

+ 22 THE RISK OF
CHEMICAL HAZARDS

41 THE ODYSSEY OF
GREEK YOGURT

56 RESEARCH CHEFS
IN CANADA

FOOD in CANADA

Canada's food & beverage processing magazine

More ^{Canadian!} cheese, please

The Canadian dairy industry is dealing deftly with negative factors at play, and capitalizing on the positive
PG.38



SEE THE WINNERS
STARTING ON PG.28

BRING ON THE
FUNK
The fermented food movement is taking off
PG.44

Introducing a New Way
 TO ADD **PROTEIN**
 AND **FIBER**
 TO YOUR DIET

Profi IS THE first complete vegetable protein.
 A REVOLUTIONARY SOLUTION FOR ADDING PROTEIN AND FIBER TO FOOD.

Profi requires minimal formulation adjustments in almost any application. Through a proprietary formulation of vegetable protein isolates, Dealers Ingredients Inc. combines the health benefits of both protein and fiber into a single source food enhancer.

Profi
 PRODUCTS

Profi
 -100-

For adding 6 grams of protein and 5 grams of fiber to a small serving size application.

Profi
 -200-

For adding 11 grams of protein and 5 grams of fiber to a larger serving size application.

Profi
 -Pro-

For adding protein to any application.

Profi
 -Bake-

A Gluten Free product that replaces the structural properties of Gluten and adds 11 grams of protein and any application to 5 grams of fiber to bakery applications.



Profi
 BENEFITS

Complete Vegetable Protein — Contains All Essential Amino Acids in Proper Proportions. Profi can replace Soy, Dairy and Meat as a complete vegetable protein source

GMO Free

Good to Excellent Source of Fiber

Immediate Protein Boost

Label friendly

Contains Dietary Fiber

Neutral to Mild Sweet Taste—No Masking Required

Can Be Used in Almost Any Food Application

Blends Well in Both Water and Oil Based Food Systems

Can Be Halal and Kosher Certified

Light Ivory Colour



Profi

For more information on Profi please contact your Dealers sales representative or call our office at **905.458.7766**



FOOD in CANADA

Canada's food & beverage processing magazine



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



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



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



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



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



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



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



We have flavours that are the cream of the crop.

Bell's Cream Type Flavour can enrich the creamy notes of your finished product. As well as mask the chalky, sour notes that some dairy products have. Contact us today, to help you with your next creamy creation.

Bell
Get in touch with **taste.**

Bell Flavors & Fragrances | www.bellff.ca
infoCanada@bellff.com | (800) 444-3819

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

Published by Glacier Media Inc.
38 Lesmill Rd, Unit 2, Toronto, Ontario, M3B 2T5

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

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

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

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

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

Publications Mail Agreement No. 40069240

Canada

PRINTED IN CANADA

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

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



Helping **delight** and **nourish** consumers across the globe

Contact Kerry's Canadian team to discover the many ways we can help you deliver better taste and nutrition in your food and beverage products.

KERRY

888.578.0841 | INFO.GRANBY@KERRY.COM
WWW.KERRYGROUP.COM

contents

Follow us on Twitter
@foodincanada



departments

- 6 Editorial**
- 8 News File**
- 20 Market Trends**
Market outlook and highlights from Dr. Larry Martin and Associates.
- 22 Focus on Food Safety**
Dr. Ron Wasik looks at chemical hazards.
- 24 Food Law**
Regulatory Myths — *Part III.*
- 26 Regulatory Affairs**
CFIA QUIDing, or quitting food labelling!
- 41 Sensory Trends**
The odyssey of Greek yogurt.
- 42 Ingredient Spotlight**
Sprouted grains.
- 54 Rethinking Innovation**
How to build and maintain a high-performance workforce.
- 55 Packaging**
Stand-up pouches stand out on shelves.
- 60 Product Showcase**
- 62 Industry Insider**
Toronto, Ont.-based Hans Dairy.

61 AD INDEX



44

Bring on the Funk

The fermented food movement is taking off, as consumers seek bolder, nutrient-packed ingredients.

features

- 27 Food in Canada's 2015 Leadership Awards**
This year our Leadership Awards recognize five outstanding Canadian food and beverage processors who have demonstrated achievement in the areas of Growth, Innovation, Stewardship, Community & Industry Leadership and Health & Wellness.

- 38 Dairy Strong**
The Canadian dairy industry is dealing deftly with negative factors at play, and capitalizing on the positive.



56

in this issue

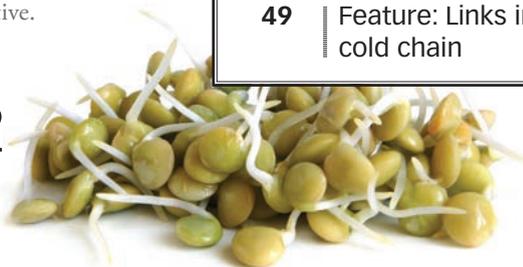
Research Chefs in Canada

- 56** News
- 57** A Culinary Odyssey
- 59** Recipe to Retail: Cracking the Competition

Canadian Food Chain

- 49** Feature: Links in the cold chain

42





*Lomas has set
the bar for the rest
of our suppliers*



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

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

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





Inspiration on the menu

Last month I had the pleasure of attending the annual Research Chefs Association Conference & Culinology Expo in New Orleans. With its emphasis on cutting edge culinary trends, the conference is always a rich source of information and inspiration, allowing attendees a glimpse into the future of the food world.

A highlight of this year's event was a fascinating talk by chef Gerry Ludwig, corporate consulting chef, Culinary R&D, for Gordon Food Service. In his presentation "Culinary Analysis: Flavor Trends at Street Level" Ludwig highlighted the results of his annual review of hot restaurant trends in three U.S. cities. The idea is that these street-level trends starting at generally smaller, independent eateries eventually make their way into the mainstream foodservice arena, as well as into food manufacturing. Following are a few of the most interesting. Thanks to chef Ludwig for the photography.

Breakfast bowls — As consumers continue to move away from traditional breakfast fare one emerging trend Ludwig thinks will capture consumer attention is the breakfast bowl. With a frozen purée of antioxidant-rich fruit such as acai as the base, the bowls arrive fully loaded with a colourful selection of fruit, nuts, grains and seeds. This also coincides with the continued evolution of the smoothie.

Bone broth — Like the craze over juicing, Ludwig believes restorative bone

broths, intended to be consumed like a beverage, will entice diners looking for a quick and comforting way to get their nutrients. He describes beef or chicken bone broths featuring ingredients like ginger, garlic, turmeric and lemongrass, as "absolutely exploding with flavour."

Matcha — Matcha, finely milled powdered green tea, is appearing in non-traditional beverage formats and foods for Western palates. As the health benefits of matcha become more well known, Ludwig says consumers will become increasingly interested in this form of green tea.

Vegetable-centric meals — While not necessarily vegetarian, dishes which feature vegetables or even fruit as the centre of the plate will continue to grow in popularity as a macro-trend over the next decade. Adventurous chefs are treating vegetables like meat, grilling, smoking and braising them to create highly craveable dishes. As Ludwig says, anything but steaming goes!

Other menu items with potential include eggs, the miracle berry, hearty vegetable and tender meat-stuffed sandwiches, toast, carrots and cauliflower. 🍌



The Classic, The Harvest Bar, Los Angeles.



Matcha Latte, Matcha Café Wabi, New York.



Roasted Sweet Pepper, Gaeta Olives, White Anchovy & Caper, Gjelina, Los Angeles.

Carolyn

CCooper@foodincanada.com

2015 CANADIAN FOOD INDUSTRY REPORT

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

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

LEARN ABOUT:

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



EARLY BIRD PRICING

Order your copy today for **\$195!**

(regular \$295, \$195 offer available until April 30, 2015)

ALL NEW DATA!

Sponsored by

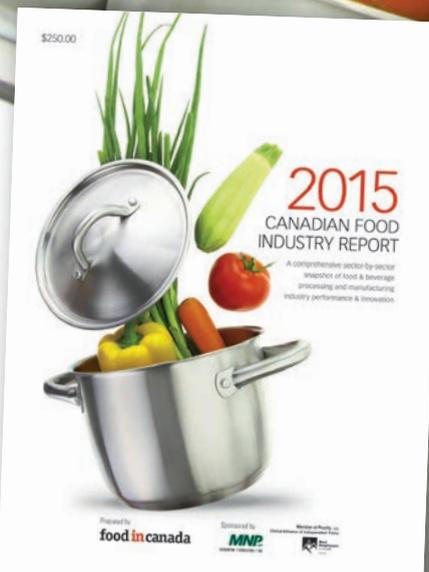
MNP LLP

ACCOUNTING > CONSULTING > TAX

Miller
Thomson
lawyers | avocats



RBC Royal Bank



The only comprehensive resource of its kind in Canada!

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

food in canada

CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE

Beauty food

The market category nutricosmetics — natural health products that can be consumed orally, which contain nutrients and antioxidants that target hair, skin and nail health — was valued at US\$3.36 billion in 2013. It's expected to grow to US\$7.16 billion in 2020.



News > file

Grains Institute begins second phase of pulse flour milling initiative

Oiled by a grant of \$950,000 announced in mid-January, the Winnipeg, Man.-based Canadian International Grains Institute (CIGI) has just embarked on



CIGI's Heather Maskus displays some of the products that can be made using pulse flour.

the second phase of a multi-year study aimed at learning about the nutritional impact of various types of milling processes in the production of pulse flour. The new Advancing Pulse Flour Processing and Applications project is intended to further the work of the five-year Phase I, which was completed late last year.

"Canada is a world leader in pulse crop (peas, beans and lentils) export," says Heather Maskus, CIGI project manager, Pulse Flour Milling and Food Applications.

"Pulse crops are high in protein and fibre, rich in vitamins and minerals, lower carbohydrates than wheat and a low glycemic index."

The purpose of the previous and current research, she adds, is to study different methods of milling pulses and how each technology may affect the pulses. The former research looked at hammer, stone and pin milling. The new study will focus on how roller milling might affect the nutritional aspects of pulses.

The CIGI lab already has extrusion technology, Maskus reports. "We have acquired a mixolab machine to help with flour analysis. And we may have to modify some of our other milling equipment to specifically address pulses in the mill flow."

In a press release from the office of Federal Agriculture Minister Gerry Ritz, the minister notes that pulse flours have only been on the market for about 10 years, and that there is much market development that still needs to happen. He notes that there is good demand around the world, especially in China and the Pacific Rim.

Maskus adds that the new initiative is also being supported by elements of the food industry, which is helping with funding and direction. "Bread companies, for example, are interested in the potential use of pulse flour to improve the marketability of their products," she notes. "Many consumers are choosing to not eat as much bread as they used to." Maskus

says there are already products on the market that feature pulse flour, including a breakfast cereal made from pea flour, pasta made from red lentil flour and a Cheetos-like snack also made from lentil flour.

The new initiative runs until March 31, 2018.

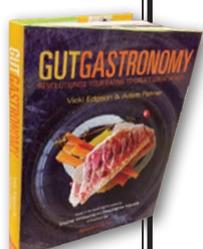
— Myron Love

FROM OUR LIBRARY

Now here's a slightly different — and seemingly simple — take on eating healthy. The new book, *Gut Gastronomy*, says our palate and digestion fare best when we eat a variety of foods that are seasonal and local.

The book, written by Vicki Edgson and Adam Palmer, offers a collection of 100 recipes and advice combining Edgson's knowledge of the body and Palmer's knowledge of food. Edgson is a nutritionist and takes readers through the fundamental rules to looking after our bodies. Palmer is an executive chef who takes those rules and translates them into simple ways consumers can apply them every day.

The book also includes advice and individual sections such as How your body works, Protein-rich fasting broths, Fermented foods, Heal yourself with the 21-day plan, Everyday meals and Specialty meals.



Finding success in fermentation

Fermented flavours are on the rise, according to an intelligence report by U.S. marketing and communications firm J. Walter Thompson.

Traditional foods such as sauerkrauts and kimichi and drinks such as kefir and kombucha are finding favour with a broader audience who not only love the soured tastes, but also the health benefits.

Uttara Balada Inc., based in Guelph, Ont. produces Live Kombucha and has seen sales of this lightly effervescent, fermented tea skyrocket 2000 per cent since 2014. Lorman Ip, CEO and president of Uttara Balada, expects sales to continue to “snowball when people understand



what type of product this is.”

Kombucha is a naturally carbonated beverage made by fermenting black or green tea and sugar with a culture of various bacteria and yeasts. While fermented teas in China date as far back as 221 B.C., it's only in the last decade that kombucha has

become more widely known in North America thanks to celebrities such as Madonna, Halle Berry and Lindsay Lohan who have been spotted sipping the fizzy beverage.

Indeed, kombucha has been hailed as an anti-aging elixir, it has so many benefits such as detoxification, improved digestion, mental clarity, and mood stability. Yet Ip says he does a lot of public education when he samples Live Kombucha in Southern Ontario. “There’s

a huge untapped market here,” he says.

What’s more, it’s almost by accident that Ip discovered kombucha himself. Ip has a self-confessed obsession for tea, as well as a passion for wine making. His failed experiments in making tea wine led him to look at other possibilities. But it was only during a slow shift at Guelph General Hospital in 2012 that Ip stumbled upon kombucha, having searched the internet using the key words, tea and fermentation. “I was kicking myself for not knowing this ever existed,” says Ip, who is a PhD candidate at the University of Guelph in the Human Health & Nutritional Sciences department.

Shortly after Ip got his first taste of homemade kombucha at local restaurant The Happy Traveller Cafe & Bistro. “It wasn’t bad but I knew I could do better,” he says. Purchasing a starter culture ↪



MNP
LLP

Fresh Advice Served Daily

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

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

ACCOUNTING > CONSULTING > TAX MNP.ca

Wherever business
takes you.



or SCOBY (Symbiotic Colony of Bacteria and Yeast) from the restaurant owners, Ip started brewing his own kombucha, which quickly became popular with friends and family.

As fate would have it, the owners of The Happy Traveller decided to close down and move west. Their kombucha company, Uttara Balada, was up for sale and they called Ip first. After taking over Uttara Balada in February 2014, Ip hasn't looked back.

Live Kombucha is certified organic and comes in three flavours: Lemon Ginger, Orange Oolong, and Naked Blend. It's available in bottles, distributed through the Ontario Natural Food Co-op to over 100 retail stores, and on tap to 11 restaurants, pubs and cafés in the Southern Ontario area.

— *Natalie Cajic*

SEAFOOD CHAMPIONS

In February the 2015 Seafood Champion Award winners were announced at the SeaWeb Seafood Summit in New Orleans. In all 16 finalists and six winners were honoured at a reception. The first-ever Grand Champion Award went to Bill DiMento, corporate director of Sustainability at High Liner Foods Inc. DiMento led High Liner's efforts to achieve 99 per cent of its goal to sustainably source all of its seafood. One of the finalists for the Vision Category award was Loblaw Companies Ltd.



Pictured are Bill DiMento (*centre*) accepting his award from Dawn Martin, SeaWeb president, and John Goodlad, Champions judge.

Low-calorie "rice"

You can Google cauliflower rice and find many ways to make it yourself at home. But in the U.K. a young entrepreneur has developed an even easier way for consumers to make cauliflower rice: she says she's created the first packaged version.

Gem Misa is the entrepreneur behind the Righteous brand of healthy salad dressings, which is set to launch soon in Canada and the U.S. But cauliflower rice, or her brand name for it Cauli-Rice, was something she wanted to seize upon before anyone else did.

She describes it as a low-calorie and low-GI rice replacement. It has 80-per-cent fewer calories but with the same taste and satisfaction as ordinary white rice. While Misa is still fundraising through a crowdfunding site, she's already come up with four flavours: Original, Lemongrass & Chili, Indian Pilau, and Mediterranean.



Beef centre opens

Beef industry representatives and government officials gathered in Calgary in March to officially open the Canadian Beef Centre of Excellence.



The state-of-the-art facility will provide space and resources to help the industry promote new beef products and offer training and education focused on the technical advantages of Canadian beef. The centre will also aim to create an emotional affinity for the product and the Canadian beef industry.

The facility will have a full commercial kitchen, meat case, classroom, dining

facilities and broadcast capabilities. It will also provide a focal point for domestic and international marketing opportunities and incoming trade missions.

"The opening of the Canadian Beef Centre of Excellence is the fulfilment of a shared vision to build a world-class facility that will bring the Canadian beef brand to life," said Rob Meijer, president of Canada Beef. "The centre will help the Canadian beef industry tell its story about the beef producer, our product, our world-class standards, and sustainability, to customers around the world."

New-to-Canada pastry processing

A Scarborough, Ont.-based frozen sweet goods baker has received \$4.9 million from the federal government to help it expand and install new-to-Canada pastry processing technology.

Tradition Fine Foods Limited now has a state-of-the-art laminated pastry line (to process alternating dough and fat, such as butter, when making pastry), overhead cooling tunnel and high-speed make-up line. The new equipment will double manufacturing capacity and improve operating efficiencies.

The company, which was founded in 1982, will use the improvements to respond to incremental market opportunities in North America. Tradition Fine Foods manufactures muffins, cookies, croissants, pastries and cup cakes.



Food Processors, Retailers and Entrepreneurs ask FIRSt about...



