure a product is labelled and packaged as prescribed. Section 89 — MIR also requires meat products to be labelled in compliance with the FDR as well as the *Consumer Packaging and Labelling Regulations* (CPLR). By extension the FDR and CPLR are also then in part captured under AMPs, as they relate in this case specifically to meat and poultry products.

In some respect AMPs can act as deterrents for noncompliance, the thinking being that if there is a monetary penalty at stake it might just up the ante to pay more attention to compliance. Food inspection modernization is changing how the CFIA engages in inspections and compliance. AMPs, in combination with a new food licencing regime under the SFCA, will provide the Agency with significant enforcement clout in the years to come. ●

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



The winners are...

Once again, Grant Thornton LLP is proud to support *Food in Canada's* Leadership Awards. We're very excited about the expansion of the program to recognize companies from across the country in five specific categories: Growth, Innovation, Stewardship, Community and Industry Leadership, and Health and Wellness. We believe that companies that excel in these areas exemplify true leadership in the food and beverage industry.

After years of uncertainty, retrenchment and delayed investments, food and beverage companies are once again looking to invest in new capacity, new distribution channels and new markets. Consumers are looking for original products and improved quality, while retailers are looking for goods that bring consumers into their stores and move product off their shelves. With these opportunities come challenges as well. The cost associated with producing quality needs to be lowered in order to enhance competitiveness. And although expansion opens up significant opportunities to increase revenues, the associated uncertainties make it an anxious proposition for many. Regardless, there is no question that the industry is poised for growth, and innovation is typically the fuel for that growth. Innovation is critical to developing new products and improving quality — it really does separate the good from the great. Ultima Foods and Champion Petfoods have clearly shown their leadership in the areas of growth and innovation, respectively.

Community and industry leadership and stewardship are

qualities that continue to gain profile with food companies and consumers. Many in the industry would agree that these qualities exemplify leadership amongst producers. Nature's Path and Lassonde Industries have demonstrated their commitment and dedication to these respective qualities and we are very proud to recognize them this year.

Finally, the importance of health and wellness is ever increasing in our industry. Stemmler's Meat & Cheese is a true leader in this field. Their focus on developing products to improve the quality of life for those with chronic ailments has helped many consumers enjoy food in a way that many of us take for granted. As a successful family business engaged in such a noble cause, Stemmler's is a company we feel privileged to associate ourselves with.

At Grant Thornton, we are very excited at the prospect of a bright future for the Canadian food and beverage industry. In the past, our producers have clearly shown that they are up to the challenges they've been dealt in an ever-changing Canadian and global economy. As a firm dedicated to serving the food and beverage industry, we appreciate this opportunity to recognize the 2014 industry leaders and we're committed to putting our knowledge and strength to use in helping all producers take advantage of the bright future ahead. 🍓

James Menzies Global Leader –
Food & Beverage Industry
Grant Thornton LLP





President and CEO
Gerry Doutre

Ultima Foods

GROWTH AWARD

BY CAROLYN COOPER

What would you do if you discovered you would soon lose your primary product line?

That was the dilemma Gerry Doutre faced in late 2010, when, as president and CEO of Longueuil, Que.-based Ultima Foods, he realized the company would no longer be producing Yoplait yogurt.

Ultima Foods, a joint venture of Canadian dairy co-operatives Agropur and Agrifoods, had produced Yoplait for roughly 40 years through a licence with France's

Sodiaal and Minneapolis, Minn.-based General Mills, co-owners of the Yoplait brand. So when the two companies decided that General Mills would take over sales and marketing of Yoplait in North America, Ultima stood to lose 95 per cent of its annual sales. "So in January 2011 I sat some of our management people down and said 'We will develop our own brand, we'll get ready for a major launch, we will be ready by May 2012. And this is not an intellectual exercise,'" recalls Doutre. "Everybody looked at me with large eyes,

to put it politely, and away we went."

Without recipes, packaging or even a brand name, Ultima Foods dived into developing what would become iÖGO, a complete line of yogurt products launched and ready for market in just 16 months. "We vowed that we would be present in every segment of yogurt that there is," Doutre says, "and we did so. And when we first launched, iÖGO just took off, it exploded."

With product tested and ready for market by their deadline, the company



Photo: Normand Blouin/KlixPix.com

began shipping the new yogurt brand in August 2012, beginning with 45 SKUs for retail and 24 SKUs for foodservice, and with support from all of the major national retailers. The entire yogurt line is gelatin- and preservative-free, and contains no artificial colours or flavours. As well as offering 40 different flavours, the brand includes probiotic and fat-free options, drinkable yogurts and, as of last summer, Canada's first zero-fat yogurt made with stevia extract.

Introduced with an impressive multi-media marketing campaign — for which Ultima recently won a gold CASSIE award — iÖGO's

quirky name, creamy taste and fun design instantly appealed to consumers. “Ten weeks after we launched, our market share was up to 12.3 per cent, which was just unbelievable,” says Doutré, noting that iÖGO's market share now sits at about 10 per cent. “So we're very proud of everything we've done and achieved, and virtually everything that we did was accomplished by Canadian staff, and staff based here in Quebec more particularly.”

Doutré believes it was the commitment of Ultima's 800 employees, combined with the company's “deep local knowledge,” that made the launch of iÖGO a success, growing sales from zero to \$110 million in just one year. “Everything we've done for the last 40 years was homegrown, so I'd like to think that we have ideas that are really tailor-made for Canadian consumers and not necessarily ideas that have worked in another part of the world and are force-fed into a Canadian division of a multinational,” he says. “I would call this a real Canadian success story. It's a testament to our employees and our shareholders that we were able to go on this journey, and a testament to consumers that they would try this brand new product and come back and buy some more.”

Today Ultima has roughly 57 SKUs available for retail and 28 for foodservice, in total producing more than 100 million kilograms of fresh dairy products per year. Doutré believes iÖGO still has plenty of opportunities for growth in Canada, through innovation, additional volume and new distribution channels. And with still relatively low consumption rates as compared to European countries, the market for yogurt in Canada continues to expand. “Every demographic eats or drinks yogurt,” he adds. “It's a glorious category to be in.” 🍓



FOUNDED: 1971



HEADQUARTERS:

LONGUEUIL, QUE.



PRODUCTS:

iÖGO YOGURT,
OLYMPIA ALL-NATURAL
AND ORGANIC YOGURT,
MILK, SOUR CREAM
AND CREAM CHEESE.



President and CEO
Frank Burdzy

Champion Petfoods

INNOVATION AWARD

BY CAROLYN COOPER

At Champion Petfoods, innovation is taken very seriously. As well as being one of the Edmonton-based company's five core values, innovation defines how the company sources, processes and even markets its products. "We know that pet lovers are very special individuals who look for innovation in everything that they buy for their pets, so it's reflected in our vision and our mission as a company," says president and CEO Frank Burdzy. "For us innovation is really

about a path towards biologically appropriate dog and cat foods made from fresh regional ingredients."

Burdzy explains that the term "biologically appropriate" is a phrase coined by Champion about five years ago, and identified by market researcher Euromonitor roughly three years ago as a new category of pet food. "It's about looking at the eating anatomy of the cat or dog, understanding that by nature they are carnivores, and that in the wild they would be eating what's fresh and what's available," he says.

For this reason the privately held company uses a diverse range of fresh, never frozen meat — including cage-free poultry, wild-caught fish and free-range red meats — and fresh, locally produced fruits and vegetables in its award-winning pet foods. The preservative-free products are rich in protein and low in carbohydrates, and are grain-free. All processing is done at Champion's Morinville, Alta., plant, and sold through specialty pet stores across Canada, as well as in approximately 70 countries worldwide.



Photo: Darren Jacknisky/KlixPix.com

Last year the company substantially increased its cat food offerings, something Burdzy says their customers were asking for, with the launch of new products in its Orijen and Acana lines. In the case of cat food, products are formulated so that they represent as much as possible a whole prey diet, including the mix of muscle meat, organ meat and edible cartilage that cats would eat in the wild. Also launched last year was a range of all-meat freeze-dried treats for cats and dogs, which the company says offer the same benefits of a raw diet in a convenient form.

Not surprisingly, the company sources as

much of its ingredients as possible from local farmers and producers. Not only does it ensure the freshest ingredients possible, it allows Champion to maintain strong relationships with its supply partners. “We don’t expect our ingredient providers or partners in the supply chain to sell us a commodity; the transaction isn’t what we’re interested in. We’re interested in the innovation and the quality of what they provide to us,” says Burdzy. “Knowing the farmers who grow the ingredients, and that they raise them and harvest them in a sustainable manner, is very important to us. We have regular meetings with each of them to not only let them see what we’re working on, but also to encourage them to innovate in their own organization. We invite them into our house and we expect to be invited into their house, which they do openly.”

