



19 HACCP THEN AND NOW

20 ANTIMICROBIAL USE IN FOOD ANIMALS

21 FOOD LITERACY AND LABELLING

food **in** canada

CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE

THE GOLDEN YEARS

CATERING TO CANADA'S AGING POPULATION
PG.22

Inside
RESEARCH CHEFS IN CANADA
PG.33

A **fresh** look at frozen

THE MATURE FROZEN FOOD MARKET STILL OFFERS GROWTH OPPORTUNITIES
PG.28



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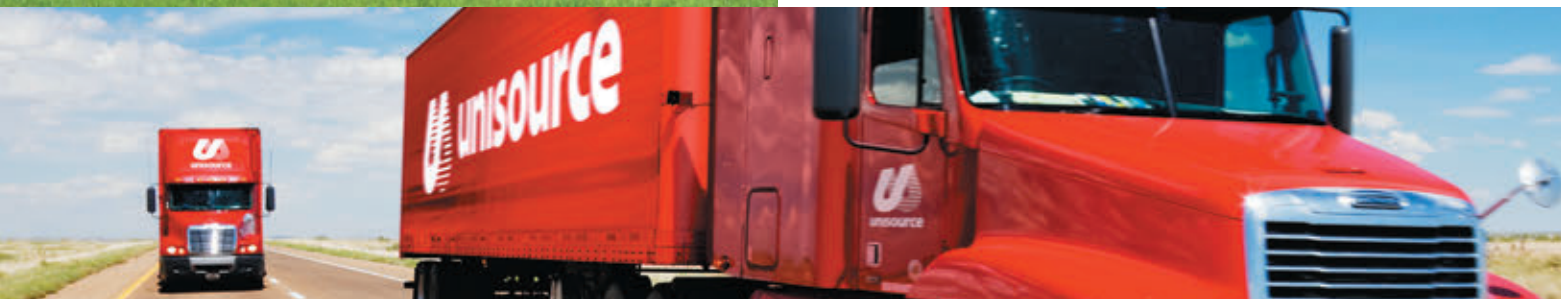
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contents



22

features

- 22 | The golden years**
As our population ages, so too does the demand for healthy nutrients and products.
- 28 | A fresh look at frozen**
The mature frozen food market still offers growth opportunities.



28



27

in this issue

Research Chefs in Canada

- 33 | News**
- 34 | A Culinary Odyssey:**
The World's 50 Best Restaurants 2014.



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departments

- 5 | Editorial**
- 6 | News File**
12 Industry Partners: The Canadian Institute of Food Science and Technology.
- 15 | Food in Canada Leadership Awards**
- 18 | Market Trends**
Market outlook and highlights from Dr. Larry Martin and Associates.
- 19 | Focus on Food Safety**
HACCP then and now.
- 20 | Food Law**
Strengthening vet oversight of antimicrobial use in food animals.
- 21 | Regulatory Affairs**
Food literacy and labelling.
- 26 | Sensory Trends**
Nutritional supplement drinks — can we have our shake and like it too?
- 27 | Ingredient Spotlight**
Antioxidant-rich black rice is an exotic staple quickly gaining popularity in North America.
- 32 | Packaging**
SAVE Food — one innovation at a time.
- 36 | Product Showcase**
Preview of IFT14.
- 38 | Industry Insider**
Etobicoke, Ont.-based Beretta Family Farms.

37 | AD INDEX



Let's get personal

My kids' current favourite indulgence is Menchie's Frozen Yogurt. If you haven't visited any locations of the build-your-own dessert store, the concept is simple — you create your own unique frozen treat from a wide selection of yogurt flavours, sauces and toppings. With so much choice, the process can almost be overwhelming (but totally satisfying).

Ever since the advent of the salad bar in the early 1960s, successful foodservice companies like Menchie's have known that giving customers the chance to personalize their choices makes them happy. It can also build customer loyalty, and create a positive brand image.

We love it when products are made just for us. Candy makers have known this for some time, and companies like M&Ms — through its *mymms.com* site — offer customized confectionery for any and every occasion. Personalized products also seem to go hand-in-hand with product launches and marketing campaigns. For example, Coca Cola's Share a Coke campaigns, which started in Australia in 2011, allowed consumers to personalize their Coke can with their names. We naturally just like things better when we believe, even if it's just an illusion, that they're unique to us.

On a more meaningful level, some believe that the future of personalized food and beverages will include products that meet an individual's distinct nutritional needs. Nutrigenomics studies the affect food has on our genes on a

molecular level, and it's hoped that one day we will be able to use that knowledge in disease-prevention and treatment. The theory has its detractors, but the research has not yet caught up with the concept anyway.