**PRODUCT CONCEPT
AND DEVELOPMENT**



**CONSUMER RECIPE
CREATION AND TESTING**



**CFIA COMPLIANT
NUTRITIONAL LABELLING**



**ACCESS TO SKILLS
AND FACILITIES**

FIRSt's applied research team of culinary and food science experts provides solutions to the challenges of Canada's food industry.

Contact first@georgebrown.ca
416-415-5000 ext. 6400

georgebrown.ca/first

Canada

FIRSt is a Technology Access Centre
funded by the Government of Canada.



Food safety winners



Heather Gale with her Food Safety Leadership Award.

At Safe Food Canada in February in Toronto, NSF-GFTC announced the winners of its Food Safety Recognition Awards. This year's winners are: Heather Gale, executive director of CanadaGAP, Food Safety Leadership Award; Oxford Frozen Foods of Oxford, N.S., Food Safety Excellence Award; and 3M Canada Company: Food Safety Division of London, Ont., Allied Trades Food Safety Award.

A different take on GMOs

New research from Iowa State University has found that consumers would be accepting of potatoes that have been genetically modified to cut down on the formation of acrylamide, a chemical that forms in starchy foods that are rich in carbohydrates when they are cooked at high temperatures. With potatoes acrylamide has been detected in potato chips and french fries.

In the U.S., say the Iowa State researchers, french fries and potato chips make up the biggest source of acrylamide consumption. The researchers go on to say that while genetically modified foods have sparked controversy,

consumers they surveyed would pay more for genetically modified potato products that reduce the formation of acrylamide than they would for conventional potatoes. "That provides evidence that consumers are willing to pay more for enhanced food safety," say the authors, "even when it's delivered through biotech methods."



IN BRIEF

> Canada is hosting the 2015 annual meeting of the North **Atlantic Salmon Conservation Organization** in June in Happy Valley — Goose Bay, Nfld. Delegates from member countries will converge from June 2 to 5 for the 32nd



meeting of the international organization whose focus is the conservation and management of wild salmon in the North Atlantic.
 > Germantown, Md.-based **Intrexon Corporation**, which specializes in synthetic biology, has acquired **Okanagan Specialty Fruits** (OSF) of Summerland, B.C. OSF created the Arctic apple, the world's first non-browning

apples. The acquisition came shortly after the U.S. Department of Agriculture Animal and Plant Health Inspection Service began allowing OSF's Arctic Grant and Arctic Golden non-browning apples into the U.S.
 > The largest Quebec-based greenhouse tomato producer has become insolvent. **Savoura** now has to sell its greenhouses and trademark. Savoura was established 25 years ago.
 > The **Canadian Food Innovators** (CFI) received a \$3-million investment from the federal government to support a new research cluster. CFI was established in 2013

PRODUCTION PROVEN SLICERS & DICERS

www.urschel.com/smallprocessors.html



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

www.urschel.com

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



Chisholm Machinery

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



URSCHEL[®]
 The Global Leader in Food Cutting Technology



Cutting Solutions Slicing Dicing Shredding Milling/Grinding

> At a gala reception held in Quebec City in January, **Agropur Cooperative** paid tribute to its members who recorded the best milk quality results. **Les Entreprises Agricoles Michel Dagenais Inc.** from the Laurentides-Lanaudiere region in Oka, ranked first. An honourable mention went to Scott and Sebrina Robinson from **Robinson's Dairy Creek Farm** of Wards Creek, N.B., who joined the co-operative after it merged with Dairytown.



Scott and Sebrina Robinson, from Robinson's Dairy Creek Farm, were awarded an honourable mention by Agropur Cooperative.

and serves the **Canadian Council of Food Processors**, which represents seven regional food processing trade associations across Canada. The investment will help the food and beverage processing industry develop new processes that enhance quality while managing food safety risks. Research will focus on eggs, meat, fruits, vegetables and cereals.
 > On Feb. 27, Canada's federal court decided to open the **West Coast of Vancouver Island's herring fishery**. Five First Nations had applied to have the roe herring fishery

closed. In its decision the court said the fishery's powers include not only conservation and protection but also embraces commercial and economic interests, Aboriginal Rights and interests, and the public interest in sport and recreation. The court also found that the First Nation applicants had not demonstrated the required real and substantial irreparable harm to grant an injunction.

> Toronto-based **Sabra Canada Inc.**'s **Sabra Guacamole** was named the winner of the dip category for the 2015 Best New Product Awards.

More than 65,000 Canadian consumers participated in the 2015 study and the results were used to determine the winners of the 100-per-cent consumer voted Best New Product Awards.



> **Manitoba's beef industry** received an investment of \$3.1 million from the federal and provincial governments to research and develop information and resources focused on sustainable beef production. Industry partners will focus on beef and grassland management, re-establishing demonstration farms, and coordinating innovative research and extension activities.

> **Newfoundland and Labrador's aquaculture industry** received a provincial investment of \$287,000 for infrastructure and innovation technologies.

> Pork producer groups in Western Canada are working with provincial veterinary offices to establish a new **Western Swine Health Information Network** to share swine health information. ➔

> Two years ago the **Guelph Food Technology Centre** merged with **NSF International**. In February, the organization officially broke ground on a new 25,000-sq.-ft. building. The new building will serve as the company's Ontario hub for food safety training, consulting and technical services. It's also located in the midst of the Ontario Food Cluster, one of the largest food and beverage processing jurisdictions in North America.

Pictured at the ground breaking ceremony are (from left to right): Kevan Lawlor, president and CEO, NSF International; Robin-Lee Norris, chair, Board of Trustees, University of Guelph; Tom Lammer, owner, The Lammer Group; and Cam Guthrie, mayor, City of Guelph.



GEA Westfalia Separator directdrive Versatile, Efficient and Compact



Our newest concept in separation technology adapts to meet your toughest challenges. The new design, which features a completely integrated drive, provides the highest degree of efficiency with significant energy savings. Since the drive is installed underneath the bowl, there is less strain on the bearings for longer service intervals and overall simpler maintenance. Units require minimal floor space and are available in a range of capacities.

To find out how **directdrive** separators can provide the solution you have been searching for, contact Paul Scott at 289-288-5511 or at Paul.Scott@gea.com or visit us online at www.gea-westfalia.ca.

GEA Mechanical Equipment Canada, Inc.
GEA Westfalia Separator Canada Division

Toll-Free: 800-722-6622
24-Hour Technical Help: 800-509-9299
www.gea.com

engineering for a better world

Health and performance in one easy ingredient



For many consumers, their evening meal is where they obtain the most protein each day. Many consumers don't realize, however, that they need to consume the right amount of high-quality protein at the right times throughout the day. It's essential

for immune health, building muscle mass and keeping energized.

Dealers Ingredients Inc., which is based in Brampton, Ont., offers food processors an easy solution to filling that gap. It's called Profi and it's the first complete vegetable protein that offers fibre, too.

Profi contains all essential amino acids in proper proportions. It can replace soy, dairy and meat as a complete vegetable protein source. The ingredient is designed to support immune health, since protein repairs and rebuilds muscles, and it promotes organ and skin health. Profi can also provide a "good to excellent" source of fibre, which helps to promote digestive and heart health and does not cause gastrointestinal disturbances observed with other ingredients containing inulin.

Both the plant protein and fibre in Profi also contribute to appetite control and satiety. In addition, Profi is GMO-free. It has a mild clean taste and smooth texture, which can enhance a variety of food products with plant-based protein and fibre.

Profi products include Profi 100, Profi 200, Profi Pro and Profi Bake. Both Profi 100 and Profi 200 have the benefit of cane fibre, a soluble fibre in the form of short-chain fructooligosaccharides that is a gentle, well-tolerated fibre that favourably stimulates the gut microbiota.

Profi 100 is designed for serving sizes less than 100 g. It is recommended to use 15 g of Profi 100 per serving in order to achieve six grams of protein and five grams of fibre. It's ideal for enhancing pasta, crackers and cereals.

Profi 200 is designed for serving sizes greater than 100 g. It is recommended to use 22 g of Profi 200 per serving to achieve 12 g of added plant protein and five grams of added fibre. It is ideal for boosting soups and beverages.

Profi Pro is ideal for adding protein to any application, but without the added fat or allergens from soy or meat and dairy options. It contains a proprietary blend of vegetable proteins. In small serving sizes it is recommended to use nine grams to achieve six grams of added plant protein.

Profi Bake can replace all-purpose flour in all gluten-free, non-GMO baked goods. It's recommended to use 15 g per serving to achieve six grams of added plant protein and six grams of fibre.



↪ from page 13

> The federal government announced the passage of **Bill C-18, the Agricultural Growth Act**, in March. The legislation updates and modernizes a number of key statutes to help Canadian farmers compete and prosper in today's global marketplace. The Act strengthens agricultural intellectual property rights, improves access to the latest scientific research, reduces red tape and regulatory burden on producers, and expands global market opportunities. Also, with stronger plant breeders' rights, farmers now benefit from greater access to new crop varieties and the latest technology to remain competitive, meet the needs of Canadians and feed the world — while maintaining the right to save, clean, store and reuse seed for their own operations.

> Toronto-based **Mike & Mike's Organics** and **Red Sun Farms** were named two of Canada's Best Managed Companies of 2014. Sponsored by Deloitte, CIBC, *National Post*, Queen's School of Business and MacKay CEO Forums, the Best Managed Award recognizes Canadian-owned and -managed companies with revenues of more than \$10 million in sustained growth, financial performance, management practices and the efforts of the entire organization.

> A trade panel has struck down restrictions under Quebec's food legislation that prohibit the manufacture, sale and labelling of canola- and soybean-based dairy alternatives in the province. The **Vegetable Oil Industry of Canada** (VOIC) had asked the government of Saskatchewan and other Western provinces to formally challenge Quebec's barriers under the Agreement on Internal Trade in 2012. The VOIC called the ruling a decisive victory.

> **Cargill Inc.** has signed a formal partnership agreement to support **Mondelez International's** Cocoa Life program. The agreement strengthens both companies' commitment to improving the livelihoods of cocoa farmers and to investing in a sustainable future for cocoa.



> Puslinch, Ont.-based **Nestlé Waters Canada** has achieved Excellence in Manufacturing standing from the Canadian Bottled Water Association.

> For the fourth straight year, **Saskatchewan** has set a record for agri-food exports with total sales of \$13.9 billion in 2014, once again making it Canada's top agri-food exporting province. Saskatchewan exported to 153 countries around the world last year.

> Ottawa-based **Collège La Cité**, a francophone college, will deliver French-language agricultural education programs in Eastern Ontario. The college is taking the lead in delivering the programs this fall at Campus d'Alfred, which is now a francophone campus at the University of Guelph. The university had announced that it would be consolidating its agricultural academic and research operations at its Guelph and Ridgetown campuses by the end of 2015 and halting programs at its Kemptville and Alfred campuses. La Cité will offer the agriculture technician program and the nutrition and foodservices management program at Alfred for the 2015/2016 school year. It will also collaborate with Collège Boréal in Sudbury to deliver the veterinary technician diploma program at Alfred. In addition La Cité will work with partners to start a new institute, L'Institut de formation et de recherche rurale et agroalimentaire.

> Mississauga, Ont.-based **Bamford**

Produce, a produce distribution company, has revamped its website at bamfordproduce.com. The site has a new look, user-friendly navigation, improved functionality and updated company information.

> The **Canadian International Grains Institute** (Cigi) received almost \$1 million from the federal government to use towards identifying new and innovative uses for the high-protein, high-fibre family of legumes. Cigi will use the investment to help it develop new food products from roller-milled pulse flour to boost the pulse sector's flour processing and milling capacity.



> U.K.-based travel company, **Canadian Affair**, and Clarks Maple Syrup teamed up with world-famous pancake

artist Nathan Shields to celebrate the 50th anniversary of the Canadian flag.

www.pwc.com/ca/retail

Maximizing growth potential



The right opportunities and a clear strategy are essential to compete in today's marketplace. Our professionals can help — we have the significant food & beverage experience and services to help grow your business.

Alain Michaud
National leader, Retail and Consumer
514-205-5327
alain.michaud@ca.pwc.com

Mauro Fratarcangeli
National Food and Beverage leader
416-218-1433
mauro.fratarcangeli@ca.pwc.com

© 2014 PricewaterhouseCoopers LLP, an Ontario limited liability partnership. All rights reserved. 3837-01-03-10-2014

Buzz-worthy commercial beekeeping program launches in B.C.



A university in B.C. is introducing a new program this year — one that is sure to create some buzz in the province and beyond.

The Kwantlen Polytechnic University (KPU) is introducing B.C.'s first commercial beekeeping program. By November 2016, the university will graduate a group of students who will have the skills to work in, manage and grow existing beekeeping operations or establish and grow their own

diversified cottage beekeeping business of up to 300 hives.

With the shortage of bees in B.C., the university is hoping the program will bolster the industry. The students will have the training to help meet the province's growing pollination demands, says Jim Pelton, executive director of Continuing and Professional Studies at KPU.

In B.C., pollination-dependent crops comprise an increasing portion of the B.C. agricultural landscape. Honeybee pollination is responsible for more than \$200 million per year in agricultural production. In fact, based on three hives per acre, the province's 20,000 acres of blueberry farms alone require 60,000 bee colonies for pollination. With only 45,000 commercial bee colonies in B.C., these farms import colonies from Alberta to meet demand.

The 16 initial graduates of KPU's program could increase B.C.'s honey production by \$250,000 per year while supporting more than \$6 million in agricultural production, even if they just worked part-time managing small 50-colony operations. And those figures would gradually expand, notes Pelton, as KPU's beekeeping program is forecast to grow from 16 students per year in each of its first three years, to 24 students per year after that.

John Gibeau, president of the Honeybee Centre in Cloverdale, B.C., helped develop the program outline and will be part of the advisory committee of apiculture industry partners who are guiding curriculum development in preparation for the first student cohort in January. The curriculum will include a work experience practicum, where students can gain a real-world perspective of the industry.

Great food begins with quality ingredients.

Continental Ingredients Canada offers a full line of quality ingredients to impart the desired flavour and texture in your food products. From concept to finished product, CIC is with you all the way. We work closely with you through the product development, formulation, and plant trial stages.

CIC now offers gluten free certified blends.



Along with flavours and emulsions CIC offers IFF's new collection of suitable for organic (SFO) flavours.



Continental Ingredients

The Perfect Blend...

CIC IS ALSO A PROUD CANADIAN DISTRIBUTOR OF QUALITY INGREDIENTS FROM:



Starches, Sweeteners and Related Carbohydrate Derivatives



Established in 1949
Vitamin Premixes, Liquid Flavourings



Stabilizer and Emulsifier Systems



Enzymes, Cultures, Protectants, Preservation Products for Dairy Products

www.cic-can.net



@ContinentalC

SIAL Canada: April 28-30, 2015

SIAL Canada, the international food and beverage tradeshow, comes to Toronto April 28 to 30. The show covers the entire food industry, including retail, foodservice and food processing equipment (SET Canada). The three-day event includes hundreds of exhibitors, as well as events to attend and contests to enter.

One of the big draws is always SIAL Innovation, previously called Trends & Innovations, which is the international showcase for innovative food products. The competition rewards the best international food innovations of the year and reveals worldwide food consumption trends. Also returning this year is Olive d'Or, the North American international olive oil contest, which will celebrate its 10th anniversary this year.

For attendees who have any kind of



food industry query, there's the Experts Hub. The hubs are located throughout the show and will have food industry experts on hand to answer questions and offer solutions. The LAB is back again at this year's show where best MOF (Meilleurs Ouvriers de France) pastry chefs will share their know-how.

Attendees can also check out Cheese by SIAL: The Cheese Observatory, which offers exceptional products on display and experts who can answer questions about them or the industry. New at this year's show will be the Cheese and Wine Lab, where attendees can learn about cheese and wine and beer pairing.

For foodservice professionals, there's La Cuisine, which will offer educational sessions, corporate chef competitions and cooking demonstrations. And attendees with a special interest in food packaging can check out PACK Concept for conferences on food packaging, supply chain and e-commerce.

Last but not least there are the educational sessions, which are free of charge and presented during show hours. Each day has a theme, including innovation, locally and internationally.

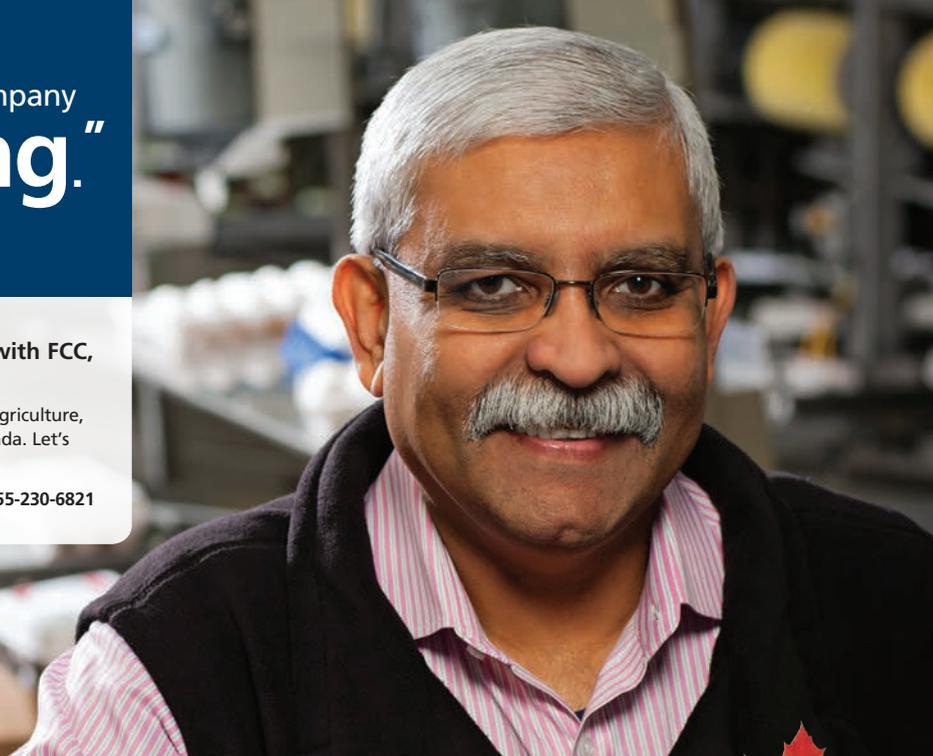
"FCC is key to our company growing."