That also extends to distribution and retail partners, who before they begin selling the company’s brands must go through what Burdzy calls “Champion University,” visiting the company’s facility and learning about the products first hand. “We believe that the philosophy of biologically appropriate is really something that people learn about, it’s not just a marketing statement,” Burdzy explains, adding that Champion isn’t interested in selling through big box chains. “So you have to learn about what it means, and you’ve got to be able to openly communicate it. And it also opens a great channel for feedback to Champion.”

Although Champion is the largest independent pet food producer in Canada, the market continues to be dominated by large, multi-national players. It’s this, says Burdzy, that drives the company to continue to innovate, rather than simply following trends. “We’re aware of trends for sure, but we are not trend followers — we don’t try to figure out what the next big thing is and jump the bat,” he explains. “We’ve got a path, and we’re pretty convinced that the path we’re on and the customers that we’re serving are very satisfied with our direction.” ●



FOUNDED: 1985



HEADQUARTERS:
EDMONTON, ALTA.



PRODUCTS:
ORIJEN AND ACANA DRY
DOG AND CAT FOOD AND
FREEZE-DRIED TREATS.



Nature's Path Foods

STEWARDSHIP AWARD

Co-CEOs Ratana and Arran Stephens

BY DEANNA ROSOLEN

“**a**lways leave the earth better than you found it.” It’s a simple message that Arran Stephens first heard from his father Rupert. Simple, but it encapsulates some strongly held beliefs at Nature’s Path Foods, the organic food company Arran and his wife Ratana went on to create in 1985. “Leaving the earth better,” says Arran, co-CEO and co-founder of Nature’s Path, “has become a driving ethos behind everything that my wife and I do, and everything that we do at Nature’s Path.”

That message has been part of Arran’s life from the beginning. He grew up on his parents’ berry farm, Goldstream Berry Paradise, on Vancouver Island. During the 1940s his father eschewed the modern approaches to farming for natural and simpler methods. While

other farmers scoffed, they couldn’t ignore the fact that he grew bigger berries and more berries per acre. That message stayed with Arran as he opened his first business, a vegetarian restaurant; when he launched Canada’s first organic supermarket; and later when he and Ratana established a second restaurant. It was a message Arran and Ratana, co-CEO, co-founder and COO, took to heart when they founded Nature’s Path. “We started from nothing down this path,” says Arran. “It’s been in our DNA from the outset, this aspect of sustainability and social responsibility, although we weren’t even aware of those particular terms way back then.”

Over the years, the company stuck to that simple message as it recruited like-minded individuals to join the team, and as it gathered ingredients from farms

and suppliers using organic methods. In 1989, the company built an organic processing plant in Delta, B.C. that became the first third-party certified organic cereal plant in the world. And in 1990, the business became North America’s first third-party certified organic cereal company.

Determined not to rest on its laurels, in 2008 Nature’s Path signed the Sustainable Food Trade Association’s (SFTA) Declaration of Sustainability to take its socially responsible and environmentally friendly programs further. “Although we have been involved in sustainability over the years, that declaration was pivotal in the development of our strategy and goals,” says Ratana.

The company has been using the SFTA’s guidelines since it signed the



Photos: Nature's Path Foods

declaration, and in 2011 had some significant results to report. Nature's Path has diverted 92 per cent of its waste from landfills. It has reduced the use of electricity, paperboard and CO₂ per pound of product shipped. And it has kept 204,000 lbs of chemical pesticides out of the soil. In 2008, the company purchased 3,000 acres of farmland in Saskatchewan to increase organic acreage.

The company took its sustainable and socially responsible efforts another step further when it started auditing its suppliers. "It gave us a leg up by asking our suppliers about their practices," says Ratana. "Do they adhere to fair labour practices? Do they implement environmentally friendly practices? Are they socially responsible? Do they have community programs?"

Internally, Arran and Ratana's daughter Jyoti, who is senior director of Human Resources and Sustainability, introduced Self-Directed

Work Teams in 2011 as a way to empower employees to drive change and promote sustainability. As an example, explains Ratana, one team worked together to reduce waste by seven per cent on one line. "It wasn't a manager sitting there telling them what to do. They worked together to reduce waste and did a great job."

The company also launched several social programs. Nature's Path EnviroKidz line is a 1% for the Planet member, meaning one per cent of sales are donated to support endangered species, environmental conservation and education efforts for kids worldwide. Other initiatives include Garden for Good, which supports community gardens and endangered species. "You may have heard the term conscious capitalism," says Arran. "We try to subscribe to that to the best of our ability, meaning that at a certain point when your business becomes more stable and mature, it's time to start giving back." ●



FOUNDED: 1985



HEADQUARTERS:
RICHMOND, B.C.



PRODUCT CATEGORIES:
HOT AND COLD CEREAL,
BARS, BREADS,
GRANOLA, PANCAKE
MIXES, WAFFLES,
TOASTER PASTRIES,
CERTIFIED ORGANIC,
VEGETARIAN, NON-GMO.



Jean Gattuso,
president and COO

Lassonde Industries

COMMUNITY & INDUSTRY LEADERSHIP AWARD

Photos: Lassonde Industries

BY CAROLYN COOPER

“**W**e have always had a strong sense of community — it has always been important for us to give back,” says Jean Gattuso, president and COO of Lassonde Industries Inc., in explaining the company’s approach to community and industry involvement. For the Quebec juice producer it’s simply an extension of its commitment to its partners, from customers to employees and suppliers. “Our first objective is to serve consumers and encourage healthy habits, so we put a lot emphasis on health. We say a sound mind and healthy body,” says Gattuso. “So we are quite involved in various organizations, events and initiatives that are community based, that are social, cultural or educational, and that emphasize health, education and sport.”

Lassonde’s involvement in the communities it serves has grown in scope as the business has evolved. And because of its emphasis on health, running events, like the annual Oasis Montreal marathon, have always been key for the company. Other programs combine education and health, such as Start2Finish, which nurtures the mind, body and social health of at-risk children by encouraging both physical activity and reading. Additional community-based initiatives include support of Tel-Jeunes, a free counselling help line for Quebec youth; Montreal’s Young Chamber of Commerce; L’École d’entrepreneurship de Beauce; and various hospital foundations and homecare associations.

Internally, Gattuso says the company supports its more than 2,000 employees with training and personal development sessions (in 2013 Lassonde employees

attended more than 8,250 hours of training), and, he notes, the vast majority of management have been promoted from within. The focus on health and wellbeing also extends to employees. “We have made it a priority to promote health and wellbeing of consumers and our employees alike, and we want to cultivate a sense of belonging and maintain the enthusiasm of our employees in the workplace,” says Gattuso. “We have health week conferences on good eating and good health practices, and in our Quebec plant there is even a gym.” For its efforts the company was awarded the gold trophy for Healthy Workplace as part of the Canada Award for Excellence event in 2012.

Gattuso believes that being a visible leader within the industry is just as important as consumer outreach. “We really believe that we need a strong manufacturing industry in this country, and we have



to continue to encourage that by supporting it, and by being vocal with the government,” he says. “We have to make sure that the food industry in Canada stays strong and that we are able to fill the needs of both consumers and growers.” In fact, Gattuso was one of the “founding fathers” of the new Conseil de la transformation agroalimentaire et des produits de consommation (CTAC) in the early 2000s, which saw a regroupment of various food and beverage associations within Quebec under one umbrella organization. “Basically we want to ensure that the industry is going on the right path for the future,” says Gattuso, who served as CTAC chair for several years. The company is also involved in groups such as the Food Processors of Canada, and Food & Consumer Products of Canada, as well as various recycling and stewardship initiatives.

That commitment to leadership was one reason Gattuso decided to work with the Montreal-based Centre for International Studies and

Cooperation (CECI) when it approached him to participate in its Leave for Change project. The program asks managers to give three weeks of their time to visit and counsel fledgling businesses in developing countries, and Gattuso was tagged to offer technical and marketing advice to shea butter and mango producers in Mali.

While he was there, however, Gattuso saw that up to 50 per cent of the mangos grown were left to spoil on the ground. Instead of being food waste, he convinced growers that it could become a good source of mango pulp and purée. The result was the development of a new business by local producers, and a new supplier for Lassonde. “Canadian business people have a unique position and it doesn’t take too much savvy to give help to people, just good business principles,” notes Gattuso. “That’s really what Lassonde is in terms of culture — we like to share our vision with our suppliers and our customers. We take a win-win approach to be successful together.” 🍌



FOUNDED: 1918



HEADQUARTERS:
ROUGEMONT, QUE.