Meb Gilani, President, Gilani Group
Food Processing and Distribution

When you talk financing with FCC, we'll listen

Work with the leading lender to agriculture, agribusiness and agri-food in Canada. Let's talk business.

fccfinancing.ca 1-855-230-6821





Agribusiness and Agri-Food Division



SUPPLIER NEWS



> Unionville, Ont.-based **RFI Ingredients** has begun growing organic crops through local organic farms in Ontario. The organic vegetables are then dried into powders using a drum dryer in the company's new plant in Broomfield, Colo.

> Saskatoon, Sask.-based **Prairie Diagnostic Services Inc.** received funding to purchase new equipment to expand and modernize its diagnostic testing capacity. Prairie Diagnostics offers veterinary laboratory services and support in animal health diagnostics, research, teaching and surveillance.

> The AOAC International has validated St. Paul, Minn.-based **3M Food Safety's 3M Petrifilm Rapid Yeast and Mold Count Plate** as a First Action Official Method of Analysis for the detection of yeasts and moulds within food products in as little as 48 hours.

> **Festo Canada** celebrated its 40th anniversary at a recent event in Toronto at the Ontario Science Centre. The event included presentations by top Festo executives, a look at the company's business strategy, insight into production processes of the future, challenges in Canada and future production trends. Festo supplies automation technology and industrial training and education programs.

> The Health Canada Microbiological Methods Committee has extended its approval of the **DuPont BAX System Real-Time PCR Assay for E. coli O157:H7** in the Compendium of Analytical Methods: Laboratory Procedures for the Microbiological Analysis of Foods. The BAX System is now approved for testing composited samples of ground beef weighing up to 375 g.

> Mississauga, Ont.-based **Caldic B.V.** — an international distributor and producer of food ingredients, chemicals and technical products — has completed its acquisition of **The Ingredient Company**, a distributor of savoury and nutrition ingredients in Canada. The acquisition will strengthen Caldic's flavour and natural ingredient solutions beyond its current activities in North America.

> **Silliker Inc.** is rebranding as **Mérieux NutriSciences** as part of a global brand transition that will be completed this year. Mérieux NutriSciences is a subsidiary of Institut Mérieux, which Silliker became a part of in the 1990s.

> **Ingredion Incorporated** has entered into a commercial agreement with Chile-based **Gelymar**, a producer of carrageenan. Ingredion will commercialize Gelymar's carrageenan and textural solutions for the food and personal care industries in the U.S. and Canada. In other news, Ingredion has acquired **Penford Corporation**, a U.S.-based provider of specialty ingredients for food and non-food applications.

> *ColoradoBiz* magazine has named **Birko**, a provider of food safety solutions, as a Top 50 Family Owned Colorado Company for 2015.

> New Bremen, Ohio-based **Crown Equipment Corporation** recently opened a new Crown Lift Trucks sales and service location in Sandston, Va. The site will have 23 employees and will have parts, maintenance department, forklift re-manufacturing and other services.

> Ohio-based **Ganeden**, a manufacturer of probiotics, and **Georgia Nut**, a manufacturer of confections and snacks, have partnered to develop innovative products, such as on-trend probiotic product concepts with novel delivery systems.

> Duncan, S.C.-based **Sealed Air's Food Care Division** received a Flexible Packaging Achievement Award for two of its packaging innovations. The awards were given out at the Flexible Packaging Association's 59th annual Achievement Awards and Innovation Showcase in March. The two innovations that won were Sealed Air's Darfresh on Tray and Freshness Plus.



P.E.I. tops \$1 billion in international exports

Last year was a milestone for the province of Prince Edward Island — for the first time ever it exported more than \$1 billion worth of goods.

In 2014, P.E.I. sold \$1.12 billion worth of goods, farm products and seafood being the largest export area, to markets outside Canada, something it's never achieved before.

"The value of P.E.I.'s exports increased by 22 per cent from 2013 to 2014. This is a phenomenal achievement by our province's business community," said premier Wade MacLauchlan. "We must build on this success and continue to close the gap between Island imports and exports by supporting entrepreneurs and increasing our competitiveness."

The most important market for the island is the U.S., followed by South Korea, France and the U.K.

The province's business community is achieving this success in traditional markets and new ones by providing quality and innovation. After farm products and seafood, aerospace and electronics came in second.

PEOPLE ON THE MOVE



> **Jenna Kouri** has joined Brampton, Ont.-based L.V. Lomas as its new Bakery Application specialist. Kouri is a qualified food product development specialist. L.V. Lomas is a leading distributor of ingredients, raw materials and packaging products.



> Quebec City-based Carton Council of Canada has appointed **Isabelle Faucher** as its new managing director.

> The Barley Council of Canada appointed new directors at its annual general meeting in February. They are: **Dr. Aaron Beattie**, University of Saskatchewan Crop Development Centre, representative for the research sector; **Bob Sutton**, Malting Industry Association of Canada; **Rod Merryweather**, FP Genetics; **Don Dewar**, Manitoba Wheat and Barley Growers Association; **Zenneth Faye**, Saskatchewan Barley Development Commission; and **My-Lien Bosch**, Animal Nutrition Association of Canada.



> Freeport, N.Y.-based DB Schenker has appointed **Phillippe Gilbert** to the position of regional CEO, Americas. DB Schenker provides integrated logistics services.

> Toronto-based Manoucher Food and Company has appointed **Henny Etminan** as its new CEO. Etminan was recently the artisanal bread maker's director of Sales and managing director.

> **Peter Sproule** has joined Halton Hills, Ont.-based Spaltech International as a Technical Sales representative. Spaltech provides temperature control systems and equipment.

> **Mark Magnesen** will be the new president of Madison, Wis.-based Oscar Mayer.

> Erie, Penn.-based Eriez has appointed **Xinkai Jiang** to the new position of manager, Process Engineering.



> **Bill Stevens**, chairman of Birmingham, Ala.-based Motion Industries, has retired.

Tim Breen will succeed him.



> Algatechnologies of Kibbutz Ketura, Israel has appointed **Ronnie Meninger** as its new CEO; **Hagai Stadler** will become a director on



the board of directors; and **Sammy Boussiba** is the new chief scientist to the board of directors.

> **Udo Kagerbauer** is now director for global cocoa commodity price risk management for Mondelez International Inc.



> San Antonio, Texas-based Food Safety Net Services has appointed **Mark Griffin** as its new vice-president of Sales and Marketing, and **Heather Staples**, PHR, as its new director of Human Resources.

Portable Freezing Made Easy

precision & versatility wherever you need it most

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

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

MOBILE flexcool

A WORLD OF COMFORT



COMMENTARY – The increasing impact of currency volatility

In follow up on last month's commentary, I can't remember a time when currencies were having so much impact on commodity prices.

On Monday, March 16, May corn futures closed at US\$3.79, while cash in Southern Ontario was around CDN\$4.61. Soybeans were US\$9.72 on May futures, while cash was CDN\$11.59 in Southern Ontario. Removing the exchange rate effect, local prices are about where they would normally be – about a dollar lower for corn and almost two dollars for soybeans, but the local basis is quoted in Canadian funds vs. U.S. funds. So, while U.S. prices have trended downward, local prices have been flat to higher during the loonie's slide.

The recent U.S. Fed decision to hold off on raising interest rates took commodity volatility to a new level. On that day, wheat bounced up by \$0.23 and soybeans bounced \$0.27 over

two days. Even Brent Crude reversed a downtrend and had a \$4 trading range that day. All this came because the market perceived that the strong dollar was pressuring commodity prices downward. When the Fed took away the threat of higher interest rates, the market adjusted the premium on the U.S. dollar and the discount on commodities.

Buying (or selling) commodities is way more complicated in Canada than the U.S. because of both currency and basis. Like most things in the food industry, it's becoming even more complex. I suggest buyers learn to watch all the factors affecting prices. I hope this column helps take a little of the uncertainty out. ●

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

Commodity prices moved sideways during the month, with downward pressure from the strong U.S. dollar. This reversed in mid-March. Grain markets are reacting to weather, weather fears and export demand, resulting in some opposite movements.

> **Corn** – Corn prices continued sideways, then threatened to move below support at \$3.74 on the May contract. To date, however, support is holding following last week's drop in the U.S. dollar. The underlying fundamentals include continued adequate stocks, apparent large crops in Argentina and Brazil, and a recent cooling of export demand. Hog profits in the U.S. have also declined, perhaps slowing the growth in demand for feed. Drought in the Western corn-belt could become an issue as seeding approaches. We continue to like pricing hand to mouth while protecting above major support at \$4.23, though we would likely move that down to \$4 if futures fall below \$3.73. Some analysts expect a spring rally, likely caused by weather fears.

> **Soy oil** – The soy oil rally reached the 23.6 per cent retracement at about \$0.33, before sputtering before a large Malaysian palm oil crop and a large soybean crop in Brazil. The latter includes a new Conab estimate of 95.9 million tons to go along with others in the 94

to 95 range. With declining export demand for soybeans and Malaysia's decision to levy an export tax on palm oil, this likely means a flat to weaker market for now. Protect just above major support at \$0.296.

> **Wheat** – Wheat has a 30 per cent world stocks/use ratio, up five per cent from last year. However, warm, dry weather in European Russia and dry weather in the U.S. Western corn-belt are causing fears about 2015 production after again testing contract lows at \$4.91¼ on the May. We continue to believe that pricing near contract lows makes sense. Barring that, protect above resistance at \$5.50.

> **Sugar** – Sugar continues to make new lows (12.9 cents on the May) not seen since 2009. The continued large crops in Brazil, India and Australia are weighing heavily on this market. We still think, as long as the trend continues, it makes sense to buy hand to mouth and use the old contract low of \$0.144 as the level above which to protect.

> **Natural gas** – May futures have been in a range between 2.6 and 3.2 cents since mid-December, mostly below three cents. Currently, it is 2.76 cents. We continue to ask how can one go wrong at these prices? At least protect above three cents.

> **Crude Oil** – Brent crude oil prices rallied by 23.6 per cent after the Saudi king's death. Now

production is coming back on line in Libya and U.S. production is maintaining higher than expected. In combination, these supply pressures are reducing oil prices. May declined from \$63.70 to the current \$54.10; the contract low is \$48.95. Distant contracts are at significantly more premium than carrying cost. Therefore, the spread must narrow. Energy buyers should continue to buy hand to mouth, but protect above \$63.70.

> **Canadian dollar** – Thank heaven the Bank of Canada chose not to reduce interest rates again and create even more havoc. The March 18 meeting of the U.S. Federal Open Market Committee created some of its own by making clear it has no intention of raising interest rates in the short term. This caused currency and some commodity prices to bounce because the expectation of higher interest rates was built in. The loonie bounced, but much of the bounce was quickly squelched with the June contract, currently at \$0.794, off the low of \$0.771. The loonie will now carefully watch the oil market for the next signal on direction. Meanwhile, for those who are affected by this interest-rate/currency uncertainty, we recommended to buy Puts when the loonie was over \$0.90. There may be another leg down, but we think now is a good time to offset those Puts and take a profit. We also now recommend that those who risk a rising currency buy Calls.





Global Footprint, Local Expertise

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

Those are just a few facts

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

Fresh Ideas Start Here

A network of expertise and technology to deliver innovative solutions.

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





Chemical Hazards

In our industry the word “chemical” conjures up a wide array of reactions, most of which are negative. Combine that word with “hazards” and the anxiety meter goes off the scale. Irrational reaction, absolutely, but such is the stigma these words carry in the minds of many who produce food and many of those who consume it.

According to a recent report on food safety, in the minds of North American consumers chemical hazards in food ranks second only to microbial hazards. For the most part, consumers also believe that the chemical hazards in foods arise at the producer or processor levels either by accident, ignorance or malpractice.

Hazard analysis critical control point (HACCP) programs used everywhere in our industry specifically recognize chemical hazards as a major class of hazards which must be addressed in order to produce safe, wholesome foods. Those who have researched the chemical safety hazards while developing their company’s HACCP plans discovered that some chemical hazards can arise naturally in foods. For example grains, fish and mushrooms are known to harbour naturally occurring toxins. However, the number of naturally occurring chemical hazards is dwarfed by the number of man-made chemical hazards, ranging from the improper use of fertilizers to contaminated packaging.

The first line of defence to prevent chemical hazards from getting into the food chain is to stop them from happening by implementing safe



growing and processing practices. The second line of defence is to monitor our food supply by means of rapid, inexpensive and accurate analytical tests to ensure that it is safe. It is far easier and less costly to prevent chemical hazards from entering the food supply than it is to monitor the food supply for myriad possible chemical hazards. Given that it is not practical to test every product for every possible hazard, one then assesses

“In the minds of North American consumers chemical hazards in food ranks second only to microbial hazards.”

the level of risk from each contaminant to decide which hazards should be monitored. But the challenge doesn’t stop there.

Food is a very complicated matrix and the components unavoidably contribute to the interference of detection. Food scientists and technologists usually have to spend extended periods of time and considerable effort in sample preparation before analysis can begin. The level of chemical contamination and adulterant in foods can be low, resulting in further challenges in detection. Consequently food analysts and toxicologists are always looking for and developing simpler,

faster and more reliable methods to detect various chemical hazards in foods. Dr. Xiaonan Lu and his team at the University of British Columbia (UBC) in the Faculty of Land and Food Systems are doing very innovative research in this area.

Dr. Lu’s Food Safety Engineering Laboratory is developing a technique using “artificial antibodies” technically referred to as “molecularly imprinted polymers” (MIPs) to construct nanobiosensors to capture trace levels of chemical contaminants and hazards in foods. Antibody-based separation methods are highly specific and sensitive. Dr. Lu’s team has shown that these MIP-constructed nanobiosensors can achieve a limit of detection on chloramphenicol and melamine in milk down to the part-per-billion (ppb) level, a threshold established by the Canadian government. Dr. Lu believes these nanobiosensors could screen large numbers of milk samples for antibiotic residues and adulterants. Each test requires approximately 20 minutes per sample, which would be a significant reduction in time compared to current methods, as well as offering potential cost savings.

Continuing and future work in Dr. Lu’s laboratory at UBC involves developing MIP-based nanobiosensors to detect other chemical hazards and pathogenic bacteria in liquid food products such as milk and fruit juice. Dr. Lu may be contacted at xiaonan.lu@ubc.ca.

Please feel free to tell me about any innovative food safety research you have heard about. ●

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

New Products at Montour

Soups & Sauce packets*
including marinades, salad dressing and fruit spreads



MONTOUR

DEPUIS • SINCE 1954

- Packaging formats 30g-175g
- Packets can be connected 2x2 with perforation for client to separate
- Can be inkjet or embossed on envelope
- Clear and printed envelopes available

*(*info above for packets only)*



Contact us for more information

1-800-361-9203



Regulatory Myths – Part III

Science, policy and politics

One of the most persistent regulatory myths is the notion that politics can and should be kept out of science-based regulatory decision making. But as Covello and Merkhofer have clearly shown: “In practice, assumptions that have policy implications enter into risk assessment at virtually every stage of the process. The idea of a risk assessment that is free, or nearly free, of policy considerations is beyond the realm of possibility.” It is surprising how much our public discourse is still dominated by the quaint utopian view that science and policy can be strictly separated.

This enduring myth is the basis of the current kerfuffle regarding the government’s “war on science,” the allegation that decisions are based on ideology, not science, that politicizing science is a very bad thing and that all decisions must be “evidence-based.” Ironically, these same critics make a virtue out of being skeptical of mainstream science by opposing, for example, fluoridation, GM foods, irradiation and vaccinations! But their basic misunderstanding is that they believe or pretend to believe that science and policy can be separated. Their whole concept of “evidence-based” is flawed. It is the legitimate and necessary role of politicians to take the science-based risk assessment and then carry out the policy-based risk management function by weighing the social, political, economic, ethical and environmental factors in order to arrive at the appropriate regulatory



decision. In our democratic system scientists cannot, should not, carry out what is the legitimate role of elected politicians and their senior advisors.

What should be the acceptable level of PCBs in farmed salmon? What should be the appropriate mix of rules to prevent the importation of BSE into

“Scientists cannot, should not, carry out what is the legitimate role of elected politicians and their senior advisors.”