PRODUCTS:
FRUIT AND VEGETABLE
JUICE, BROTH, SAUCES,
CORN ON THE COB,
SOUP, GRAVY, APPLE
CIDER AND WINE-BASED
BEVERAGES



Stemmler's Meat & Cheese

HEALTH & WELLNESS AWARD

Photo: Jay Parsons/KlixPix.com

BY DEANNA ROSOLEN

Stemmler's Meat & Cheese of Heidelberg, Ont. was ahead of its time when, 25 years ago, the company began catering to consumers with food allergies and sensitivities. This was uncharted territory at the time, especially so for the fledgling family-run butcher shop. It was also before many of these conditions were completely understood or properly diagnosed.

All the family had at that time was their clients, says co-owner Kevin

Stemmler. As he explains, customers would come in and talk about ingredients they couldn't have. "We didn't understand it. There was no name for it. But they knew they didn't feel well," he says. "They knew how they felt, so we learned from them." As a small company, says Stemmler, it wasn't such a risky venture to try to fill that need. In many cases, the clients could identify the ingredients that were troubling them, so it was merely a matter of reformulating products to meet those needs.

At that time, Stemmler had just started an internship in mechanical engineering. His parents, Gerard and MaryAnn, were working at the shop full time, while his younger brothers, Shawn and Terry, were still in school and working at the business part-time. Stemmler soon realized his heart wasn't in his work — he was much more keen to combine his science background with his love of food. So he jumped in to tackle the task of reformulating products — including sausages, bologna, ham, snack sticks, roast turkey rolls and



(Left to right) Gerard, MaryAnn, Terry, Kevin and Shawn Stemmler.

hamburger patties — to meet the needs of the family’s clients.

But while the process wasn’t risky, it did have challenges. As Stemmler says, they “were flying by the seat of their pants.” Finding information about these sensitivities and illnesses such as Celiac disease was difficult. So was sourcing ingredients. And when they did find an ingredient, whole recipes would often need to be redeveloped to suit the functional properties of the new ingredient. It literally took years to get the right formulations. Stemmler says that finding the perfect formulation for

the brine they use for their smoked meats, for example, was a 10-year process.

It was unavoidable that the business became intimately involved with their clients. These clients became their barometer, letting the family know with each try if they felt better or not, or if the flavour was right. “So we took it one problem at a time and resolved it that way until we got to a solution,” he says. Word spread, as the company created products that were gluten-free, and free of ingredients that caused migraines, skin disorders and intestinal problems. It also came to the attention of dietitians and the Canadian Celiac Association, which recommended Stemmler’s products to clients.

Helping these consumers became part of the company’s philosophy, a philosophy which has spread to other parts of the business as well. As the company expanded — it has grown more than 350 per cent in the last eight years — it has built a new facility with environmentally friendly features. The company is also venturing into the healthcare sector. The business has partnered with a psychiatric long-term care facility, and is in the process of partnering with a large seniors’ home to provide products, from fresh to processed meats, all from local producers.

Stemmler says business is all about relationships, and it’s the direct connection with their customers that has had a huge impact, on both the family and their clients. “When we started we were filling a need,” he says. “But once you get involved with people’s lives, you find you’re making a difference. It’s emotional for some people. We’ve had clients cry in our store, telling us they hadn’t been able to have these products in years. So you are making a difference. It’s that personal side we appreciate.” 🍎



FOUNDED: 1985



HEADQUARTERS:
HEIDELBERG, ONT.



PRODUCTS:
FRESH MEAT AND MEAT PRODUCTS, CHEESE, NATURAL PET TREATS, SAUSAGES AND WIENERS, DELI PRODUCTS, SMOKED MEATS (ALL INCLUDING GLUTEN-, LACTOSE- AND NITRITE-FREE OPTIONS).

THE CULTURED CHOICE

Creamy and delicious yogurt continues to drive growth in the dairy market

BY DENISE DEVEAU



“Greek is the golden child in the yogurt segment when you read the data,” says Maurice Bianchi, director of Marketing for Organic Meadow in Guelph, Ont. “You can’t deny people out there love it, and that we all need to be part of that.” Bianchi’s

company for its part has recently ventured into a limited Greek-style yogurt selection. “It’s a natural fit for an organic producer, because it requires minimal processing in small batches,” he explains.

The “greekification” phenomenon started in earnest five years ago, says

Frédérique Delagrave, Marketing director for Saint-Hubert, Que.-based Liberté. “In 2009 it was zero per cent of our market segment. Now it’s first. In the beginning it was more a niche product that offered a high protein, simple ingredient option. That niche has quickly become mainstream.”

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Core products in the Greek-style category have been zero- and two-per-cent fat, but more recently producers are branching out into light and diet products, as well as options for kids and even babies. Packaging is also expanding to larger size tubs for family consumption, as well as multi-pack, single-serve and on-the-go options. This January, for example, saw Liberté launching its first lactose-free Greek yogurt product.

The appeal, says Delagrave, is the fact that Greek yogurt uses three times more milk to produce, making it higher in protein and thicker in texture. “It’s the whole thing — the texture, the simplicity of the ingredients, the taste, the low fat and high protein content. That’s why it’s still a double-digit growth category for us.” That growth has come at the expense of light and diet products, which Delagrave reports were the most affected. “Even traditional yogurt has lost some ground with consumers,” she says. ➔

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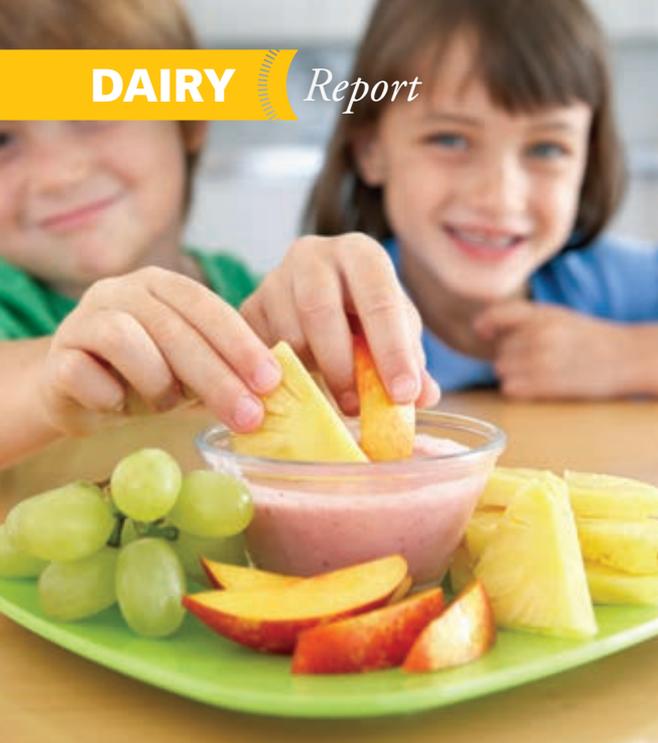
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Keith Irving, Pugwash, Nova Scotia



Cucumber yogurt soup

“We’re always asking to get more flavours. But you have to make sure it’s a winner, or its life on the shelf could be short. On the other hand, there are always those people who will be addicted to strawberry for life.”



Danone is experiencing continued growth with line extensions such as Activia Greek, Danino Greek and Silhouette Greek, says Manon Cormier, director of Health Affairs and External Communications in Boucherville, Que. Sales for Danone’s Greek-style offerings have been so strong that in September 2013 the company announced a \$40-million investment in its Boucherville head office plant. Plans include the introduction of two new OIKOS flavours, as well as extensions to its Silhouette Greek lineup.

Cormier stresses that this move does not discount the value of other yogurt categories. Weight management and the regular yogurt segments combined still represent more than 50 per cent of dollar share for the company.

While it may be a niche market, organic yogurt sales are remaining relatively steady for Organic Meadow, where it has become a mainstay category, running “neck and neck” with its butter sales, says Bianchi. Interest by consumers is also picking up in more recent additions to its plain yogurt offerings, including fruit flavouring and granola-topped products.

Delagrave also sees the ethnic market as an underdeveloped opportunity for yogurt producers. “It’s an interesting category because it fits with product areas we already play in, such as sour cream, cream cheese and Quark.”

Diane Jubinville, director of Consumer and Public Relations for Ultima Foods based in Longueuil, Que., agrees that there’s potential to grow in this category that will require a concerted marketing effort. “It’s an easy switch from sour cream or mayonnaise. We just need to get people thinking about yogurt as something more than a snack or breakfast food.”

THE YOGURT LANDSCAPE

Based on annual dollar sales, *Danone* leads the market at **36.2 per cent**, followed by *Yoplait* at **19.3 per cent**, *Parmalat* at **11.3 per cent**, *Liberté* at **11.1 per cent**, *iÖGO* at **8.7 per cent**, and *Olympic* at **2.4 per cent**.

Source: Nielsen Market Track for the period ending Nov. 30, 2013.

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With this continued growth in sales and consumer demand comes increasing challenges in-store. Despite the veritable explosion in sales, Cormier says shelf space remains basically the same, which impacts category growth overall. The rampant competition in the category is putting increased pressure on pricing and product innovation as well, along with the growing presence of private-label offerings. “There’s been a shift every single year in yogurt sales,” reports Jubinville. “We’re always asking to get more flavours. But you have to make sure it’s a winner, or its life on the shelf could be short. On the other hand, there are always those people who will be addicted to strawberry for life.”

Marketing on the whole is definitely a work in progress, notes Jubinville. “There’s a ton of advertising, which makes it a very challenging segment. You have to come up really strong and make sure people will see your products.” Innovation is far more than just a new flavour profile, she adds. “It’s also about the product name and packaging; not just getting space and putting out more product.” She cites the recent success of products like iÖGO Nomad with a resealable twist cap. “It’s a new way to present yogurt. To bring new customers, you have to make sure you’re not offering something they already have.”

As a relatively small player in an increasingly large and crowded pond, Bianchi admits that it can be a struggle to get shelf space. “There’s only so much room out there, so it’s innovation that is driving yogurt sales today. Without it, you can’t grow the category. But sometimes it can be hard finding out what that innovation is going to be.”

While innovation is a big piece, in the end it has to drive profitable growth, says Delagrave. “There’s no place on the shelves for a me-too product,” she says. “You have to make sure you bring something new, whether that’s a flavour differentiation or packaging.” ●

Are Drinkable Yogurts equally drinkable?

By Daniel Scholes

One of the forces behind the growth of the yogurt category over the past decade is drinkable yogurts. Whether at home or on the go, yogurt drinkables are one of the most convenient, nutritional, and kid-endorsed options for parents today. So we invited some kids to try four popular brands to find out, are these drinkables equally “drinkable?” And what makes these kid favourites “too cool for school?”

Methodology: A “test” kids like

We recruited kids between the ages of nine and 12 to our central location testing facility in the Greater Toronto Area and asked them to taste four of the top selling strawberry-flavoured drinkable yogurt brands. First they tasted and evaluated the samples unbranded, followed by a preference ranking of the bottles with branding. And while we were at it, we also spoke to their Moms to find out what factors influence their decision to buy drinkable yogurts.

Results: Making the grade

While all of the samples were well liked among kids, there were some significant differences between them on liking of the taste and texture — and no differences on appearance. The top-performing product was liked best by 47 per cent of kids and had the best score for strength of the strawberry taste, while the least-preferred product had the lowest scores for both taste and texture; it was slightly weak in strawberry taste, a bit too tart, and had the thinnest texture.

When the four brands were revealed, preferences shifted and one of the weaker performers in blind tasting was actually the brand kids liked best, a testament to the strong influence of branding and packaging in this category.



Lessons from Mom

Sixty-one per cent of Moms said the main reason they buy drinkable yogurts is because they are a nutritious/healthy choice — the most important of these benefits were low sugar, added vitamins/minerals, and high protein. But when it comes to choosing a specific brand of drinkable yogurt, the majority of moms say they will buy “a brand my child likes” — so in this category, kids rule!

One area of opportunity revealed by Moms is improving the availability of drinkable yogurt options in restaurants. Eighty-six per cent said that they are not consistently available on kids’ meal menus at restaurants — yet 65 per cent would be somewhat or extremely likely to order them if they were.

The final report card

Our research revealed that kids can differentiate on the taste and textural aspects of drinkable yogurts — and it turns out that not all drinkable yogurts are equally “drinkable.” However, branding is a big force in this category, and while moms are heavily driven by nutritional benefits, kids clearly have an input into brand choice. So overall, drinkable yogurts are passing the grade, but there may be an opportunity to improve their availability in restaurants...at least, that’s our school of thought. ●

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Whey to go

Whey protein is a staple in the health and fitness category, but its nutritional and technical benefits — and heightened consumer awareness — could bring it into the mainstream

What a transformation. For years whey was a lowly by-product of cheese making that was simply disposed of. Then it was added to feed for farm animals. Farm animals did well on the feed, which may have prompted manufacturers to delve deeper into the ingredient. As whey processing techniques advanced and consumers came to know more about its nutritional benefits, whey started making its way further up the food processing chain.

What is whey?

Milk is made up of two major types of proteins, casein and whey. Whey is drained off during cheese making, explains Gwen Bargetzi, Marketing director of Hilmar Ingredients in Hilmar, Calif., and then is further processed to become a “useful food ingredient.”

According to Richard Mather, vice-president of Sales and Marketing at Burt Lewis (Canada) Inc. in Milton, Ont., in the 1970s the industry discovered it could dry whey in industrial driers. Whey powder was the first product. “It typically has lactose, a few minerals and about 10-per-cent protein,” says Mather. “It was almost the cheapest product you could get to fill up various food products — when you wanted a bulk filler with a bland taste and some protein, and it was easy to formulate with.”

In the 1980s in Europe, manufacturers began filtering whey to bring out the whey concentrate. So now whey protein had 35-per-cent protein. Food manufacturers, using skim milk powder as filler, could now switch to whey, a cheaper substitute. As filtration systems became more sophisticated, manufacturers developed categories of whey protein. The most general product, says Bargetzi, is whey at 34 per cent. Then there’s whey protein concentrate, which can have up to 84.9-per-cent protein, says Mather, and whey protein isolate, which typically has between 85- and 92-per-cent protein.

Bargetzi also notes that whey protein hydrolysate “has undergone a process to break apart some of the very large protein molecules to make whey protein more digestible.” That category, adds Mather, is particularly ideal for the healthcare industry or for any consumer who requires a special diet.

Why is whey so popular?

According to the Mayo Clinic, whey proteins:

- » contain higher levels of essential amino acids;
- » are an easily digested source of protein;
- » are a popular protein supplement for improving immune function and muscle strength; and,
- » can be used to help prevent heart disease, diabetes and bone loss. The clinic also says there is good evidence that whey protein can be used to relieve allergy symptoms and reduce appetite. Mather notes that as a skim milk

powder substitute, whey is still being used by ice cream, baked goods and yogurt producers, and is used in infant formula. A big user, of course, is the health and fitness category, where whey is used in beverages, nutrition bars and sport gels, to name a few. Whey protein is popular in this category for highly active consumers to refuel and build muscle.

Formulating with whey

Generally, says Mather, “it’s a very bland product and can go almost everywhere.” For that reason, it can be used in a wide range of applications.

According to Bargetzi, whey protein can improve the appearance, flavour, texture and aroma of other foods. It can be used to fortify liquids without causing sedimentation. Whey protein that has been agglomerated and instantized is particularly dispersible, even in cold water. If a thick texture is desired, for example in a pudding, whey protein’s water-binding and viscosity are useful. Whey protein can help preserve moisture in baked goods, or add texture and mouth feel to yogurts while reducing syneresis (the liquid that forms on the top of yogurts). And whey protein can serve as an emulsifier, much like egg powder but with less cholesterol.

Whey protein isolate can also foam, providing a light aerated texture for whipped toppings, marshmallows, icings, ice cream and frozen yogurt. When cooked, it develops its own nutty, buttery or toasted-bread flavour in baked goods. Whey protein can form an edible film to prevent quality changes, and it can help breadcrumbs, seeds or batters stick to meat, fish or vegetables. Also, the lactose in whey protein caramelizes and forms browning compounds, giving an attractive colour to baked goods. 🍪



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Forever young

BY NATALIE CAJIC

the fountain of youth has eluded humanity thus far, but 21st century technological advances have created supplements that address consumers' desire to age well and look well.

Shoppers may have never heard the terms “nutraceutical” or “nutricosmetic,” but the growth in these categories in recent years indicates a high degree of interest in food or beverages that are backed by health and beauty benefits.

Rosy outlook

Consider the latest statistics. Publisher TechNavio estimates the global nutraceutical market to have been worth US\$159.89 billion last year, and predicts demand to jump to US\$217.01 billion by 2018. Likewise, the global market for nutricosmetics was valued at US\$3.2 billion in 2013, according to publisher Global Industry Analysts, Inc., and is projected to grow to US\$5.5 billion by 2018. According to TechNavio's report, *Global Nutraceuticals Market 2014-2018*, the growth is primarily supported by U.S. consumers, followed by those in China and Japan.

In Canada, more than two-thirds of consumers use natural products, including vitamins and minerals, functional foods and beverages, supplements, organic foods and beverages, herbal/homeopathic remedies and natural/organic personal care.



Innovative products provide health and beauty benefits inside and out



New buzzwords

So exactly what are these supplements that promise to turn back the hands of time?

Although the terms nutraceutical and functional food are commonly used around the world, there is no consensus on their meaning. The Food Directorate of Health Canada has proposed nutraceutical to mean a product isolated or purified from food that is generally sold in medicinal forms. Meanwhile, a functional food may be similar in appearance to conventional food. In both cases, each is demonstrated to have physiological benefits and may prevent or reduce the risk of chronic disease. For all intents and purposes, the terms are used interchangeably in Canada.