Canada? What is the acceptable level of phthalates in plastic toys? What are the best regulations to prevent the importation of FMD into Canada? What is the right regulatory regime for the approval of genetically modified traits in seeds? What is the acceptable level of GM corn in wheat products? What should be the necessary rules for the storage of high level nuclear waste? What is the safe level of BPA in water bottles? How should the level of salt in processed food products be regulated? Should it continue to be illegal to sell raw milk? What should be the rules for raw milk cheese? This is just a small sample of the science-based public policy issues with which I was directly involved in recent years. In all

of these cases it was the regulator’s task to protect the public health and safety of Canadians through a complex process of weighing the many factors involved without, may I say again, the aid of some quantitative cost benefit analysis; the factors were too complex to be monetized in a way that would be useful for decision making. In all these cases the science was relevant but not determinative. And yet in all these cases the parties argued that the basic question was one of science: if only we could get the science right, the public policy answer would follow. If only the world were that simple.

When I was president of Canada’s largest science-based regulator, I dealt regularly with scientists who were seemingly unaware how much their science advice was imbued with unstated policy considerations, and how much the uncertainty of their science required the consideration of other factors. Many academic and government scientists and their public sector unions still shamelessly march in the streets arguing that decisions must only be “evidence-based.” My nutrition and food science students seem genuinely unaware, uncomfortable even, with the idea that science-based health risk assessments are replete with policy considerations.

We need to engender a broad public debate about the role of science and scientists in policy making. For starters we need to debunk the myth that politics can and should be taken out of science-based regulation making. 🍎

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



Sunflower Oil

A non-GMO oil ideal for product formulations

Two premium choices:

Mid Oleic (NuSun®) and High Oleic Sunflower Oil

Both oils have:

- superior stability and extended shelf-life
- a longer fry-life¹ than other oils
- a light, neutral taste, offering a clean flavour profile
- heart health benefits - trans fat free and an excellent source of Vitamin E

Call one of the following suppliers to determine which sunflower oil is right for *your* application:

ADM
800-637-5843

Bunge Oils (Canada)
800-361-3043

Caldic Canada Inc.
800-263-1939

Cargill
800-263-5573

C.P. Vegetable Oil Inc.
800-431-3731

Fazio Foods International Ltd.
604-253-2668

Hubbert's Industries Ltd.
905-791-0101

LV Lomas Ltd.
800-575-3382

Northern Alliance
Commodities
519-979-3800

Sager Food Products Inc.
514-643-4887

Saporito Foods
905-944-0505

TAKTIK Marketing
514-389-2553

Trade Organics USA, LLC
888-210-2599



Buy USA Sunflower Oil | SunflowerNSA.com

NuSun® is a registered trademark of the National Sunflower Association.

1. Fry study conducted by Cargill, spring 2009.

2. Research conducted by IPSOS-ASI Ltd., January 2010



75% of Canadians²
are interested in
buying products
made with
sunflower oil.



CFIA QUIDing, or quitting food labelling!

In November 2014 the Canadian Food Inspection Agency (CFIA) archived its “Guidelines for Highlighted Ingredients and Flavours” in order to review them.

If these are guidelines, why should we care? The guidelines provide a means for interpreting if a food’s ingredients or flavours are misrepresented. The fact that the guidelines are archived does not dispense with the potential for representations to mislead, and thus the need to interpret that. A predictable means of gauging compliance is needed.

The interpretation of whether a food is misrepresented is chiefly governed in Section 5 of the *Food and Drug Act* (FDA), Section 7 of the *Consumer Packaging and Labelling Act* (CPLA), and Section 6 of the *Safe Food for Canadians Act* (SFCA). Once the SFCA comes into force it will withdraw foods from the CPLA, leaving the FDA and SFCA to carry the burden of judging compliance. But just because the guidelines are archived does not mean the CFIA will be quitting the labelling business. Revised guidelines are being readied as part of the CFIA’s overall food labelling modernization efforts.

The CFIA’s underpinning guidelines on ingredient highlighting, as they appear on their Industry Labelling Tool, are very generic. It notes, “In principle, any emphasis regarding the presence of an ingredient, component or substance should be accompanied by a statement



regarding the amount of that ingredient, component or substance present in the food.” The consultations on ingredient highlighting have exposed the CFIA’s interest in QUID (quantitative ingredient declarations), as a possible remedy when ingredient highlighting is present.

The current archived guidelines provide for percentage declarations with highlighting representations as one potential mitigating practice to avoid misrepresenting a food. Those guidelines also provide a host of other labelling practices that can be considered as well, such as identifying that a highlighted ingredient is present or represented as a flavour only. Making QUID mandatory might entail making regulatory amendments.

The general guidelines on highlighting ingredients have been in the former Guide to Food Labelling and Advertising for decades. That guide was abandoned in 2014 in favour of the CFIA’s new Industry Labelling Tool. The CFIA’s Highlighted Ingredients and Flavour guidelines, which elaborate on the general guidelines, have been around for more than 10 years. It has only been in the past few years, however, that the CFIA has made them accessible online.

Canada currently does have legislation that requires percentage declarations in specific cases. Under the *Food and Drug Regulations* (FDR), ingredient labelling can be declared based on percentages as an option to listing simply in descending order of proportion. That of course

is rarely done. The concept of QUID would be to include the percentage of the highlighted ingredient(s) in the list of ingredients. This has raised concerns about the disclosure of proprietary information. QUID would not address highlighting of natural and artificial flavours. Simply declaring the per cent of an ingredient in the ingredient list would not likely remedy the overstating of that ingredient in view of other similar ingredients. The inherent complexity of ingredient highlighting, which also includes pictorial representations, makes it unlikely that a single solution like QUID will address all concerns. In the right scenario it may, however, serve as one of several possible remedies.

The question as to how ingredient and flavour highlighting will be managed in the future becomes intriguing. Both the FDA and the SFCA have provisions for incorporation by reference, which if implemented would give such incorporated references the weight of law. Those cards are in the hands of CFIA to play here. With or without guidelines, CFIA will be obliged to evaluate label representations in view of whether they are misleading or not. The previous guidelines, whether by lack of promotion or by design, did not seem to result in a consistent labelling approach expected by the CFIA. It is perhaps then not surprising if the agency plays a trump card and adds more muscle to new guidelines and/or regulations. If the CFIA remains on target, we should have a report from them by mid-2015. ●

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



The 2015 Leadership Award winners are...

We are very pleased to once again partner with *Food in Canada* in sponsoring the 2015 Leadership Awards. The awards program recognizes Canadian food and beverage companies for their achievements in Growth, Innovation, Health & Wellness, Stewardship, and Community & Industry Leadership. It is clear that the companies being recognized this year demonstrate qualities that truly exemplify leadership in the industry; an industry that we are very proud to be associated with.

Around the world, and particularly here in Canada, food and beverage companies continue to invest in new offerings and new markets. Many are also focused on providing healthy new products in an environmentally friendly way in an effort to positively impact their local economies and communities. Canadian consumers continue to look for improved quality and value in their food and beverage choices, while retailers continue to promote goods that bring consumers into their stores and move product off of their shelves.

A producer's ability to innovate is critical to developing these products. Mother Parkers' FlavorMax and EcoCup products are excellent examples of how a Canadian producer analyzed the market and developed an innovative solution that consumers have embraced. Manitoba Harvest Hemp Foods has

also excelled in its development of hemp as a healthy and accepted product that continues to grow in popularity worldwide.

From a sustainability and stewardship perspective, Clearwater Seafoods sets a very high standard. Its certification by the Marine Stewardship Council is a world-class achievement that demonstrates its commitment to ensuring the long-term health of the ocean eco-system. Fellow Atlantic producer Devonian Coast Wineries has also displayed true industry leadership by acting as a driving force to put Nova Scotia's wine industry on the map.

Last but not least, Fiera Foods' growth performance is clearly exemplary. Its continuous expansion, most recently highlighted by the introduction of more than 250 new products in 2014 alone, shows how Canadian producers can flourish in the vibrant food and beverage world.

Canadian food and beverage producers have clearly shown that they are ready to meet the challenges presented by today's dynamic national and global economy. As a firm dedicated to serving the food and beverage industry, Grant Thornton feels very privileged to recognize these 2015 industry leaders.

Jim Menzies, Global Leader —
Food & Beverage Industry
Grant Thornton LLP





Fiera Foods Company

GROWTH AWARD

BY CAROLYN COOPER

At Fiera Foods Company, “Expect only the Best” is more than a motto, it’s the mindset that drives the bakery company to continue to excel and grow through innovation and a dedication to great customer service.

In the past 25 years Fiera Foods has seen a lot of changes. What began as a two-man bakery operation in 1987 with 5,000 sq. ft. of space is now a multimillion-dollar company with more than 1,400 employees, and two Greater

Toronto Area facilities covering roughly 600,000 sq. ft. of space, with access to 140,000 sq. ft. more through alliance partnerships with two additional facilities.

“We’ve almost doubled the business in the last three years, and our hope is to further double the business in the next three years,” says Carmela Serebryany-Harris, president of Fiera’s alliance partner and contract manufacturer Upper Crust and daughter of company co-founder Boris Serebryany. The company is also in the process of completing a

\$100-million expansion to increase its capabilities. In all, last year saw growth climb approximately 10 per cent, buoyed by exports and new product innovation, especially with the focused move into the foodservice market about three years ago.

“Given the demands for unique, novel items in QSRs, our ability to be a speedy innovator has enabled us to become a strategic partner with many operators,” says Serebryany-Harris. She points to their croissant doughnut, developed for one of the company’s largest foodservice



(Left to right) Fiera Foods co-founders Boris Serebryany, CEO and president, and Alex Garber, COO.

Photo: Stephen Ferrie

customers, as an example of both speed to market and responsiveness to trends. “We were one of the few manufacturers to see it from an innovation standpoint, develop our own version, and then take it to a commercial scale. And now it’s a top-selling item.”

The company introduced more than 250 new products in 2014. Its private-label products, like bagels, doughnuts, croissants, pastries, artisan breads and rolls, are now found in major food-service chains such as Tim Hortons and Krispy Kreme, in all major grocers, Costco, Sam’s Club, and even WestJet.

“Today we’re probably one of the largest manufacturers of croissants in North America,” says Serebryany-Harris. “We produce about three million croissants a day, and about two million bagels a day. We look at everything available in the market, and we choose the products that fit our competencies, but we aren’t afraid to aggressively move into new areas where we believe we can make a difference while being competitive.”

One of those areas has been venturing with Ferrero to produce bakery products with Nutella through Fiera’s own brand Bon Appé, a first for both companies. “We proved ourselves to them,” explains Serebryany-Harris. “They looked at a variety of companies, but instead of just showing them a presentation we showed them product. I think it’s that knowledge and focus on the actual product that gives us a competitive edge.”

Innovation hasn’t just been in terms of product offering either. Both Serebryany and co-founder Alex Garber are engineers by background, so building efficiencies into the bakery process has been an important focus. As a result, Fiera Foods offers products that minimize cost, time and the labour or skill sets required to bake them. Advances such as freezer-to-oven and freezer-to-fryer technology, as well as low-stress dough have also helped in growing Fiera’s customer base beyond traditional bakery environments.

When it comes to future expansion, Serebryany-Harris says “the sky’s the limit.” International demand, especially from Asia, is strong, as is the potential in foodservice. “We’re privately owned so we invest our own capital, and are really conservative about our growth,” she notes. “But that being said we want to make sure that we grow strategically. We’re always looking for opportunities.” 🍓



FOUNDED: 1987



HEADQUARTERS:
TORONTO



PRODUCTS:
CROISSANTS, BAGELS,
DOUGHNUTS, PASTRIES,
ARTISAN BREAD & ROLLS



Mother Parkers Tea & Coffee Inc.

INNOVATION AWARD

BY DEANNA ROSOLEN

“You don’t become a century-old company unless you’re leading with innovation.” They’re insightful words from Lib Trombetta, director of Innovation and Technology at Mississauga, Ont.-based Mother Parkers Tea & Coffee Inc. The company is more than 100 years old and it’s still owned by members of the original Higgins family — third generation Higgins, Paul and Michael. It has seen some massive changes over the decades, and survived through some

dark times as well, including the Great Depression.

Reading through the company’s history is telling. Being state of the art and innovating are not traits the company ever shied away from. The company’s enduring success, says Trombetta, can be attributed to “hard work, strategic choices and careful understanding of the customer needs paired with dedication to driving new innovations. Many of the processes and technologies in place today did not exist — we had to invent them

to redefine the consumer experience and deliver an authentic beverage.”

Early adopters of the single-serve system identified taste and waste as two concerns. In 2012, the company developed the RealCup single-serve capsules using an unique FlavorMax filter, shaking up the single-serve coffee and tea market.

“The FlavorMax filter is really what makes us significantly different from the competition,” says Trombetta. “It’s our filtration system, a unique filter fabric — done by design — to make sure that



(Left to right)
 Frank Chung,
 Margaret LaRocque,
 Shelby Parkinson,
 Lib Trombetta, Sally
 Yip, and Yucheng Fu.

Photo: Stephen Ferrie

all the key components of coffee, aroma, flavour and body, come through in the final cup.” The market leader uses a paper filter, a standard material.

But more than that, FlavorMax takes into account consumers’ previous home-brewing experience. Most consumers either still use or once had a drip system. The system usually requires about five minutes or so to brew a pot of coffee. The water has more contact with the coffee grinds, so it’s better able to extract all the elements that make a good cup of coffee. A single-serve system is “trying to do that in

under a minute and that’s a challenge,” says Trombetta. The team at Mother Parkers knew the answer was in a more effective filtration system.

However, there was still another element, one that was missing in the competition and one that consumers were clamouring for: an environmentally friendly option. In 2014, Mother Parkers’ team introduced EcoCup capsules for loose-leaf tea. It’s an innovation that makes it simple for consumers to “do the right thing,” says Trombetta. “A breakaway tab is built into the lip of the cup, allowing consumers to click and separate the components — cup, organic material and lid and filter,” he says. Consumers can recycle the cup, compost the organic materials, and dispose of the lid and filter. Since the initial launch, EcoCup capsules have attracted many coffee and tea brands.

It’s exciting news for Mother Parkers, but not so surprising. The team did their research and Paul and Michael, before any work was done, had sought first to understand what was missing from the consumer’s standpoint. That’s what drove the innovations. There were challenges to contend with along the way, says Trombetta, but the team is made up of people prepared to challenge the status quo and believe in the seemingly impossible.

“We’ve seen some great success [with the innovations]. It’s really transformed our business,” says Trombetta. “We’ve added close to 100 new staff. So it’s a startup, like a true grassroots startup. [These innovations] didn’t exist before. The owners have seen returns financially and we’ve brought some really talented people into the company who can help us get to the next level. It’s been transformational.” 🍎



FOUNDED: 1912



HEADQUARTERS:
 MISSISSAUGA, ONT.



PRODUCTS:
 COFFEE, TEA,
 ASSORTED BEVERAGES



Clearwater Seafoods Limited Partnership

STEWARDSHIP AWARD



Ian D. Smith, CEO,
Clearwater Seafoods

BY DEANNA ROSOLEN

Even from its humble beginnings 39 years ago, Clearwater Seafoods Limited Partnership has been working on “getting it right.” The company’s focus is to provide premium, quality, wild and sustainable seafood. But the people behind the company have always known that if you want that supply to be there in the future, you have to understand the oceans and their ecosystems today and invest in their long-term health for tomorrow.

That concern for sustainability has been a driving force for the company. In 2012, says CEO Ian D. Smith, “Clearwater Seafoods achieved the widest selection of Marine Stewardship Council (MSC) certified fisheries than any company in the world. That’s a big claim and one that we’re very proud to make.” The

company has seven fisheries. The first to be MSC certified was in 2006 and is off the coast of Argentina.

While sustainability was always the goal, having an independent third-party like the MSC confirm it did raise the company’s profile. MSC tells customers and consumers that the seafood Clearwater harvests is not only sustainable but also a renewable resource. “We find that our retail and foodservice customers are not only looking for our products, but they hold us up as an example of how we get it right,” says Smith. “We’ve been able to partner with customers such as Loblaws, lobster suppliers in Japan, and major foodservice operators in Europe and Scandinavia.”

The company’s customers caught onto sustainability well before many

consumers did. For them, says Smith, it was a way “to differentiate themselves in an increasingly competitive environment.” MSC certification also tells customers that the products are traceable. In addition, Clearwater is BRC (British Retail Consortium) certified, meaning that it adheres to specific standards for food safety. Both certifications help the company meet its customers’ top concerns. On the consumer side, says Smith, they “view sustainability synonymously with things like healthy eating, organic and natural, and will pay a premium for that. They want to be sure that the seafood they are enjoying is from a sustainable source, which would allow them to enjoy it again with the certainty that they are making a responsible choice.”



Over the years, achieving that level of sustainability has required innovation. Smith says the company often had to invent its own technologies and even borrowed and adapted technologies from other industries. One area where the company has worked to be more efficient and state of the art is on its vessels. “For every day at sea if you can harvest more, you have fewer sea days,” says Smith, “and that means a lower impact on the ocean ecosystem and a lower carbon footprint.”

One of the challenges that comes with being a sustainably harvested seafood company is that there are limits or dips in supply. Smith says it means that one year there may be less than the year before. But Clearwater has learned how to cope. “Because of our broad diversity and portfolio of products, we can manage around those dips in supply in particular species,” says Smith, “and we’re

able to continue to grow over all.” In fact the company has seen double-digit growth over the last five consecutive years.

So not only does sustainability make good business sense today, it ensures opportunities in the future. Smith says it offers all companies a competitive advantage and it’s something more customers and consumers will look for.

“We always tell ourselves that sustainability is a journey. It’s not about any particular destination,” says Smith. “If we look at our pipeline of research and development activities and what we’re undertaking today, we’re looking far into the future of what sustainability can look like even 20 years from now. We’re going to continue to make improvements both on land and at sea, and continue to provide a reliable long-term supply of seafood.” 🍎



FOUNDED: 1976



HEADQUARTERS:
BEDFORD, N.S.



PRODUCT CATEGORIES:
SCALLOPS, LOBSTER,
CLAMS, SHRIMP, SNOW
CRAB AND MASAGO.



Carl and Donna Sparkes, co-owners of Devonian Coast Wineries

Devonian Coast Wineries Ltd.

COMMUNITY & INDUSTRY LEADERSHIP AWARD

BY CAROLYN COOPER

“**O**ne of my stakes in the ground, when we set up the company, was to make it our job to give Nova Scotians permission to be proud of their local wine industry,” says Carl Sparkes, co-owner with wife Donna of Devonian Coast Wineries. Sparkes has been true to his word, making it his mission to raise the profile and the quality of Nova Scotia’s burgeoning wine industry. “I’ve seen it elsewhere,” he says, referring to the blossoming over the past two decades of the Ontario wine industry. “And we’ve been seeing it happen here; Nova Scotians are embracing it, as are other Atlantic Canadians.”

Devonian Coast was founded just four years ago when the couple purchased Jost Vineyard, a 30-year brand and the

wine market leader in the province. With his extensive background in developing regional food brands, Sparkes knew the winery had a solid track record, had operations that were scalable, and had strong export potential.

At that time, says Sparkes, the wine industry in Nova Scotia was considered more of a cottage industry than the economic engine he envisioned. “Today there are 16 wineries. The wine sector in Nova Scotia is growing in double digits.” In 2014 sales of Nova Scotian wine were nearly \$16.7 million. “For a province this size that’s a very significant industry that’s punching well beyond its weight class,” says Sparkes. “We are also cutting across a lot of categories: agriculture, food processing, tourism, rural economic development, the branding of the province,

and the overall quality of life.”

Devonian Coast Wineries has contributed significantly to the growth of the industry, its sales jumping 24 per cent since 2010. Following Jost the couple acquired premium wine maker Gaspereau Vineyards and in 2013 took over the fledgling Mercator Vineyards. In addition its Devonian Coast brand now produces commercial and specialty wines such as maple wine. In all the company is responsible for the production and processing of more than 200 acres of grapes, up to 70 per cent of the grapes from the province, and about 30 per cent of the maple syrup.

From the start Sparkes recognized that there were significant barriers to business success for the wine industry in Nova Scotia, and pushed against them where



Photos: Jean-Francois Bergeron



Photo: Jane Adey, CBC

he could. “Never before did I imagine that doing business would attract so much interest from so many levels of government,” he recalls, noting the many regulations surrounding the movement and sale of wine in Atlantic Canada. “I’m apolitical, but if I’m not part of these political and bureaucratic processes that impact our industry, the business is at risk, the industry is at risk.”

Sparkes, who sits on the Winery Association of Nova Scotia and the Canadian Vintners Association, is open about the aggressive stance he’s taken with government bodies and regulators such as the Nova Scotia Liquor Corporation, especially when he knew more could be done to help develop the local wine industry. He says he was particularly shocked by the attitude of some local business leaders towards encouraging greater investment in the region, and reliance instead on government. “Leadership

has got to be demonstrated right across the board otherwise we don’t have a shot at this,” says Sparkes.

A step in the right direction is the Nova Scotia Wine Industry Development Board. Created last fall, the board is chaired by the provincial minister of agriculture, and is responsible for identifying opportunities and challenges to the wine industry’s growth, as well as providing advice on government regulation and policy development. Sparkes, who sits on the board along with government and other industry stakeholders, helped with its formation, and is hopeful it will create a sustainable model of what the wine industry in Nova Scotia should look like. He also notes that premier Stephen McNeil has been vocally supportive of the province’s wine industry and of change. “We’ve had some wins in a very short period of time.” ●



FOUNDED: 2011



HEADQUARTERS:
MALAGASH, N.S.



PRODUCTS:
RED AND WHITE WINE
VARIETIES, MAPLE WINE.



Manitoba Harvest Hemp Foods

HEALTH & WELLNESS AWARD

BY CAROLYN COOPER

mike Fata recalls the early days of Manitoba Harvest Hemp Foods, when hemp was still largely unknown in North America as a food, and when the Canadian government was just making the sale of hemp products legal. “There definitely was, and has been, two over-arching challenges when it comes to perception of hemp: one is the confusion between hemp and marijuana,” says the co-founder and CEO of Manitoba

Harvest Hemp Foods. “The other was around how hemp was promoted in the past, as a fibre and not as a food product.”

Despite those challenges, Fata has always championed the many health qualities of hemp seed. That commitment, along with strong innovation, has helped Manitoba Harvest become the world’s largest hemp food manufacturer to grow, make and sell its own line of hemp foods.

But it hasn’t always been easy, especially consumer education. “The number-one

thing that we’ve realized is that it’s critical to get our information into consumers’ heads and our product into their mouths,” says Fata, noting that once people realize the versatility and digestibility of the flavourful, nutrient-dense seed they are often customers for life. “We do a lot of in-store demos, and last year we gave out almost two million little single-serve samples in Canada and the U.S. This year our budget is for four million samples.” The company also partners with associations and practitioners like



Mike Fata, co-founder and CEO of Manitoba Harvest Hemp Foods.

Photo: David Lipnowski/KlixPix

nutritionists, dietitians and naturopathic doctors to help spread the word about hemp’s many health properties.

The company’s Hemp Hearts, raw shelled hemp seed, for instance, is easy to use in a variety of dishes, is vegetarian, hypoallergenic and gluten-free, and contains 10 g of protein and 10 g of omega 3 and 6 per 30-g serving. The desire to maintain the health of the product extends to other ingredients, such as sugar. “We choose to sweeten our product with coconut sugar because not only is it a great product, it’s sustainable to grow and harvest,

and it’s much lower on the Glycemic Index. So you get the sweetness, you don’t get the blood sugar spike and crash.” While the products themselves are not certified organic, the company uses organic cocoa powder and vanilla in products such as its Hemp Pro 70 protein concentrate, and all products are GMO-free.

Fata famously practices what he preaches, having used hemp to take control of his health when he was younger. Today the company continues to encourage its staff to “live the brand daily” as much as possible, giving them a monthly product allowance, and even offering Manitoba Harvest products and a smoothie bar in the office. “We’ve always been very active in our innovation,” notes Fata. “We’ve created items that we would want to have in our own kitchens and that our families liked.” One recent addition is Manitoba Harvest’s new smoothie line, developed exclusively for Costco and based on consumer interest in a ready-to-mix powder with the addition of organic greens and fruit. “We have some other innovations coming out as well that are about supplying the nutrition of hemp, but in an easier to consume, ready-to-eat product format,” adds Fata.

Having grown 500 per cent in just the past five years, Manitoba Harvest is clearly getting its message out to consumers. Fata says the fact that there is more information freely available today about hemp and nutrition in general has been helpful in opening up retail, and allowed them exposure to a much wider range of consumers. “Consumers are taking more control of their lifestyles and their diets, and more specifically they’re realizing that the foods they eat can help to heal them or to harm them, give them energy, take away energy, and so on,” notes Fata. “So that’s the driving force that is making products like hemp or other superfoods something for everyday, even in mainstream grocery.” 🍓



FOUNDED: 1998



HEADQUARTERS:
WINNIPEG, MAN.



PRODUCTS:
RAW SHELLD HEMP SEED, HEMP PROTEIN POWDER, HEMP OIL, ORGANIC HEMP BEVERAGES AND SMOOTHIES



Dairy Strong

BY TREENA HEIN

THE CANADIAN DAIRY INDUSTRY IS DEALING DEFTLY WITH NEGATIVE FACTORS AT PLAY, AND CAPITALIZING ON THE POSITIVE

H

andling new marketplace realities on an ongoing basis is a given for every industry, but at this point in time, the Canadian dairy sector may be dealing with more than its share. There are the usual challenges — changing consumer preferences and demographics, competition from alternative products, regulatory updates — but the big one with regards to milk and cheese is CETA, the Comprehensive Economic and Trade Agreement between Canada and the European Union. On the positive side, however, the Canadian dairy industry is enjoying good sales due to continued strong consumer demand for what dairy products offer: good nutrition, natural ingredients, convenience and high-quality protein.

“Consumers are looking for naturally nutritious and functional foods, as well as healthy beverages (smoothies) over fortified foods with added ingredients,” notes Caroline Khoury, director of Marketing at Dairy Farmers of Canada. “This trend is favourable to milk products, which are naturally nutrient-rich.” Khoury also notes that snacking now accounts for a significant proportion of eating occasions, with close to 30 per cent of Canadian adults nowadays eating between meals every day. “This is also an opportunity for dairy products, even if there are some challenges related to convenience and portability,” she says.

Perhaps the most exciting trend for Canada’s dairy industry is that consumer interest in protein continues to increase. “There is a sustained growth in the number of foods and drinks that are making protein claims,” Khoury notes. “There is also accumulating evidence that supports an important role for protein, particularly from milk products, in satiety, weight management and muscle mass preservation in aging adults.” All this, combined with the consumer desire for more energy (particularly sustained energy, says Khoury) presents great opportunities for dairy products.

Professor Maurice Doyon agrees that today’s consumers want healthy products without too many calories, and with more protein to help them curb their appetites. People are also time-pressed and snacking more, and high-protein healthy snacks such as Greek yogurt and protein drinks fit the bill, says Doyon, a professor in the Agricultural Economics and Consumer Science department at Quebec City’s Laval University. “I believe that the market for energy drinks is stabilizing and may decline,” he notes, “but demand for protein drinks will increase, with the protein coming from dairy. It has a lot to do with meal replacement.”

Coca-Cola is taking advantage of this trend with a new product about to be rolled out this spring across North America. In response to what it calls “consumer demand for better, wholesome nutrition from safe, responsible sources,” Coca-Cola (in partnership with a U.S. dairy co-operative) has created a new high-protein filtered milk called Fairlife, which contains less sugar and 50 per cent more protein and calcium than regular milk. According to a company spokesperson, it tastes better than regular milk as well, but only time will tell how consumers respond. The high cost of Fairlife, twice as much as regular milk, will make it out of the question for many families.



**CDC STATISTICS
SHOW THAT FROM
1993 TO 2013,
CREAM
CONSUMPTION
DOUBLED
IN CANADA**

In terms of other good news for Canadian dairy farmers and processors, sales of butter and fluid cream increased significantly in 2014, each averaging 4.2 per cent sales growth month over month according to AC Nielson data prepared for the Canadian Dairy Commission (CDC). “This may in part be due to shifts in understanding among researchers, governments and consumers who have for some years been weighing the science and dietary intake recommendations with regard to saturated fat and trans fat,” says Dairy Processors Association of Canada president and CEO Don Jarvis. CDC statistics also show that from 1993 to 2013, cream consumption doubled in Canada, while sales of all types of milk dropped almost 20 per cent. Over that time, cheese sales ↗

increased a little, butter stayed relatively steady, yogurt more than doubled, and ice cream sales were cut by half. The ice cream trend could be due to an increasing number of alternative products becoming available, such as vegan dairy-style desserts. “Competitors are tapping into image and story elements that have traditionally belonged to dairy,” notes Khoury.

At the same time opportunities to provide high-protein, nutritious and convenient products abound for the Canadian dairy sector, there are of course challenges to be faced. These include myths and misinformation related to milk products and about farm practices, says Khoury. Processors are also very concerned about Health Canada’s proposed labelling

“The most exciting trend for Canada’s dairy industry is that consumer interest in protein continues to increase.”

changes. Jarvis says these could significantly impact processors in terms of costly label redesign, and because they may cause consumer confusion. “Products...will appear to have been changed based on nutrient declarations in the proposed new Nutrition Facts Table,” he explains, “when indeed the products themselves have not changed.”

The largest challenge right now, however, is CETA. On its website, the Ministry of Foreign Affairs, Trade and Development Canada describes CETA as “historic” and “by far Canada’s most ambitious trade initiative.” But dairy farmers and processors are much less enthusiastic. Jarvis says CETA “does not remove barriers, it adds them.” For example, through its rules around milk distribution, CETA will limit the



efficiencies that processors can introduce, Jarvis notes. In addition, CETA doubles tariff-free imports from the EU into Canada, allowing in an additional 16,000 tonnes of retail cheeses and 1,700 tonnes of industrial cheeses, which totals roughly nine per cent of domestic cheese consumption. This, Jarvis believes, may cause Canadian cheese processors to be displaced.

“Given that this is a higher share [of imports] than most major markets face, Canadian processors face greater exposure to competitiveness challenges from liberalizing trade,” says Jarvis. “This will include not only small, artisanal cheese-makers but also larger cheese manufacturers with significant fixed overheads.” He adds that under the World Trade Organization rules that govern dairy, Canada may export only dairy products that are produced using raw dairy products at regulated domestic prices. “These prices are the highest in the world,” he notes.

An additional CETA challenge for Canadian processors is the granting of automatic protection to the EU for the geographical cheese descriptors such as asiago, feta, fontina, gorgonzola and munster — a part of the agreement Jarvis describes as showing “complete disregard of Canadian intellectual property laws and existing international trade commitments.” Although cheese manufacturers that produced those cheeses prior to Oct. 18, 2013 will be allowed to continue to use those names, future producers of those cheeses will have to add qualifiers such as “feta-style” cheese.

Dairy Farmers of Canada says CETA will likely mean they will lose market ground as Canadians may buy more imported cheese instead of Canadian cheese made from Canadian milk. However, says Khoury, “in the long run, farmers expect that the Canadian cheese market will grow enough to mitigate the impact of the imports such as the new cheeses coming from Europe.”

And they may further develop markets elsewhere as well. Doyon favours the idea of small Canadian cheese-makers using some of the “quota import” money they will be given under CETA to collectively expand their sales to the U.S. “The little guys should get together,” he adds. ●





The odyssey of Greek yogurt

The yogurt section has undergone one of the most significant changes in the grocery aisles over the past 10 years. The emergence of Greek-style yogurts has brought new users and a new sense of competitive spirit. Yes, it's no myth that Greek yogurt has intensified the "dairy wars." So we recently embarked on an odyssey to explore the new world of yogurts and to find out if a Titan walks among them.

The battlefield

We asked 50 females from the Greater Toronto Area who regularly consume Greek yogurt to taste six brands of vanilla flavoured zero fat Greek yogurts comprised of three national brands and three private labels.

A titan emerges

One of the six brands emerged as the almighty champion — both in terms of exceeding our category action standards, and by outscoring the other five brands on all key measures. In fact, with top box purchase intent of 44 per cent, this product is well-deserving of a gold medal in the Greek yogurt category. This winner also boasted the top scores for liking of overall texture and overall flavour — and in particular had significant approval of the vanilla flavour.

There was one worthy runner-up, which came close to achieving our standards, but the remaining four brands were far from it. In fact among these four underperforming brands, not one grasped a mean score above six for liking of the overall flavour.

Texture, taste

In this category, the textural attributes are the most defining attributes. In fact, the most common descriptors for all our brands were creamy, smooth and thick — reaffirming the unique identity that Greek yogurt has carved out for itself in the broader world of yogurt. And what all of our brands shared in common was that texture and mouth feel garnered higher liking scores than overall flavour — although not all textures were equally liked. As might be expected, the creamier and smoother the better. Among the less desirable textures, one product had a much thinner consistency than the others, while two products had some mentions of undesirable "grittiness."

The perceived intensity of sweetness was one of the most differentiating aspects of the flavour profiles of our six brands, and while our winning brand was perceived as quite sweet, it was not the sweetest. On the other hand, the brand perceived as the least sweet did suffer the fate of having the lowest overall flavour appeal.

This led us to wonder whether perceived sweetness intensity was aligned with actual sugar content. Were our testers getting it right? In similar categories, consumers tend to be pretty good with this distinction — the higher the sugar content, the greater the perceived sweetness of the product. So we were quite surprised to find that the product perceived to be the least sweet, actually had the most sugar, and considerably more than the other brands (11 g of sugar per 100 g). What might explain this disconnect?

The low detection of sweetness may actually

have been emphasized by the absence of other taste notes. For instance, this product also had a lower intensity of vanilla flavour — in fact, the vanilla flavouring was so mild that our testers could hardly detect it. So without the presence of vanilla flavour, the sweetness of the product was suppressed, an interaction of taste notes that highlight the complexity of the Greek yogurt flavour profile.

The Midas touch

For a product known for its unique and illustrious texture, there may be a tendency to focus development efforts on optimizing the textural qualities for competitive advantage. But our findings suggest that the Midas touch in this category may actually lie in the flavour. Our gold medal brand found a successful balance for a complex flavour delivery: the right amount of sweetness, accentuated with the right balance of tartness, and brought to life with the optimal measure of vanilla.