The latest buzzword in the beauty industry, nutricosmetics, are recognized as products that when ingested have an effect (preventative or reactive) on skin, nails and hair. According to Global Industry Analysts, Inc. nutricosmetics, also known as “ingestible beauty,” typically address issues such as photoprotection, hydration, hair nourishment and volume, skin pigmentation, slimming and aging, hair growth and skin repair.

Key market drivers

A number of factors is fuelling the growth of nutraceuticals and nutricosmetics. Rapid urbanization and rising consumer affluence play roles, but the ➔



IN CANADA, **MORE THAN TWO-THIRDS** OF CONSUMERS USE NATURAL PRODUCTS



NUTRICOSMETICS ARE RECOGNIZED AS PRODUCTS THAT WHEN **INGESTED** HAVE **AN EFFECT** (PREVENTATIVE OR REACTIVE) **ON SKIN, NAILS AND HAIR.**



Photo: Nitta Gelatin NA, Inc.

key driver may be an aging world population. Consider this: “without parallel in human history, the 21st century will witness even more rapid aging than did the century just past,” says a United Nations report on population. Bringing it home, one in seven Canadians is today age 65 or over. By 2036, nearly one in four Canadians will be a senior.

The desire to stop the biological clock is a natural one, and more consumers understand that good nutrition can promote healthy aging. “Good nutrition is essential to aging well,” says Heather Keller, an expert in nutrition and older adults, and a professor in the Department of Kinesiology at Ontario’s University of Waterloo. “Promoting health and quality of life are common goals as we age, and eating well is foundational to achieving these ends.”

In addition, more women, and increasingly men, understand the role of diet and its effect on maintaining a youthful complexion and appearance.

Erika Tchang, Business Development manager for Nitta Gelatin NA, Inc., explains. “After the age of 25, your body’s ability to produce collagen slows down, so consumers are looking for supplements and functional foods to help them counteract this consequence of aging,” she says. Nitta Gelatin is a major manufacturer of gelatin and maker of Wellnex Collagen Peptides. ↷

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- > fortified waters (incorporating vitamins A, E, C, zinc, and selenium)
- > exotic fruit juices (such as pomegranate, acai, and goji)

Source: *Nutraceuticals – A Global Strategic Business Report*, Global Industry Analysts, Inc., July 2013.





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Advantage to novel ingredients

The global nutraceutical market is highly competitive, with large food corporations such as Kellogg Co., General Mills Inc. and Procter & Gamble showing up at the starting line. To compete, companies will need

to introduce innovative products on the basis of ingredients, packaging and serving ability, according to TechNavio.

Collagen peptides are leading the nutricosmetics sector and are a mainstay in nutraceutical products targeting joint or bone health. Tchang says Wellnex Collagen Peptides have been used in different applications, including a variety of foods and beverages, as well as both chocolate and sugar confectionery. Besides collagen, beauty drinks and foods

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“Collagen peptides are leading the nutricosmetics sector and are a mainstay in nutraceutical products targeting joint or bone health.”

have contained such ingredients as ceramides, hyaluronic acid, and antioxidants such as carotenoids. The market will also start to see unique ingredients such as superoxide dismutase and porcine placenta, according to Global Industry Analysts.

At home, the Functional Foods and Nutraceuticals section of Agriculture and Agri-Food Canada reports companies using

BEAUTY INGREDIENTS

Ingredients increasingly being used in nutricosmetics for beauty benefits include:

- > Vitamins A, B6, C and E
- > sterol esters
- > PUFAs (Polyunsaturated fats)
- > probiotics
- > lutein
- > soy isoflavone proteins
- > lycopene
- > omega-3 fatty acids

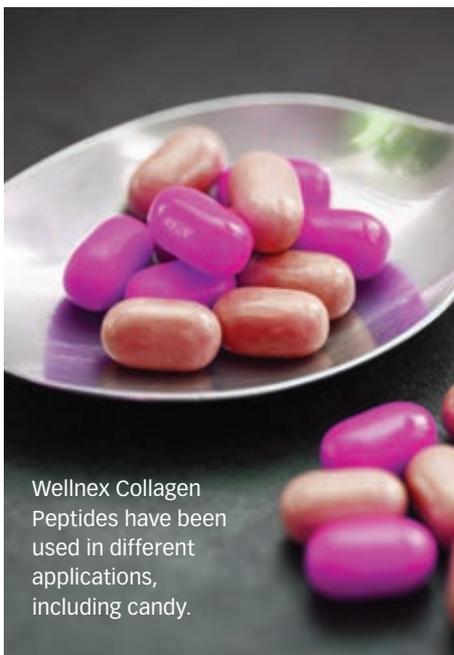
Source: Nutricosmetics —
A Global Strategic Business Report, Global Industry Analysts, Inc., July 2013.

probiotic bacterial cultures; prebiotics (for example fructo-oligosaccharides) from corn; bioactives concentrated from berries and flax; and novel fibres from pulses in functional foods.

Meeting the challenges

The success and growth of nutraceutical and nutricosmetic categories hinges on the safety and quality of their ingredients. Product recalls caused by raw material contamination or adulteration are not only costly but erode consumer confidence.

The natural health products industry and by extension nutraceutical and nutricosmetic



Wellnex Collagen Peptides have been used in different applications, including candy.

sectors was rocked last year with Health Canada warning consumers of prescription drug contamination in the products of one of the industry's leading companies, Vega (formerly Sequel Naturals). Two flavours of Vega One were found to contain a broad-spectrum antibiotic, chloramphenicol (CAP). Also last year, researchers at Ontario's University of Guelph reported finding contamination and/or substitution in herbal products they tested, with only two of 12 companies having authentic labels.

The appeal of innovative products with novel ingredients that help in healthy and youthful aging will continue to grow as the

population ages. Food and beverage manufacturers in Canada have an untapped opportunity to add value to their products either by fortifying existing products or supporting sales with science-backed research that shows health and beauty benefits. 🍏



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News

Partnership has economic, environmental advantages

Maersk Container Industry (MCI) and Primaira LLC have formed a partnership that will benefit producers who transport fresh produce and fresh-cut flowers.

Denmark's MCI offers the Star Cool Integrated reefer container, a container solution that weighs less, carries more and consumes less energy than other containers. Primaira LLC, a Boston, Mass.-based technology company, provides the Bluezone fresh preservation technology. The two companies are partnering to develop an air-cleaning system in Star Cool Integrated refrigerated containers.

The companies say tests and trials of the Bluezone technology have shown that it efficiently eliminates moulds, fungi and bacteria. Bluezone uses an ozone concentration 300 times higher than what is already on the market, and can effectively remove ethylene.

Both MCI and Primaira say that while they're still working on the final design, so far the partnership is showing economic and environmental advantages that don't currently exist in container transportation. The results show that together the technologies can extend the shelf life of fresh produce and fresh-cut flowers.

Bluezone also complements MCI's well-known CA and AV+ systems, increasing the geographical reach of containerized transport and preserving the quality of fruit and produce.



COOL SOLUTION

Toronto, Ont.-based Kriska Group has signed a hardware and services agreement to equip its entire fleet of refrigerated trailers with the ibright refrigerated telematics system from Reefer Sales & Service, the largest dealer of the ibright product in Canada. International Telematics, based in New York City, provides the ibright solution.

Kriska says it selected ibright because its customers were asking about cold chain security and concerned about temperature abuse and tampering.

The ibright platform allows both Kriska's employees and customers to see in real-time where their freight is; the current temperature and temperature history of the load; when and where the trailer was open; and, the health of the reefer including fuel levels. They will also be able to remotely change the reefer settings.



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Corruption risk in the food and beverage industry: Ignorance is no longer bliss

By Sandy Boucher



in the last five years, the global anti-corruption enforcement environment has seen a dramatic shift. And Canada is now at the forefront of the anti-corruption fight.

Unfortunately, corruption and bribery do exist, and when your company deals with foreign public officials — from food inspectors and customs officers to potential government customers such as hospitals, schools and other government-owned entities — strict adherence to both local and Canadian laws is essential. Regulators are now holding companies liable for their actions, as well as those of third parties operating on their behalf. Claiming ignorance of their actions will not help, and “wilful blindness” to corruption is also an offence.

Canada’s foreign corruption law, the *Corruption of Foreign Public Officials Act* (CFPOA), was passed in 1999 after Canada became a signatory to the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions. The law was amended in June 2013 and now includes increased penalties for offences under the Act, from five years to 14 years in prison, and greatly enhanced foreign jurisdiction covering all Canadian citizens, permanent residents and organizations incorporated here. A “books and records” offence has also been added, making it a crime to falsify or destroy books and records to hide bribery.