While our focus was on one of many segments of the vast Greek yogurt market, zero fat vanilla, our results suggest that in this sensory landscape, texture may be Hercules...but flavour just might be the Achilles Heel. 🍷

For questions about this research, or how you can leverage consumer taste buds in your business, contact Dan Scholes at info@contracttesting.com or (905) 456-0783. Contract Testing Inc. is an industry leader in sensory evaluation and consumer product testing. We are the only sensory evaluation and consumer product research company with corporately managed test sites in both Canada and the U.S. With over 25 years of experience, we are innovators in testing with consumers across all major food, beverage and household and personal care categories.



INGREDIENT SPOTLIGHT

Deanna Rosolen



Sprouted grains

With news that sprouting grains are nutritional powerhouses, new products have been sprouting up. But how much do we know about them?

Sprouted grains are appearing in more and more products. Consumers can now find them in granola, English muffins, pasta, puddings, tortilla chips, crackers, breakfast cereals, breads and waffles.

Sprouted grains are not a recent discovery, says Cara Rosenbloom, a registered dietitian with the Healthy Grains Institute. Our ancestors may not have even left them to sprout “on purpose.” But they were onto something and found that sprouted grains were easier to digest and prepare, she says. In fact, an early version of a sprouted grain loaf of bread dates back to the first century AD.

What are sprouted grains?

The grains in sprouted grains are actually nutrient-rich seeds, says Rosenbloom. They’re considered sprouted grains right after they’ve started to sprout, but before they’ve developed into a full-fledged plant. The sprouting process involves cleaning, rinsing and soaking grains until they begin to sprout. At this stage, says Rosenbloom, they can then be mashed into dough and used to make products.

What do they offer?

According to the Boston, Mass.-based Whole Grains Council, the sprouting process can increase the amount and



bio-availability of some vitamins — like vitamin C — and minerals. Gabrielle Schmid, an Ottawa-based registered dietitian, adds vitamin B folate to that list and says longer sprouting times can also increase the total overall fibre. But, she says, not all grains will offer the same nutritional advantages.

Rosenbloom adds that sprouted grains can have higher antioxidant levels than conventional grains, and some consumers do find them easier to digest. They can also enhance the body’s ability to absorb the nutrients.

But it’s important to note, says Schmid, that the sprouting process in research is done under controlled environments, which may vary from one research study to the next. And while scientists around the world have conducted research to further investigate the possible health benefits of sprouted grains, many studies were conducted on small population groups and most were animal-studies. “Therefore, it is difficult to apply the results to large population groups and to make conclusive statements about the health benefits of sprouted grains,” says Schmid. “The health benefits presented by these research studies may be due to the controlled sprouting process, but it may also be due to the fact that the grain is



less processed — meaning that there may be an increase in the bioavailability of certain nutrients, an increase in fibre and amino acid content because the whole grain itself has not been processed into white flour. The question of ‘how much?’ of the sprouted grain needs to be addressed. The amount of sprouted grain needed to get the potential health benefits is unclear.”

How do you formulate with sprouted grains?

The Whole Grains Council notes that companies making sprouted grain products currently use two different approaches — dry and wet — once the grains are sprouted. Some companies sprout the grain then dry it, to lock in the nutrition. At this point, the sprouted grain can be stored until it’s cooked as a side dish, or it can be milled into sprouted grain flour, which is in turn used to make a wide variety of products. Alternatively, companies mash the wet, sprouted grains into a thick purée that is used to make breads, tortillas, muffins and other products. These products are often described as “flourless” and are frequently sold frozen.

Rosenbloom says it can be challenging to formulate products with sprouted grains as new variables exist, such as whether the sprouting is done in-line or if sprouted grains are purchased, or if the sprouted grains are bought dry or as a slurry. “Product developers also need to carefully consider the shelf life for the new formulations,” she says, “so no off-flavours or textures develop over time. They also need to consider making adjustments to compensate for changing acidity and enzyme levels due to the use of sprouted grains.” ●

Congrès de la boulangerie

2015 Bakery Congress



D'innovation à tradition
Innovation through tradition

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

**Palais des congrès
de Montréal**

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

For exhibit space, sponsorship &
attending information:

www.baking.ca | info@baking.ca
Téléphone : 888-674-2253



Bring on the FUNK

The fermented food movement is taking off, as consumers seek bolder, nutrient-packed ingredients



BY REBECCA HARRIS

For some Canadians, the term “fermented food” calls to mind Grandma’s vinegary sauerkraut served straight from a mason jar. But thanks to fresh takes on this ancient food-preservation technique, consumers are discovering a bold new world of funky, fermented flavours.

“People are realizing that fermentation is important — there is a reason we used to do it as a way to preserve food and it offers so many health benefits,” says Jenna Empey, co-owner of Pyramid Ferments in Prince Edward County, Ont., an artisanal business that makes a variety of raw, live fermented foods, as well as kombucha, a fermented tea beverage. “It’s a different approach to food and there are so many interesting and innovative things you can do with it.”





LIVE CULTURED FOODS ARE PACKED WITH BENEFICIAL PROBIOTICS, DIGESTIVE ENZYMES AND NUTRIENTS THAT AID DIGESTION.



Miso soup

For example, alongside Classic Sauerkraut, Pyramid Ferments makes Dill & Garlic Sauerkraut and Seedy Sauerkraut, which contains cumin, coriander, mustard, fennel and caraway seeds. And the company’s kimchi line includes Cult Kimchi, which blends nappa and red cabbage with the two hottest peppers on Earth: the Trinidad Maruga Scorpion and Bhut Jolokia (Ghost) peppers.

But even traditional varieties of fermented foods pack a pungent, zesty punch, which appeals to the maturing palate of today’s consumers. According to Packaged Facts’ *2014 Fermented Artisanal Foods* report, heightened consumer interest in bolder flavours is contributing to the increased popularity of fermented foods. “Fermented foods have found a rising tide of popularity due to the convergence of this desire for spicier, bolder flavours and a growing focus on global foods that represent authentic preparations,” noted David Sprinkle, research director, Packaged Facts, in a press release. “It’s the perfect storm, so to speak, for propelling globally inspired fermented artisanal foods into the mainstream.”

While kimchi, a traditional Korean fermented-vegetable dish, is ↗



already quite popular, bold fermented sauces and seasonings are also gaining traction, says Garth Mercer, director of national accounts at Korea Food Trading, a Canadian importer and distributor of major Korean food brands that targets both Asian and non-ethnic consumers. “With the mainstream population taking very well to things like Huy Fong Sriracha, many are looking to other Asian sauces and seasonings to enhance the flavour profile of their foods,” says Mercer. These include, gochujang, a fermented hot pepper paste; doenjang, a fermented soybean paste; and ssamjang, a mix of fermented bean paste and red pepper paste.

An increased focus on digestive health is also putting fermented foods — particularly lacto-fermented foods — in the spotlight. Lacto-fermentation naturally preserves food without the use of vinegar, sugar or pasteurization. These live cultured foods are packed with beneficial probiotics, digestive enzymes and nutrients that aid digestion. Packaged Facts notes that the probiotic goodness of foods such as kimchi, lactic-acid fermented craft pickles and miso in particular are appealing to those looking to boost digestive health.

Aside from the health benefits, many people are gravitating towards fermented foods simply because they taste good, says Robert Belcham, chef

“Even traditional varieties of fermented foods pack a pungent, zesty punch, which appeals to the maturing palate of today’s consumer.”

and owner at Vancouver restaurant Campagnolo. “It all starts with how it tastes and a lot of fermented foods are absolutely delicious,” he says.

Belcham has been making fermented sausages for the better part of a decade, coinciding with the charcuterie trend that has swept restaurants across the country. “Fermenting meat is like the holy grail of fermentation because it’s very difficult to do properly,” he says. “But when it’s done properly, it’s an amazing product.”

Toronto restaurant Borealia, which draws inspiration from the historic foods of Canada’s First Nations, early settlers and immigrants, also makes house-cured meat. For its popular Bison Bresaola dish, the meat is inoculated with a mould called Bactoferm 600, which grows around the exterior of the meat. “[The mould] protects it from light and causes it to age a little bit slower, but at the same time gives it that nice salumi flavour,” says chef and co-owner Wayne Morris. “People really like that one. A lot of people don’t realize it’s mould on there. But whether you’ve been eating [cured meat] your whole life or even trying it for the first time, if it’s good, it’s good.”

In its report, Packaged Facts notes that chefs and consumers are also taking a deeper culinary dive into umami — the salty, savoury taste profile also known as the fifth taste. That means fermented ingredients like fish sauce, dried shrimp and shrimp paste are seeing larger roles as ingredients in restaurants. ➔

GENU[®] EXPLORER PECTIN

A New Generation Gelling Agent

What If... you could support **ORGANIC** claims in jams, jellies, fruit spreads, preserves and all yogurts?



GENU[®] Explorer pectin products are specifically tailored to support a organic label claim and be more tolerant to ingredient and process variations, while improving the overall product quality and mouthfeel for the consumer.

Features of GENU[®] Explorer Pectin

- Creates products with unique textures
- Proprietary technology provides a more robust, user-friendly and higher performance product
- Allows for "Organic" label claims
- Control syneresis post fermentation
- Improved tolerance to variations in ingredients and processing conditions

CP Kelco

A HUBER COMPANY

The *What if...You CAN!*™ Company

LV Lomas is a proud distributor in Canada for CP Kelco, a leading global producer of specialty hydrocolloids. CP Kelco products are used extensively in a wide range of food, beverage, consumer and household applications.

www.cpkelco.com



Represented exclusively by



L.V. LOMAS

www.lvloomas.com

800.575.3382



“Fermentation gives foods a bit of a funk, but it also gives it that umami flavour.”

“Fermentation gives foods a bit of a funk, but it also gives it that umami flavour,” says Alan Liu, general manager of Toronto restaurant Linda Modern Thai. Liu notes that fermented foods like shrimp paste, fish sauce and yellow bean paste have long been a core part of the Asian diet. But unless someone grew up on some of the funkier flavours, they typically don’t go full bore with using these ingredients. That’s changing, says Liu. “In the past, when we used shrimp paste, we would have to dial back a bit so it wasn’t as overwhelming,” he says. “Now, we are starting to use more of it and introducing some of the funkier smells. We’re not quite at the point where we can have a free hand, but it’s getting there.”

Liu credits the shift in part to New York chef David Chang, founder of the Momofuku group of Korean-inspired restaurants. Chang also developed a fermentation test lab and production facility called Kaizen Trading Company, which experiments with Old World fermentation techniques on non-traditional ingredients (for example, Bonji sauce is made with fermented grains instead of soy). “David Chang has brought Korean fermented foods to the forefront and people are engaging in this new approach,” says Liu.

While funky fermented flavours are largely the domain of restaurants and specialty retail stores, fermented foods are well on their way to having mass appeal. Pyramid Ferments’ Empey says that as more small fermentation companies start to pop up, we’ll start to see more products on grocery store shelves.

And she believes the resurgence of this Old World food-preservation technique is more than just a trend. “Fermentation is a movement,” says Empey. “It’s an old way of preserving food and it was forgotten for a number of decades. But when people put something so far away, they eventually come back to it.”





Links in the cold chain

When it comes to the temperature-controlled supply chain, distribution centres take great care in ensuring products reach their destination in prime condition. In this article, *Mary Del Ciancio* explains how two leading companies make sure the process runs smoothly.

The food industry has changed in recent years. More premium foods are making their way to store shelves; food freshness and quality are more important to the average consumer; and food handling and food safety requirements have become stricter. At the same time, these products must arrive on store shelves in a timely manner, safely, with the same freshness and quality as when they left the supplier.

This puts a lot of added pressure on the players in the temperature-controlled supply chain, particularly the distribution centres that co-ordinate the cold chain and act as the go-between. Not only do these companies have to meet customer requirements, but they also have to meet strict requirements for safe food handling. Careful planning, as well as investments in technology and people, are key to ensuring that products are shipped and received safely and in prime condition.

Wal-Mart Logistics: Multiple checkpoints and multiple investments

Retail giant Walmart operates two perishable distribution centres (PDCs) in Canada — one in Mississauga, Ont., and the other in Balzac, Alta. Most of the products that arrive at these facilities are in and out within 20 hours.

The challenge, says Ray Matkovich, operations manager with Walmart's Alberta PDC, is always trying to be as efficient as possible, but still maintain product integrity.

Walmart Logistics goes to great lengths to ensure the quality of the products it ships, stores and ultimately sells at Walmart stores across the country. There are multiple checkpoints products must pass to ensure quality and integrity — all before a trailer is even unloaded at one of the company's 400,000-sq.-ft. PDCs. The paperwork is checked, the trailer is checked, the temperature of the trailer is checked. If there are any discrepancies, the quality assurance team gets involved to verify the condition of the product. If all looks okay, the operations team can start to unload at the dock.

"We give them the paperwork, and they need to start working on it almost immediately in order to get that product off the trailer and into the correct temperature zones within the warehouse," explains Michelle Watson, transportation manager at Walmart's Alberta PDC. There are three temperature zones within the warehouse — a 13°C area for dry produce; a two-degrees Celsius area for chilled product; and a -18°C section for frozen foods.

During the unloading process, the receiving team has guidelines to follow to ensure food safety, which includes taking the temperature of the product with a digital probe. Then the →

quality control department comes in to inspect the product that enters the building.

On the outbound side, shipping team leaders make sure the trailers are pre-cooled, and they're not loaded until the trailers are at the correct temperature. The company also requires that drivers have their own digital temperature probes, so that both the store and the driver can check the temperature at time of delivery. "We just need to make sure that every checkpoint is looked after, and that the process is followed through from the beginning to the end," Watson explains.

The Alberta PDC has its own fleet of 68 owned or leased trailers. Each of its trailers have alarm codes — a precise, built-in data recorder that will report any issues on the display (for example, a fault in the heating or cooling cycle) so that the driver can report them immediately. If the trailer is in the DC yard and an alarm code is noted by the device, it will send an email to the transportation team in the building.

Each Walmart reefer has a built-in data recorder that documents the set temperature points, the return air temperature, any time the reefer is shut off or turned on, as well as any alarm codes that may have occurred.

"Once you get the information, you can tell where the reefer ran throughout that transit time, if there was any increase in temperature or decrease in temperature, if it didn't run for a period of time. It tells the whole story," explains Watson.

Some of Walmart's vendors include "temptales" on their loads, which record the temperature in the trailer. If there is ever a questionable product, Walmart can download the information at the warehouse to learn where the temperature has been at any given time in transit.

Most of Walmart's trailers are dual-temperature trailers where, for example, one zone on the trailer is freezer goods and another zone is cooler goods. Recently, however, the company started using tri-temp trailers, giving it the ability to include all three temperature zones in one shipment. These reefers feature a centre wall, which Watson says gives the company greater route flexibility.

"Movable, insulated panels and insulated bulkheads come together to create a specification unique to each trailer. We can transport as many as three different temperature loads in the same trailer without compromising the cold chain," she explains.

The ability to fit one store's shipment in one trailer, rather than sending multiple trailers with different temperatures to multiple stores, is a win for everyone concerned.

VersaCold: Investing in people and technology

VersaCold Logistics Services is the largest provider of supply chain sensitive solutions in Canada. The company has 31 facilities across the country, ranging in size from 42,000 sq. ft. to 403,000 sq. ft. Its DCs hold product in temperatures ranging from five degrees celcius to -20°C, for as little as a few hours, up to six months for frozen foods.

VersaCold's challenge is that, though three of its facilities are

each designated to one customer's needs, the other 28 service a variety of customers — a broad grouping of companies that have different needs in terms of process and temperature requirements. This is where careful planning is required right from the start.

The company has an in-house supply chain engineering group that looks at a customer's material flow and processes to determine how they can help optimize their supply chain. Through that set of analytics, they not only look at how they can

bring efficiencies and supply chain opportunities to the table, but they also work with them on understanding their needs in terms of temperature specificity and any unique requirements of their products, drafting out standard operating procedures.

VersaCold has made many investments to ensure the process runs smoothly — \$28 million over the last two years in energy efficiency, various technology projects, highway trailer equipment, building upgrades and more.

Last year the company introduced a cold chain assurance group headed by an individual with a chemistry and biology background. This group works closely with the operations teams, as well as the customers' teams, around food safety and food quality. They are responsible for ensuring the freshness of product, and meeting food safety requirements.

To ensure integrity of the load during transport, VersaCold monitors temperature throughout the transportation process, and has invested in and implemented real-time reporting capabilities. This allows team members to be aware of issues earlier.

The company not only monitors temperature during transit, but also when product arrives at the facility and when it leaves. ↪



GROUPE ROBERT,

YOUR PREMIER PARTNER FOR A COMPLETE INTEGRATED SUPPLY CHAIN SOLUTION.



Distribution Centers



Logistics Solutions



Value-added Services

Montreal
Sales Department
514.521.1011
800.263.0022

Toronto
Sales Department
909.564.5550 ext. 3563
800.300.9683

robert.ca



“When product is delivered into our building, we’ll check the temperature in it in most cases. We’ll record those temperatures. We’ll monitor the temperature while it’s in the building, and probe the temperature on the way out of the building as well,” says Douglas Harrison, president and CEO, VersaCold Logistics Services.

One of the trends Harrison sees is that companies are tightening inventory management processes and requiring faster turnaround times on orders. To deal with this, VersaCold has invested in labour management tools for better scheduling of the workforce to ensure they’re meeting those faster demand requirements.

The company has also invested in Power 2.0, its proprietary warehouse management system that allows team members to look deeply at planning, operating efficiency, tracking of product, recall capability of products, etc. It allows for deeper metrics and operational reporting so that facility managers can better manage their business on a daily and hourly basis. The company has also invested in areas like transportation management.

Later this year, the company will launch technology in its transportation fleets that will allow a customer to look at

real-time tracking of temperature on its fleet, and receive real-time alerts if a temperature varies outside a certain range.

The company also provides training to employees around food quality and safe food handling.

And the company’s efforts are working — the proof is in the numbers. “Spoilage rates in our organization are incredibly low,” says Harrison. “They’re less than a percentage point.”

Education — in customer needs, requirements, safe food handling, and so on — is key to the success of the cold chain. “We have processes that we’re trained in to be able to maintain product and product freshness, so that when the consumer buys it, the product quality is high, the freshness is high and the integrity of the product is excellent,” says Harrison.

Consistency is important, too. “With food safety and with temperature-controlled environments, everything has to be done the same, every time, and right,” says Watson. “If there’s any break there, you’re going to have issues. Everybody needs to be educated and know exactly how the process needs to go in order to make sure that that product arrives at the store in a sellable condition and the highest of quality.” ●



M
A Myers Industries Company

©2015 Buckhorn / Myers Industries, Inc. #012414

YOU PERFECT IT. WE’LL PROTECT IT.

Buckhorn offers an unmatched selection of reusable packaging solutions designed to protect your products and increase your profitability.



Buckhorn’s new Intrepid 48” x 40” specialty bulk box is the perfect addition to our extensive offering for food and distribution. Made of FDA approved material, Intrepid is designed for a variety of industries including meat, poultry, liquid, powder and granular applications. It offers a smooth interior and exterior for easy cleaning, and its heavy duty design can handle loads up to 2,500 lbs.

Stop by ProMat Booth #1219 to learn more about Intrepid, or visit buckhorninc.com for more information.

 **BUCKHORN**[®]

US: 1.800.543.4454
Canada: 1.800.461.7579
www.buckhorncanada.com

BULK BOXES | HAND-HELD CONTAINERS | IBCs | PALLETS | SPECIALTY BOXES



preferred.

PECO Pallet customers get more than high-quality wood block pallets. They also get responsive service, convenient online ordering, and a 99.5% on-time delivery rate within 72 hours of order. No wonder PECO is now the preferred supplier of both 48x40 and half-size (48x20) block pallets for so many manufacturers and retailers throughout Canada.

It's easier than ever to switch to red.

Email sales@pecopallet.com or visit www.pecopallet.com to find out more.

www.pecopallet.com



We're Passionate About Pallets™



How to build and maintain a high-performance workforce

The process of creating and maintaining a high-performance workforce is complex, especially with high competition for talented and skilled employees in the agri-food industry. Below are three cost-saving and productivity-enhancing suggestions that can lead to higher profitability and more sustainable growth.

1. Fine-tune and clearly communicate your business strategy

Due to changes in today's employee, customer and consumer expectations, fine tuning your business and corporate strategy may be necessary. A clear and concise written vision, mission and values statement should be progressive, continuously build trust, encourage a culture of innovativeness throughout your organization, and establish your organizations' position on sustainability. A well-thought and communicated strategy can provide a solid foundation for a high-performance workforce.

2. Deploy engagement-building technologies

Studies have proven a highly engaged workforce can result in increased collaboration, innovation and productivity, while also reducing costs related to retention, hiring and training employees. However, everyone is time starved. Organizations that help their employees, customers and



consumers save time can be rewarded.

One way to save time and increase engagement is with video conferencing, which has quickly become a new norm for businesses of all sizes. Not only does it increase collaboration with employees and customers, it can reduce travel expenses and travel-related GHG emissions. It can result in faster decision making, and a more satisfied workforce and customers.

Soapbox Innovations Inc. offers an engagement technology for idea-insight collection and management. Their SaaS platform helps bring the best ideas and insights forward to innovation champions. Employees are more productive, engaged and rewarded as they provide ideas, as well as vote and comment on others. Ultimately, the technology also helps large organizations with product and process improvements, and business optimization. This technology is designed for larger companies with about 500 or more connected employees. It is also being used by some clients to open dialogue with customers or the general public.

3. Measure and monitor your company and team culture

If you can't measure it, and enable your workforce to compare with other companies, you can't build more productive teams. The process of auditing employees,

to get an individual and collective perception of the corporate culture, can also serve as an engagement tool, leading to growing pride, collaboration and overall improvements in corporate performance.

Great Place to Work Institute Inc. offers one such survey-based tool, which examines and measures each employee's relationships, rather than behaviours. Credibility, respect and fairness are measured to gauge the level of trust, pride and camaraderie within an organization. This enables progressive companies to address differences and build a solid foundation for high-performance teams. Great Place to Work says that companies with the best cultures outperform their peers close to three-fold. Between 1997 and 2011, the ROI of *Fortune's 100* "Best (Public) Companies to Work for" had a combined return of 10.3 per cent, versus 3.7 per cent for the S&P 500 index over the same time period. Great Place to Work conducts 2.5 million employee surveys annually, across 52 countries.

It is often said "you join an organization, but leave a manager." In most instances the cost of annual culture audits and putting measures in place to improve and maintain a good culture will outweigh the cost of lost productivity, hiring and retraining.

Your feedback is welcome. Please feel free to recommend other techniques that can be employed to increase engagement, collaboration and innovation. ●

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



Stand-up pouches stand out on shelves

Increasing numbers of existing and new products are being converted or introduced into the stand-up pouch format. Pouches are a lightweight and unbreakable alternative to glass. Unlike metal cans, pouches can be resealed. Food processors also see benefits of cost savings and sustainability due to lighter weight, lower material use and compact shipping format compared to rigid containers.

Pouches are made of a multilayer structure, which can be customized for a variety of applications to meet performance parameters such as stiffness, barrier and high temperature processing requirements. According to The Freedonia Group, the food and beverage market accounted for 80 per cent of the total pouch demand in 2013. Stand-up pouches provide solid opportunities, with demand forecast to grow 6.5 per cent annually.

Changing Technology

As stand-up pouches become more popular, advances are being made in their application and structure.

1. High-performance material — Earlier barrier multilayer materials contained foil and metallized films. The new generation of clear film with barrier properties uses silicon oxide and aluminum oxide film coatings to show the appetizing product, allow for microwave compatibility and avoid flex-cracking problems associated with foil. Development of new

polymer materials and coatings will enable multilayer materials to be made with greater functionality in strength, heat resistance, heat sealability and barrier properties.

2. Penetration into new categories — Snacks, confectionery, cookies and cereals have converted from liner bags in paperboard boxes to stand-up pouches with reclosable features. Flour and sugar have moved from multi-wall paper bags to resealable pouches. Condiments, sauces and dressings have switched. Prepared icing that was once sold in squeeze tubes can be found in pouches. Microwaveable pouches of frozen vegetables contain self-venting technology. Flexible packaging has moved into different food categories where products were traditionally sold in cans and glass bottles. Wine is being sold in pouches with a dispensing spout. Baby food, moist pet food, soups, chili and sauces are being sold in retortable pouches. UHT milk, which has been dominated by traditional aseptic carton packaging, is now being sold in aseptic pouches.

3. Different shapes — Pouches can be made into shapes that convey their message and connect with the consumer (such as animal shapes, an hourglass or dog bones).

4. Easy open and reclose features — A wide range of opening treatments, fitments and closures is available today, including linear tear characteristics, zippers, slider technology and Velcro reclosable options. A screw-on cap can be applied on a spouted pouch for beverages or semi-solid foods. Zip-Pak has created a unique delivery system with a self-contained fitment. The user squeezes the flexible pouch to open the seal and allow liquid product to flow into



the dispensing chamber. The package automatically reseals itself for future use.

5. Textures and graphics — Pouch materials are available in different textures such as gloss and matte, velvet and silky. Matte finish can provide a paper bag or vintage feel. Inks and lacquers can provide tactile effects. Colours and graphics can be printed onto the pouches. Heat- and light-activated inks can cause colours to shift and graphics to appear and disappear. Holographic films reveal images by changes in light.

Innovation

In addition to their many useful attributes, pouches are being creatively and innovatively designed for greater consumer appeal. For example, a cook-in 300-mL stand-up pouch for LeGrand brand Rosée sauces from La Maison Le Grand takes the shape of an old-fashioned canning jar.

Nature's Coffee Kettle is a brew-in-the-bag solution for outdoor enthusiasts. Four eight-ounce cups of coffee can be made by pouring hot water through the bag's reclosable, zipper top containing a filter pack of ground coffee. The pouch contains a plastic spout with a cap and insulated finger holes for grasping and pouring.

Consumers are benefiting from the use of portable, lightweight, reclosable stand-up pouches. High-impact graphics, custom shapes and textures offer brand differentiation that allows stand-up pouches to stand out on store shelves. 🍓

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

East vs. West

Scientists are curious about a lot of things. One topic that came up recently was why Indian food is so addictive, well liked and so different from Western food.



A team of complex systems experts from the Indian Institute of Technology Jodhpur got together and applied data analytics techniques on 2,543 recipes from across India and believe they've found an answer, reports IndiaTimes.com. According to the site, the team's finding created ripples in the world of food science and gastronomy.

What they found was that combining ingredients with very different flavour molecules in one recipe gives Indian cuisine its unique character. In fact, says IndiaTimes.com, in Indian cooking the more the number of common flavour molecules are shared by two ingredients, the lesser the chance of them co-existing in a recipe. For example, red chili powder and cumin share only six flavour molecules, but this pair of ingredients can be found 406 times across Indian cuisine.

In contrast, in Western cuisine, says IndiaTimes.com, it's accepted that two ingredients will go well together in a recipe if they share a large number of flavour molecules. For example, two pairs of ingredients that occur together frequently in American cooking are butter and milk, which share 73 flavour molecules, and butter and vanilla, which share 32 flavour molecules.



New program for beverage professionals

Toronto-based George Brown College's Centre for Hospitality and Culinary Arts (CHCA) has introduced the Advanced Wine and Beverage Business Management post-graduate program, the first of its kind for those looking to advance their careers in the growing food and beverage industry. The CHCA says the full-time program reflects industry trends and also employer needs. What makes the program unique is that it explores key sectors, such as alcoholic beverages, wine, beer and spirits, and there is a major focus on the business skills needed by the industry. Students will gain knowledge of beverage alcohol products and acquire skills in financial management, business management, human resources, marketing and communications.



INBRIEF

• The **Canadian Food Championships** (CFC) take place from July 21 to 25, 2015 in Edmonton during Taste of Edmonton. Winners go onto the **World Food Championships** (WFC) in November in Florida. The Canadian Food Championships is the only Canadian qualifying competition for the WFC, and is a year-long search for Canada's best cooks. Want to be a judge? Visit the Canadian Food Championships' new website, at [\[anfoodchampionships.ca/get-involved\]\(http://anfoodchampionships.ca/get-involved\), to find out more.](http://www.canadi-</p></div><div data-bbox=)

• **Le Cordon Bleu Ottawa Culinary Arts Institute**, along with Restaurants Canada and Canada's Best 100 Restaurants, has launched the Passion for Excellence Scholarship Competition. The launch coincides with the 120th anniversary of Le Cordon Bleu. The national scholarship is open to Restaurants Canada members and their employees no matter their current job title. The grand prize includes a fully funded, nine-month placement in

the Diplome de Cuisine program at Le Cordon Bleu Ottawa, and a paid internship under the guidance of Yannick Anton, chef of the renowned Le Cordon Bleu Signatures restaurant in Ottawa. The internship is concurrent with study and offers \$5,000 in remuneration. For more information, visit: www.chefscholarship.ca.

• The Canadian Culinary Championships took place in Kelowna from Feb. 6 to 8, 2015. The winners included **Ryan O'Flynn** from the Westin Hotel in Kelowna, who won the gold medal at the

cooking event. O'Flynn won with a terrine of pine-smoked Alberta river sturgeon and Quebec foie gras, wild Northwest Territories morels, Okanagan apples and toasted brioche, which was all paired with Sandhill Small Lots 2013 Viognier. **Antonio Park**, chef at Park Restaurant in Montreal won the silver medal, and **Kristian Eligh** of Hawksworth Restaurant in Vancouver won the bronze medal. In all 11 chefs competed and raised money for Canada's Olympic athletes, with more than \$9.5 million generated.



Testing methods used in sensory evaluation

Over the years I've been involved in hundreds of evaluation sessions for various food products — some very ad hoc and some very strict in nature. It wasn't until I met John Hale from Hale Foods consulting that I truly understood the various techniques to get the most accurate information and result about a product going into test.

The type of panel you use is key for the result you want to obtain. This is something that any good sensory analyst will tell you. If you want to find out what a customer likes ask that customer, don't ask your resident expert that has tasted every variation of the product since the day it was a concept sample, perhaps some 10 years ago.

Let's start by looking at discrimination testing. If you are looking to find an an-

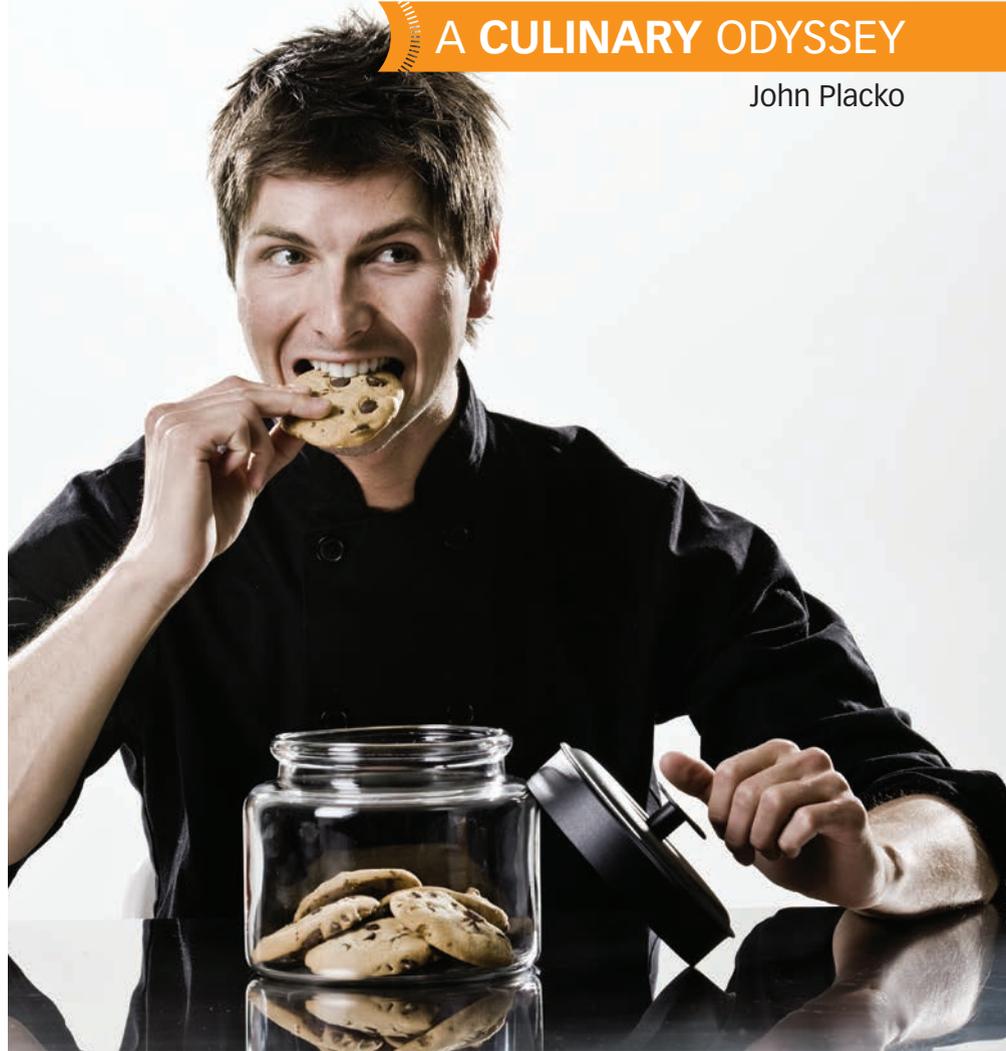
swer to a specific question — for example, can people tell the difference between my old product and a new product which has been cost engineered — you must ask the right question, which is, can a difference be determined between my two samples? This type of test is called a discrimination test.

There are a number of tests to determine the level of discrimination. Triangular difference is one of the most powerful of these tests. The panelist is asked to correctly identify the different sample when two samples are the same and one sample is different. This can be a difficult test to perform for a naive consumer, and as such the test is usually performed by panellists who have great experience with the product or who have been screened and trained. You can usually use 15 to 24 trained panellists to achieve a good level of confidence in your result. That's

not to say that you couldn't conduct this test with naive consumers; you just need to use more of them, probably upwards of 100 people. The chance of guessing in a triangular test and getting the correct result is one in three, and the statistic accounts for this.