In addition to the increased enforcement of these laws, Canadian companies are also under more scrutiny from local regulators and enforcement of the local laws of other countries where they operate. They are also increasingly subject to complex and far-

reaching regulations in other jurisdictions, including the U.K. *Bribery Act* and the U.S. *Foreign Corrupt Practices Act* (FCPA).

There have been a number of documented cases lately that indicate how serious officials around the world are:

In January 2014, U.S. infant formula manufacturer Mead Johnson disclosed an internal investigation related to their business practices in China. The investigation into “certain business activities of the company’s local subsidiary in China” focused on expenditures made in connection with promotion of the company’s products. It appears that the expenditures violated company policies and possibly the FCPA and/or local laws. The case is still under investigation.

In 2011, Tyson Foods — the world’s largest meat processor — resolved criminal and civil FCPA charges stemming from the bribing of Mexican government veterinarians by their Mexican subsidiary. Illicit payments were made to two Mexican government-employed veterinarians who certified Tyson de Mexico’s products for export. Tyson agreed to disgorge US\$1.2 million in suspect profits and criminal charges were resolved through a two-year deferred prosecution agreement and a US\$4-million criminal penalty.

So far, Canadian enforcement action has focused on the resource sector, and the 2011 conviction of Niko Resources Ltd. delivered the message that Canada’s legislation is now being enforced. The company paid \$9.5 million in penalties and was placed on probation for three years. The terms of this

probation order can be regarded as a road map for Canadian companies trying to understand what is expected of them. In 2013, Griffiths Energy was the second Canadian company to be convicted of foreign corruption, and was fined \$10.35 million. Another 35 cases are currently being investigated by the RCMP, including SNC-Lavalin, which has multiple charges laid against former executives for foreign bribery.

Canadian companies need to take preventive and corrective action now, before something happens. However, many are unsure how to begin. One of the best ways to get started is to create a detailed anti-corruption risk assessment to identify where you operate, and with who and where the highest risks reside. Some key areas to focus on are: a rigorous anti-corruption compliance program; standards and procedures designed to detect and deter violations of anti-corruption laws; a comprehensive anti-corruption compliance program which includes strict financial controls and monitoring; due diligence of all third parties; and a whistle-blower hotline to allow anonymous reporting of problems. A clearly articulated and visible

corporate policy against corruption, and strong explicit and visible support of the policy from senior management, are also important.

The global reach of the food and beverage industry means foreign corruption is a high-risk area, making anti-corruption compliance a must. It's important to understand the details of your foreign operations and the laws in the countries in which you operate — know your supply chain and where it intersects with foreign government officials. Know who your third-party agents, distributors and partners are, and how they operate. Require compliance with Canadian and local laws, and if suspicious transactions are identified move quickly to understand and rectify the problem. While this may sound daunting, one look at the experience of companies that have fallen afoul of these laws underlines the importance of getting it right. 🍎

Sandy Boucher is senior investigator for Grant Thornton LLP. Contact him at Sandy.Boucher@ca.gt.com.



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What About Mexico?

BY GLENN FRASER AND MARIA GONZALEZ

Canada has long recognized export opportunities outside of North America and is working to expand market access in the EU and other emerging markets such as China, Russia, Indonesia and India through the Comprehensive Economic and Trade Agreement and Trans-Pacific Partnership and other bilateral trade negotiations. While that's important, as consultants to the food and beverage processing industry we have to ask: what about taking full advantage of markets in which Canada has already entered into free trade agreements? What about Mexico, a country whose largest bread maker, Grupo Bimbo, is looking to acquire Maple Leaf Foods' Canada Bread for \$1.83 billion? Is this move indicative of a strong Mexican economy and an attractive marketplace for Canadian food processors? Should we be more proactive in capitalizing on markets like Mexico where we already have established open access? This year, it is the North American Free Trade Agreement's (NAFTA's) 20th anniversary, and Canada-Mexico bilateral agriculture and agri-food trade has been growing consistently since NAFTA came into effect.

Mexico is Canada's fourth largest food trade partner. In 2011, Canada exported \$1.72 billion of agri-food products to Mexico, with the top five exports being canola seed, non-durum wheat, fresh boneless beef, canola oil and canary seed. But there are ample unexploited opportunities for Canada's food and beverage



processors in the world's 13th largest importer of agri-food products — and they are ripe for the picking.

With a population of 112 million and a GDP of \$1.1 trillion in 2011, of which the agriculture sector accounted for 3.8 per cent, Mexico is the 14th largest economy in the world and the second largest in Latin America. Mexico's income per capita is almost 30 per cent higher than Brazil's, roughly twice as high as China's, and four times higher than India's.

The average population age in Mexico is just 26 years. By 2030, the working population will reach 62 million, almost the entire population of the U.K. This gives Canadian food processors a large population of consumers with incomes to spend, and provides a stable workforce at competitive wages.

Mexico also has an excellent business environment. According to the "Doing Business 2013" publication of the World Bank, Mexico ranks in 48th place out of the 185 economies compared on its business environment, performing better than Brazil, China and India. It offers a strong agricultural sector and a good business climate for Canadian companies. In addition, manufacturing costs are low and have been consistent, offering a major incentive for doing business there.

In recent years, Mexico has also increased investment in education. With greater levels of education come higher-paying jobs, leading to a growing

consumer market for Canada. Getting into the market now could therefore result in even higher returns in the future.

Overall, Mexico provides Canadian processors with opportunities in a market that is close, mature and showing signs of economic growth. So, what about Mexico? ●

Glenn Fraser is the vice-president of Food and Beverage Processing for MNP. Maria Gonzalez holds a Masters of Food and Resource Economics and is a consultant at MNP. Originally from Mexico, Maria's experience in a farm and food processing family business gives her an in-depth understanding of Canada's and Mexico's cattle, grain, tree fruit and fruit processing industries. Contact



Glenn Fraser at (416) 263-6914 or glenn.fraser@mnp.ca; contact Maria Gonzalez at (604) 637-1508 or at maria.gonzalez@mnp.ca

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For more information, please contact your local Univar food ingredients account manager.

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Carol Zweep



Oxygen scavengers: Advances in shelf life extension

Active and intelligent packaging is a sector that continues to grow on a global basis. Active packaging changes the condition of the packaged food to extend the shelf life or improve food safety or sensory properties of the packaged foods. Active packaging can be subdivided into absorbers (scavenging systems) and emitters (release systems). One type of scavenging system is oxygen scavengers.

What are oxygen scavengers and how are they effective?

Oxygen scavengers, which are also called oxygen absorbers, are chemical compounds that react and bind with oxygen. They work by preventing oxygen in the atmosphere from getting into the package and reacting with the product. They can also remove headspace oxygen or dissolve oxygen from the product.

With the conversion of metal and glass to plastic packaging, achieving a good oxygen barrier has been a challenge for plastic packaging. Elimination of oxygen in the package can reduce aerobic microorganism and mould growth, and can also prevent oxidation of products that result in off-flavours and odours, discolouration and nutrient degradation.

Different active compounds and formats are used as oxygen scavengers depending on the type and nature of the food, including factors such as size, shape, weight, water activity, and target shelf life. The selection and capacity of



the appropriate scavenger also depends on the oxygen level in the headspace, entrapped oxygen and oxygen permeation into the package throughout the shelf life of the product.

Oxygen Scavenging Formats

> **Sachets** – The active component is usually an iron-based material that reacts with oxygen to form iron oxide. There are several commercially available products (such as Ageless, ATCO, FreshPax and Oxy-Guard) on the market. These sachets must be used in conjunction with high oxygen barrier packaging with good hermetic seals. Applications range from dry to moist foods.

> **Films** – OMAC is an oxygen-absorbing multi-layer film that can be used for liquid foods such as soups, sauces and fruits in syrup, with retort, boiled and hot fill treatments. Cryovac OS is a multi-layer film with the oxygen scavenging mechanism initiated by ultraviolet light. It is suitable for applications such as smoked and processed meats, cheeses, baked goods, fresh pasta and dry food products like coffee, nuts, drink and baking mixes, and snack foods.

> **Bottles** – Oxygen scavengers in PET bottles are used for applications such as beer, wine, juices and ketchup. There are

multi-layer options such as Oxbar. Single layer or monolayer options, such as MonOxbar, DiamondClear and Amosorb, enable the PET to be recycled.

> **Closures** – To protect oxygen-sensitive products, the barrier of the bottle cap and other closure systems also has to be considered. O2S is a one-piece closure with the oxygen scavenger bound inside the bore seal of the closure. Celox is an oxygen scavenging liner for closures.

Future development of oxygen scavengers

Future work focuses on the use of natural and biological oxygen scavengers entrapped in the polymer matrix. Possible scavengers include food-grade antioxidants such as vitamin E (α -tocopherol) and vitamin C. The use of immobilized aerobic microorganisms as a mechanism for oxygen scavenging has also been suggested. Development of more scavengers that are triggered by activation will prevent loss of the scavenging capacity of the package. An oxygen scavenger that indicates the level of oxygen present will enable it to act as both an active and intelligent package component.

The acceptance of new oxygen scavengers will depend on the safety of these compounds for direct food contact and their ability not to leach harmful substances into the food or beverage. With increasing interest in sustainable packaging, the impact of material recyclability should be considered. The benefits of shelf life extension versus cost will drive future research and widespread use of this technology. 🍎

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

RESEARCH CHEFS IN CANADA



News > file

Campbell Soup Co. taps into trends

Campbell Soup Co. of Camden, N.J. has released its first-ever Campbell's Culinary & Baking Institute's *Culinary Trendscape* report, highlighting what the company sees as the trends to watch for 2014. The company says some of the trends may inspire future Campbell products, but even if they don't, it's "important to stay on the pulse" of what consumers are eating, says the report.

The report also sheds some light on how the company chooses which trends to follow. The company starts by using research from its own chefs and other professional sources. Then Campbell's takes those emerging trends and maps them on the TrendScape, following each trend across distinct stages as

they evolve and expand their reach.

For 2014, here are Campbell's Top 10 trends to watch:

- > Brazilian cuisine.
- > Food waste awareness.
- > Fermentation – Enzyme-enhanced foods, tart and intense flavours.
- > New Jewish deli – A modern twist, such as vegetarian options.
- > Fresh juices with ingredients such as turmeric, aloe vera, and cayenne.
- > Sophisticated sweets – Dressed-up comfort desserts.
- > Yogurt goes savoury.
- > Beverage-inspired flavours.
- > Regional Mexican.
- > Bolder burgers – New patty options, farm-fresh toppings, specialty fries.



INBRIEF

• The **Canadian Restaurant and Foodservices Association (CRFA)** has introduced a new name and tagline — Restaurants Canada: The voice of foodservice. Both the name and tagline, along with a new logo, will be rolled out over the next year. Restaurants Canada president and CEO **Garth Whyte** says the name change reflects the association's "strategic vision of answering to the success of its members, and help them to grow and prosper." In other news, the organization has named Charlottetown chef and restaurateur **Liam Dolan** as its chair for 2014/2015.

Photo: CRFA



• **Canada's Smartest Kitchen (CSK)**, which is based in Charlottetown, P.E.I., is all set to begin working on new projects with the help of new staff members. Joining CSK, the research and development arm of The Culinary Institute of Canada, are **Michael Good**, as food product developer; **Sarah Collins**, as technical business analyst; and **Shane Hilderman**, as food scientist. CSK opened in 2009 to provide culinary and product development services to P.E.I. and the broader Atlantic region's food industry.

• The **Canadian Culinary Federation of Chefs de Cuisine (CCFCC)** — Saskatoon Branch has awarded **Trevor Robertson**, executive chef at the Radisson Hotel Saskatoon, with Chef of the Year. The CCFCC also honoured **Jasmine Goldsack**, with the title of Junior Chef of the Year.

• **Helena Rizzo** of **Mani Restaurant** in São Paulo, Brazil has been named the 2014 Veuve Clicquot World's Best Female Chef. The recognition is presented in connection with The World's 50 Best Restaurants Awards, sponsored by S. Pellegrino & Acqua Panna.



Korean-style kimchi

Restaurant inspirations

The National Restaurant Association surveyed professional chefs and members of the American Culinary Federation on their thoughts on which food, cuisines, beverages and culinary themes will be hot restaurants trends in 2014. It's these themes that will eventually drive innovation in the retail market.

In the Starches/Side items category,

non-wheat noodles, quinoa, black/forbidden rice, red rice and pickled vegetables are expected to be in demand in 2014. In the Ethnic Cuisines and Flavours category this year's top culinary trends are Peruvian, Korean, Southeast Asian (such as Thai, Vietnamese, Malaysian), Regional ethnic cuisine, and ethnic fusion.

The hottest trends in the Culinary Themes category include environmental sustainability, gluten-free cuisine, hyper-local sourcing (such as restaurant gardens), children's nutrition, and nose-to-tail or root-to-stalk cooking. Meanwhile, among the Top 20 Trends are locally sourced meats and seafood, locally grown produce, environmental sustainability, farm/estate branded items, ethnic-inspired breakfast items, non-traditional fish (such as barramundi) and half portions or smaller portions for a smaller price.

John Placko

eIBulli reinvented

Until it shuttered on July 30, 2011, elBulli would select 8,000 people annually to make the pilgrimage to dine at the Spanish restaurant judged by *Restaurant Magazine* to be number-1 on its Top 50 list of the world's best restaurants for a record five times — in 2002, 2006, 2007, 2008 and 2009 — and number-2 in 2010.

When my wife, Judie, and I dined at elBulli it took a year from application to actual visit. We arrived on a hot August night and gazed at the red clay roof of the Spanish-style villa overlooking the Caya Montjio, on Catalonia's Costa Brava. The pebbled parking lot had been groomed by a well-dressed waiter using a metal rake. With only five minutes to spare, we strolled with other guests past the massive glass window that looked into the kitchen. Inside the immaculate, quiet kitchen, chef Ferran Adria greeted us for a photo opportunity. He was dressed like most chefs, in blue jeans, chef jacket and white apron.

We were guided to our table on the terrace to begin our 35-course culinary odyssey. The procession of dishes began in rapid succession at 8 p.m., each one-, two- or three-bite morsel of deliciously created dish was explained in detail.

To execute the daily ritual, 50 kitchen and 20 dining room personnel serve the 35 courses to just 50 people. This event requires 1,750 plate-like pieces, including a small white five-centimetre cube, twisted mesh wire, shiny buckled metal platters, and see-through wood shavings to protect our fingers from touching the delicate foods.

Chef duties at elBulli are divided into two seasons: six months at the seaside restaurant and the other six in an 18th-century townhouse in the heart of Barcelona at "El Taller," an experimental workshop conveniently located near one of the world's best markets, La Boqueria (which was established in 1217).

Ferran Adria turned his back on the rules and rituals of cooking in 1987, after chef Jacques Maximin explained that "creativity means don't copy." With that, the fire was lit within Ferran. A new and creative cuisine he liked to term "techno-emotional" was born. Most chefs now know it as molecular cuisine, the first major revolution in cooking since nouvelle cuisine in the 1970s.



Ferran Adria (left) and John Placko



Handkerchief



Mimetic Peanuts

When we dined there, my favourite dishes were:

Handkerchief – A 30-cm high, paper-thin wafer of pineapple with speckles of dried black olive, similar in shape to a mitre (bishop’s hat).

Mimetic Peanuts – Semi-liquid filling of sweet peanut, in what looks exactly like a peanut shell but is actually a super fine shell of sugar topped with a few grains of sea salt.

Mojito and Caipiriña – Sugar cane centres soaked in rum and distilled cane sugar alcohol are served in a small pail of crushed ice. The mojito stick is split and a mint leaf pegged into the cane. You chew on the stick, releasing the beverage before discarding the stick.

Morphings – A box of chocolates with three sections. The top reveals a variety of wrapped and unwrapped chocolates, while two other drawers open to reveal multiple creations of milk, dark and white chocolate, freeze-dried strawberry in white chocolate, orange honeycomb segments dipped in milk chocolate, and tiny chocolate and raspberry branches, just to name a few.

The most acoustical dish was Pond, a glass bowl with a frozen layer of water. Minted sugar is sprinkled onto the pond followed by basil powder. I could hear the sugar being sprinkled onto the dish at a neighbouring table. You break the thin shell and eat the shards of sweet, herbed ice, making it unbelievably refreshing.

The techniques, flavour combinations, textures and presentations at elBulli were the most cutting-edge in the world, and even today are hard to surpass. I believe Ferran Adria has given to food the creativity that Salvador Dali gave to the world in art.

elBulli will reinvent itself as the elBulli Foundation. New members of the team will be given the opportunity to work and inspire the next generation of cuisine. The foundation will host 40 people working for eight months each year starting in 2015. Ferran Adria is currently on tour promoting his new set of books that encompass six years of his creations, hence the name *elBulli: 2005-2011*. At \$650 it’s not the cheapest book on the shelf, but it is one that will stand the test of time, with seven volumes and 750 mind-blowing recipes.