The reason you would use 100 naive consumers for triangular lies in the question: "How much risk would you like to take with your product?" The usual answer that comes back is "very little." Therefore, if you have a good product that sells well but you want to make more money out of it by making it cheaper without the customer noticing, you must ensure that a trained panellist or expert cannot detect a difference.

In the triangular difference test the panellist has to correctly identify the "odd one out." This test is a forced choice test, ➔





where the panelist is forced into making a decision even if he has to guess. You should never give the option of “no difference” because this can alter your statistics. You have probably heard the saying “a little knowledge can be a dangerous thing.” This is so true when we talk about statistics. Make sure your analyst understands the test and statistic and its powers. I have seen top agencies come to a conclusion from a test that is categorically wrong because they have not understood the statistic behind the test. In some cases the results could have had catastrophic consequences for the brand concerned had the mistake not been spotted and corrected.

There are other discrimination tests that are commonly used as well. Duo — trio testing is one of these, although it is slightly weaker in power than the triangular test. In this test a reference is given and two samples are tested against it, one of them being the same as the reference while the other is different. The panellist has to determine which of the two samples is different than the reference sample. Therefore, the chance of guessing correctly is one in two. To compensate for this a larger panel of people is used. You would use a duo — trio test if, for instance, you had highly spiced products that could be difficult to taste. In that case it would be easier to determine that difference against a reference.

We move on now to preference testing. Have you ever made a meal that was not very good? Yes, me too. But how many of your friends and family told you it wasn't very good? Not many I'm sure. So, if you want the truth about a product that

“If you want to find out what a customer likes ask that customer, don't ask your resident expert that has tasted every variation of the product since the day it was a concept sample.”

you've made ask a person with no vested interest in that product, and ask them anonymously.

Again, asking the right people about their preferences is key. If you ask someone connected to the product or with a vested interest in the result all you're doing is inviting bias into your results. You can ask naive consumers about their likes and dislikes of the product, but make sure first that they are consumers of the product on a fairly regular basis — if they have never tried a product of this type before how can you be sure that they are representative of your true consumer?

Unless you interview on a one-to-one basis little stock can be placed on com-

ments received from these consumers. One usually gets responses like “it's lovely, tasty, yummy,” and though these comments are nice to hear, they are of little use to the chef or product developer responsible for the product. Preference testing like this needs to be conducted with upwards of 100 naive consumers to get a true picture of a product's potential. However, it can also be very time consuming and expensive, potentially running into tens of thousands of dollars. There are better and more cost effective ways of testing a new or revised product.

Descriptive testing can be seen as one of the more complex areas of sensory analysis. Taking a layman's view on this subject, it is the breaking down of a product into its individual attributes, for example, what type of red is it, what type of aromas can be detected, and what type of flavours does it contain? When we put a number of similar products together and determine the attributes of each we can compile what some people call a spider plot. From this we can determine where each product differs from the others, and with a little more work we can determine segmentation of products for different taste palates, and pinnacle products that will deliver the best enjoyment for consumers.

To report your results, there is only one rule: keep it simple. So often people try to blind you with science, but people do not want to know that. All they really need to know is what the result was, and what they should do about it. By keeping to the basics you'll have happy customers who know what they are doing and where their product is going.

For more information about John Hale, visit www.halefood.com

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



Cracking the competition

Thousands of packaged food products are launched annually in Canada. The success rate is remarkably low. According to global consumer research firm Nielsen, over 85 per cent of new products survive less than a year. That includes national brands with immense market research, R&D and advertising budgets.

There is a lot more to launching a product than developing a recipe, packaging it and slapping on a label. To succeed in the crowded marketplace it is necessary to do thorough research, analysis and planning.

Identifying competitors — Understanding the competition is crucial to a brand's success. To define the competitive field, much can be learned from visiting a grocery store. Competitors may be lurking in multiple categories. Applying a bird's-eye view by walking the entire store can uncover unexpected products that satisfy the same consumer needs, thus exposing potential threats as well as opportunities.

Substitutability — A different perspective, substitutability, factors in the consumer mindset. When faced with an endless array of options to feed their needs, it is easy for consumers to substitute products by switching to a different category. Looking at cereals for instance, growth has been cannibalized by multiple breakfast solutions. Consumers are migrating away from ready-to-eat cereal by substituting



foods like yogurt, eggs and breakfast sandwiches.

Think outside the grocery store — Places to buy food are multiplying, from drug stores to gas stations and even Canadian Tire. Competitors lie in wait in any retail channel that satisfies the same eating occasions. In addition, foodservice establishments should not be overlooked, since they attract and feed the same consumers. To illustrate this point, when consumers are craving a snack, where can they buy it and what choices do they have? The possibilities and competitors are endless.

Dissecting the competition — Once potential competitors have been identified, a competitive analysis should be conducted to determine points of parity (similarity) and points of difference. This includes a deep dive into the four Ps of marketing — product, price, place and promotion.

Benchmarking, by conducting blind tastings, measures product performance according to specified standards, in comparison to the primary competitors. The leading brands in the category should always be included. A “good,

better, best” rating system is an effective way to categorize the results. Outcomes may indicate a need for modifications to meet performance standards and strengthen the point of difference.

It is advisable to engage the services of an independent packaged foods specialist to lead these exercises and analyze the data. An unbiased expert with a fresh perspective can provide guidance, valuable insights and more meaningful results.

Analyzing the competition is not a one-time task. It is important to remember that competitors are moving targets requiring constant vigilance.

In summary, applying a bird's-eye perspective to identify competitors, followed by in-depth analysis, provides insights to effectively position your brand in a highly competitive market. ●

Birgit Blain is a packaged foods consultant specializing in strategy, brand and packaging development, to position brands for growth. Her experience includes 17 years in the grocery trade with Loblaw Companies and President's Choice. Learn more at www.BBAndAssoc.com



Coatings & inclusions

Barry Callebaut offers coloured and flavoured coatings and inclusions. Products include chips, such as blueberry, mocha, lemon, butterscotch and coconut; EZ melts for drizzling, dipping and enrobing, which come in various flavours and colours such as orange, green and pink; coatings and chips together; and myriad colours and flavours for limited-time or seasonal offerings. www.barry-callebaut.com

Easy flavour modulation

Kerry Ingredients & Flavours offers a proprietary technology called fmt (flavour modulation technology) that allows food manufacturers to reduce sodium in certain products by 25 to 35 per cent without a metallic or off note, and allows them to reduce sugar in certain products. The technology can improve the overall sweetness profile; mask off-notes of proteins, vitamins and minerals; and decrease bitterness. Applications include cookies, brownies, biscuits, muffins, crackers and yeast-raised bakery goods, challenging drinks, dairy products, nutritional products, ready-to-drink teas and coffees, and sports nutrition. www.kerrygroup.com



Knowing flavour trends

B&D Flavours Inc. produces high-quality flavours and extracts, and offers customized flavours and extracts. It also provides flavours and extracts in natural, artificial, emulsions, extracts, clouding agents, masking flavours, natural colours, natural and artificial, organic compliant and organic certified. www.bdflavours.com

Liquid extracts and concentrates

RFI's Liquid Extracts and Concentrates offers a unique line of ingredients produced from proprietary counter-current extraction technology called Dynamic Liquid/Solid Extraction. The gentle extraction process results in full-flavoured, fresh and distinctive liquid extracts for use in food and beverage applications. Extract lines include traditional and herbal teas, coffees, botanicals, and spices. www.rfiingredients.com

Flavourful choice

Abelei Flavors offers food processors flavours in various categories such as Dairy, Functional and Trendy. There's also Sweet, Fruit and Brown Flavors. Flavours include plum, fig, black currant, acai berry, goji berry, cinnamon, coffee, honey, meyer lemon, blood orange, guava, kiwi and papaya. www.abelei.com

Amazing powders

Ohly ProDry Powders from Caldic Canada provide all of the flavour, aroma and colour of a liquid flavour without the excess moisture. The free-flowing powders are easy to use, and can be incorporated into a variety of applications such as dry mixes, topical seasonings, seasoning blends, coatings, glazes and baked goods. They can be used in a variety of finished products without the inconvenience associated with a sauce or liquid. www.caldic.com

Perfect blends

Continental Ingredients Canada Inc. is the Canadian distributor for IFF's TRUnique. The Strawberry TRUnique offers real and unique strawberry profiles inspired by new ingredients and flavourist's creativity. The company offers Béchamel Sauce from a dry powder preparation, which allows users to add other ingredients such as its Jalapeño Seasoning. There's also BBQ Dill Kettle Chips, which can be made using CIC BBQ Dill Seasoning, a blend of BBQ sauce and dill pickle. www.cic-can.net

Mask it

Nex-xus Distribution Inc. offers its masking systems, which are designed to mask unwanted flavours. The systems can mask the off-flavours created by vitamins, minerals, amino acids and more. They can be used in cereals, nutritional bars, yogurt and other dairy products, vegetable proteins, bakery products, sports drinks and meat analogues. www.nex-xus.com

Natural dairy

DairyChem Laboratories Inc. provides a line of natural dairy flavours made from wholesome dairy ingredients. The company says natural dairy flavour top-notes and/or base notes can enhance the final product and overall eating experience. Flavours include butter, cream, cheese, cream cheese, yogurt, milk, buttermilk, and sour cream. The company can also customize flavours. www.dairychem.com

Pet-food applications

Leo-Chem Enterprises Inc. distributes Natural Enrichment Industries' Tricalcium Phosphate, which is ideal for pet-food applications. The ingredient can be used as a calcium and phosphorous fortifier, and as an emulsifier in dog and cat foods. It can also be used in dairy products and cereals, confectionery, nutritional foods, soups and crackers. It comes in various particle sizes and has a neutral pH. www.leochem.ca

Organic partnership

Farbest Brands has partnered with Naturz Organics, an organic ingredient supplier, to distribute its ingredients. Naturz supplies products for the food and feed industries, specializing in organic juice, dried fruit, oils, proteins, grains and herbal and plant extract products. The products are kosher-certified and Rainforest Alliance certified. www.farbest.com

Monitor cleanliness

AccuPoint 2 from Neogen Corporation provides processors with an economical, fast and accurate way to monitor facilities' cleanliness by measuring the amount of adenosine triphosphate on surfaces or in liquids. The company also offers its ANSR Isothermal Pathogen Detection System, which provides



genetic level discrimination of specified targets such as Salmonella and Listeria spp. The ANSR equipment costs are minimal, and it can quickly and easily record and report testing results. www.neogen.com

Colour it up!

DDW The Color House offers Spray-Dried Turmeric P15, a spray-dried, encapsulated water dispersible turmeric powder with a curcumin content of 1.5 per cent. It's more light stable in its dry form than other products. There's also Paprika P22, a spray-dried, encapsulated, water-dispersible paprika oleoresin powder with a concentration of 22,000 colour units. The company also provides natural flavours with consistent colour such as Caramelized Pear, Apple, Onion, Garlic, Tomato and Savory Vegetables. www.ddwcolor.com



Multifunctional blends

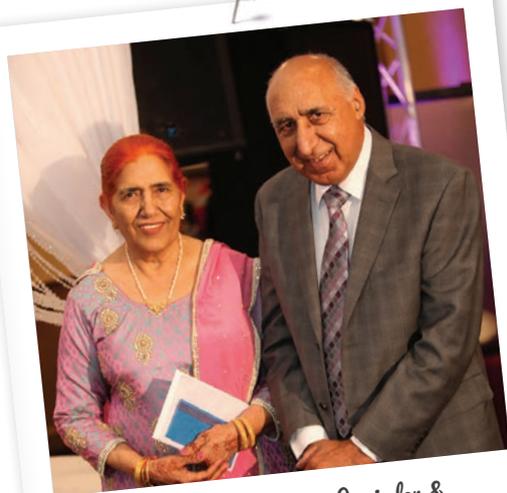
Virginia Dare offers its masking flavours, a line of multifunctional blends of flavour ingredients that can improve flavour, mask off notes and reduce bitterness. They're available in liquid and dry, natural, all natural and organic forms. The company also offers its vanilla extracts and flavours, oleoresins, powders and concentrates. www.virginiadare.com



Advertisers' index

BAKING ASSOCIATION OF CANADA	PG. 43	GROUPE ROBERT	PG. 51
BELL FLAVORS & FRAGRANCES	PG. 3	HANDTMANN CANADA LTD.....	PG. 64
BUCKHORN.....	PG. 52	KERRY	PG. 3
CHISHOLM MACHINERY SALES LTD.....	PG. 12	LV LOMAS LTD.	PG. 5
CONTINENTAL INGREDIENTS CANADA.....	PG. 16	MNP LLP	PG. 9
CP KELCO	PG. 47	MONTOUR LTD.....	PG. 23
DEALERS INGREDIENTS.....	PG. 2	NATIONAL SUNFLOWER ASSOCIATION	PG. 25
ESPAR HEATING SYSTEMS	PG. 19	PECO PALLET	PG. 53
FARM CREDIT CANADA.....	PG. 17	PWC CANADA	PG. 15
GEA WESTFALIA SEPARATOR.....	PG. 13	UNIVAR CANADA LTD.....	PG. 21
GEORGE BROWN COLLEGE.....	PG. 11	WORLD TECHNOLOGY INGREDIENTS	PG. 63

Deanna Rosolen



Hans Dairy owners Joginder & Gurdarshan Hans.



Sisters Mandeep & Sarabjit Hans

Hans Dairy, Toronto

Hans Dairy made a huge move in March — into a 24,000-sq.-ft. facility. The move is great news for the Toronto dairy, which specializes in the type of South Asian products that many families make at home from scratch. It's a sure sign that the growing dairy has made its mark within the South Asian community and in the mainstream market.

But it wasn't easy breaking into the market, explains Sarabjit Hans, a director at the dairy. "The dairy industry is an established market," she says. "There are a lot of players, so people were reluctant to put new products on the shelf, especially if established products worked." Also, at that time in the late 1990s, South Asian foods hadn't yet hit their stride as they would a few years later. So many retailers and distributors didn't understand the taste and flavour needs of the South Asian community.

So how did the company do it? It all started with Hans' dad Gurdarshan. He was an aerospace engineer who in

the mid-1990s had some time on his hands while his company was going through negotiations with its union. He started a distribution business, distributing dairy products to South Asian mom and pop stores. During this time he noticed the lack of variety in South Asian dairy products, and he heard so from his community. He also wondered if the next generation of South Asians would make the yogurts, cheeses and drinks they liked from scratch as their parents did. And again, their parents did this because the variety and quality just wasn't there on grocery shelves.

In 1997, says Hans, Gurdarshan applied for a licence, invested in space, hired two recently emigrated South Asian food scientists and dairy professionals and began producing his own products. Today the company makes yogurts with cultures that appeal to the South Asian palate. They produce a sweeter yogurt without added sugar. The dairy also makes drinkable yogurts called lassis, and a yogurt smoothie line that comes in strawberry, blueberry, peach, mango and a plain sweet flavour. There's also a plain rice pudding, full-fat milk (which they also sell to South Asian bakers), and a cultured, spreadable whipped butter.

"There are great opportunities," says Hans. "We service South Asians, but there are tons of ethnic products not being made. We're looking into making different products for different communities.

We're also looking into flavoured milks for South Asians, like saffron milk, and launching a variety of rice puddings — such as kiwi rice pudding. We're never going to do vanilla." 🍓

Q&A



Q: What is the company's philosophy?

A: "To be natural. We don't augment or change our products with any artificial ingredients that might add to the thickness or sweetness profile or extend shelf life. We keep a very clean ingredient deck and that has helped us with the South Asian community, many of whom make these products at home. And you can taste the difference in our products."

Q: What issues do you face?

A: "Like everybody we face a lot of price pressure. In dairy you don't control the cost of your raw material. And when you're selling to retail you tend to lose control over your retail price. They want you to bring the retail price down. The biggest challenge is to remain profitable. Prices do go up but we can't pass that forward."

A TRUSTED SUPPLIER FOR MORE THAN 30 YEARS.



Searching for a clean-label solution to
extend the shelf-life
of your products?

See for yourself:



WTI has your solution. Find out what a difference the right ingredient can make to your product, WTI offers a wide range of clean-label functional ingredients designed to improve food safety and extend product shelf-life.

WTI INC.
WORLD TECHNOLOGY INGREDIENTS

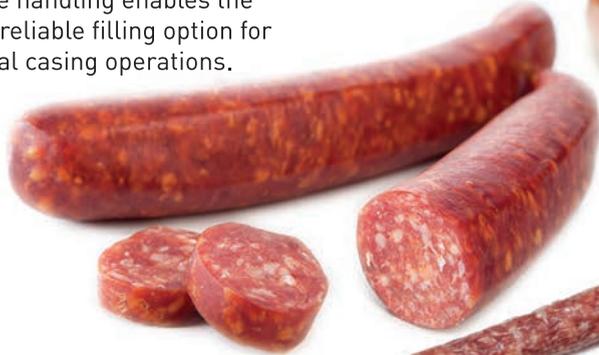


ALL CASINGS. ALL PRODUCTS. ALL VOLUMES.

Cooked Sausage

IN NATURAL CASING

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



Hot Dogs

IN CELLULOSE CASING

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

Snack Sticks

IN COLLAGEN CASING

Reliably accurate high speed small diameter production.



Quick Changes. No Chains.

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

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



handtmann

Ideas for the future.