Some of the ingredients are not easy to find but you can buy them online at www.powderfortexture.com 🍷

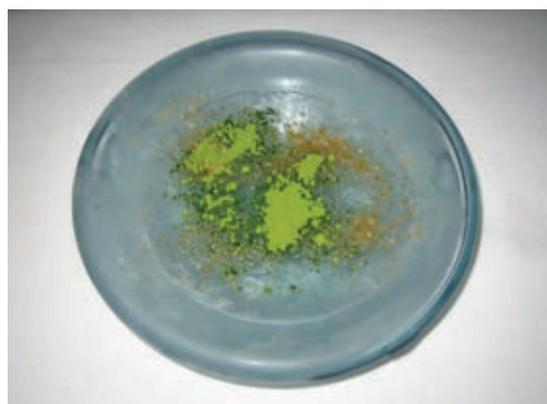
John Placko is culinary director at the Modern Culinary Academy in Toronto. For more information visit www.ModernCA.ca, or contact him at johneplacko@gmail.com



Mojito and Caipiriña



Morphings



Pond

Authentic breading

The GEA MultiDrum from GEA Food Solutions is an innovative homestyle breader with multiple drums. The system splits the product stream and feeds the products evenly into multiple drums. The products leave the drums evenly spread across the belt, ready for the next step. The design is easy to clean, and with the GEA OptiAir technology the amount of dust in the work environment is reduced. The GEA MultiDrum is available in a three-drum configuration (1,000-mm wide) and a twin-drum configuration (600-mm wide). www.gea-foodsolutions.com



Microwave baking

Palsgaard A/S offers special cake mixes that can be “baked” in a microwave. The company says consistent baking and quality texture of varying firmness are ensured by a special combination of activated cake emulsifiers in the mixes: Emulpals 110 all-vegetable cake emulsifier and Palsgaard DMG 5611 distilled monoglyceride and diglycerides based on vegetable fatty acids. Emulpals 110 is an all-round emulsifier that helps provide stable performance and long shelf life. Palsgaard DMG 5611 helps increase softness and elasticity. www.palsgaard.com



Load and tote

Akro-Mils introduces the Multi-Load Tote, which can provide maximum flexibility as users' storage needs change. It can be used as a stand-alone tote, or with optional removable bin cups and dividers. The sidewall clip design allows the cups and dividers to attach quickly and securely to the tote. The tote features a reinforced flat bottom for smooth conveyor travel, and ribbed sidewalls. www.akro-mils.com



All in your hands

Cognex Corporation has released a handheld reader called the DataMan 8050 Series. The patent-pending DataMan 8050 and 8050X are ideal for applications in many manufacturing environments. The DataMan 8050 and 8050X use Cognex's patented 1DMax+ with

Hotbars algorithms to provide high-speed reading performance. www.cognex.com/dataman8050

Cutting system for RTE products

The Handtmann SV Cutting Systems from Handtmann Inc. and Handtmann Canada Ltd. are ideal for processors of premium ready-to-eat (RTE) pulled pork or chicken, chunky stews and meals requiring large pieces or clean-cut whole muscle ingredients accurately portioned into trays or bags. The high-performance solution can eliminate underweights and manage overweights. The new Handtmann SV cutting valve series operates in 1-2-3-4 and 2 x 2 lane configurations with height and spacing controls that work with almost all RTE tray shapes, container sizes and packaging systems. www.handtmann.ca

Faster ripening

Arla Foods Ingredients has launched Nutrilac FastRipe, a natural milk protein that can allow cheese makers to reduce ripening times by speeding up the maturation process from one to six weeks.



The ingredient won't negatively impact product quality or shelf life. Nutrilac FastRipe is made with Arla Foods Ingredients' CH-4560 natural whey protein, which is extracted from cows' milk. It is supplied as a fully soluble powder that can be dispersed and blended quickly and easily in cheese-milk or water.

www.arlafoodsingredients.com/news

Mask it

Sensus oligofructose from Sensus America Inc. can be used to improve the taste profile of stevia. The ingredient helps to create tasty, naturally sweetened yogurts. Sensus America says it investigated the sensory characteristics of stevia in combination with Fructose oligofructose syrup. Due to the synergy between the two, the company found it's possible to reduce sugar levels without compromising on sweetness and taste. Fructose oligofructose can mask the aftertaste of stevia in dairy products. www.sensus.us

Specialty box

Buckhorn Inc. has launched the Intrepid 48" x 40" specialty bulk box. Intrepid is designed for a variety of applications, including liquid, semi-liquid, powder, granular, meat and poultry products. Constructed of FDA-approved material, Intrepid is reusable and 100-per-cent recyclable. It offers a smooth interior and exterior for easy cleaning. Intrepid can be used for temporary storage, work in process, incoming ingredients, shipments among plants, and shipments to customers. Its heavy-duty design can handle loads up to 2,500 lbs. The container's non-sequential folding panels assemble and collapse in seconds.

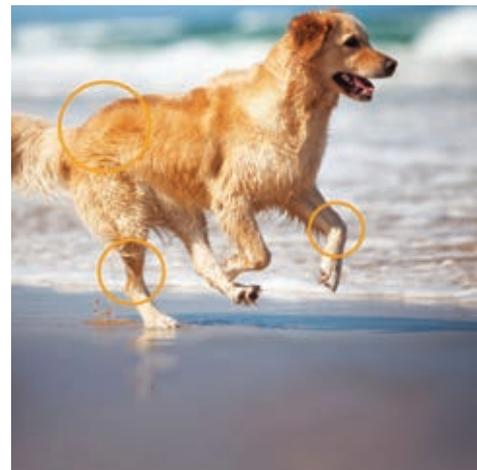
www.buckhorninc.com



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www.gelita.com



On-site screening

EMD Millipore offers its new Singlepath Direct Campy Poultry Lateral Flow Kit for rapid on-site immunological screening of *Campylobacter* in poultry. The system will soon be available in North America. The kit can deliver results within two hours. This easy-to-use "mini-laboratory" contains: the test device, tubes, a pipette, sample buffer and sample diluent. It includes a built-in control reaction for increased result reliability. www.emdmillipore.ca

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Deanna Rosolen



Avonlea Clothbound Cheddar.



COWS Inc. Charlottetown, P.E.I.

Looking at the company today, it might be hard to believe that COWS Inc. started with one small ice cream shop serving a single flavour of ice cream in Cavendish, P.E.I. But that is how it all began in 1983 when Scott Linkletter opened the shop using an old family recipe for vanilla ice cream and a traditional ice cream making machine that you turned by hand.

Linkletter, says Andrea White, a Wholesale & Properties manager at COWS, had no previous experience in the industry, but did have a taste for good food and an entrepreneurial spirit.

During the first five years the ice cream proved a hit. The company grew enough to open a second shop in Charlottetown, and added more ice cream flavours. Today there are 11 locations and between 30 and 35 flavours.

Over the years the business grew in other areas, too. In 1992, the company started harvesting oysters in Cavendish and created the Raspberry Point Oyster

Company. The oysters are sold throughout Canada and the U.S. in grocery chains and foodservice locations. “We process them and ship them out all year round, twice a week,” says White.

In 1999, the company established Anne of Green Gables Chocolates. There are four stores in P.E.I. where the handmade chocolates are sold. And in 2006, the company established Avonlea Clothbound Cheddar. White explains that Linkletter met a cheese maker in the Orkney Islands of Scotland, where Linkletter’s family is from, and together they created the Cheddar, COWS Creamery Extra Old Cheddar and COWS Creamery Appletree Smoked Cheddar. The Cheddars are found in grocery stores and specialty cheese shops across Canada.

In 2011, the company began making butter. The selection now includes COWS Creamery Seasalted Butter and COWS Creamery Unsalted Butter, which are both sold across Canada. White explains that the company works with a local dairy co-op in P.E.I. that makes the butter according to COWS’ recipe.

Five years ago, the company built the COWS Creamery, a building that houses the offices, ice cream manufacturing and a retail store. The Anne of Green Gables Chocolates are manufactured next door. 🍓

Q&A



Q: What makes the ice cream so good?

A: “It’s actually called super-premium ice cream. It’s higher in butter fat with very little air so it’s very dense. We use all-natural ingredients and only milk from P.E.I.”

Q: What has made the company so successful?

A: “The quality of the product. We’re all about high quality, good tasting products. Because of that it has put us in a higher price point. But we won’t sacrifice quality for price. We do that with our ice cream, cheese, butter, chocolates, oysters — whatever it is, it’s important that it’s very good quality and the best tasting that we can make it. We use pure vanilla from Madagascar. We use only milk from P.E.I. We use a very good chocolate that’s made in the U.S. It’s about keeping that quality no matter what it is, adjusting recipes if necessary.”

Q: What challenges does the business face?

A: “Trying to maintain high quality without pricing yourself out of the marketplace. Sometimes creating a delicious product costs more to do. We always have to be aware of how much it will cost in the marketplace and if customers are able to pay. It’s a bit of a balancing act. But it’s important to us to use the best ingredients.”

Q: What was 2013’s top flavour?

A: “It’s called Wowie Cowie. It’s a vanilla ice cream, with an English toffee swirl, and our own almond crunch and chocolate chips.”



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A man with brown hair, wearing a dark grey suit, white shirt, and a red and white striped tie, is smiling and looking towards the camera. He has his arms crossed and is wearing a watch on his left wrist. The background is a server room with rows of server racks and overhead lights.

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