Nonetheless, the whole idea of personalized nutrition is already gaining attention in less scientific, but potentially important ways. Subscription snacking, through services like General Mills' Nibblr, allows consumers to sign up to receive portion-controlled snacks delivered via courier on a schedule they customize. Nibblr encourages users to rate the snacks so that they can tailor the treats they offer to the customers' taste buds. Meanwhile the service must be gathering some valuable consumer data for General Mills. How long before some savvy manufacturer begins delivering ready-made food products with a side of custom vitamins or functional ingredients in a similar way you'd add a shot of wheatgrass or matcha green tea to a smoothie?

Now think about the products and services you offer. Are there opportunities to further customize them? Getting personal with your customers isn't that difficult — it just takes a little creativity. 🍓

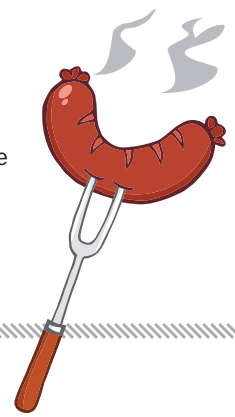
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Barbecue season, here we come

Janes, Lilydale and Fletcher's have launched the Summer Grill Giveaway. The promotion will give consumers a chance to win a \$5,000 Backyard Makeover. The brands are also giving away a barbecue each week and one of five Grill Tool Sets every day. Pincodes can be found on specially marked packs of participating Janes, Lilydale and Fletcher's products. The promotion runs until Sept. 1, 2014.



News > file



We like it rough

A study from the University of South Florida, University of Michigan and Columbia University has found that consumers are more likely to associate foods that are hard or that have a rough texture as also having fewer calories. It's a lot about mouth feel, the authors say, which influences our perception of calorie content. The way we chew and eat our food also impacts our overall consumption.

For the study, says UniversityHerald.com, the researchers asked participants to sample foods involving hard, soft, rough or smooth textures and then report their calorie estimates. Participants also watched and assessed a series of TV ads while researchers offered them brownies that were either soft or hard. Half of the participants were asked to rate the calorie content of the brownies. The researchers found that those who were not asked about the calorie content ate higher volumes of brownies when they were

soft. On the other hand, those who were assigned to rate the calorie content consumed a higher volume of hard brownies.

The study found that brands that want to promote the health benefits of their products should emphasize texture, as well as draw attention to the low-calorie aspect. The study authors concluded that "understanding how the texture of food can influence calorie perceptions, food choice, and consumption amount can help nudge consumers towards making healthier choices."

Poultry plant completes waste and water treatment system overhaul

Winnipeg-based poultry processor Dunn-Rite Food Products has completed the installation of a new \$4.5-million waste and water treatment system with the help of \$1.5 million in assistance from the federal and provincial governments.

Dunn-Rite spokesperson Mario Bertschinger reports that the state-of-the-art technology — which took two years to install — will reduce water use in its processing operations by a minimum of 10 per cent and ensure it exceeds municipal standards for waste water.

"This investment strengthens our ability to continue operating efficient facilities and also demonstrates our commitment to exceeding standards," Bertschinger says. "This development signals a large step towards a future of sustainable, responsible food production."

Bertschinger adds that the waste and



Olive Odyssey: Searching for the Secrets of the Fruit that Seduced the World is a new book by Julie Angus, a National Geographic Adventurer of the Year. Angus takes the reader on a journey in search of the history of one of the world's favourite ingredients.

With her husband, Angus sails from Spain to the Middle East, collecting samples from ancient trees throughout the region for DNA testing to discover where the first olive tree originated. Angus retraces the route of the Phoenicians to discover who ate the first olive. She also discovers why the oil became an important commodity for great civilizations. The couple feast on local specialties, such as inky black tapenades and chicken drizzled with green-gold oil in Cassis, witness the harvesting of olives in Greece, and visit the oldest olive tree in the world.



water treatment system installation is part of an ongoing \$26-million renovation and expansion project at Dunn-Rite. The company processes more than 300,000 birds every week from Manitoba chicken producers.

Dunn-Rite was founded in Winnipeg



in 1940 and acquired by Surrey, B.C.-based Sunrise Farms in November 2012. Sunrise has more than 1,300 employees in seven different processing plants located in B.C., Alberta, Ontario and Manitoba.

— Myron Love

the English population between 2001 and 2013. What they found was eating seven or more portions reduces the specific risks of death by cancer and heart disease by

25 per cent and 31 per cent, respectively. The research also showed that vegetables have significantly higher health benefits than fruit. ➔

Eat your fruit and veg

A study from University College London has found that eating seven or more portions of fruit and vegetables a day may reduce your risk of death at any point in time by 42 per cent, compared to eating less than one portion.

The researchers used the Healthy Survey for England to study the eating habits of 65,226 people representative of

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Happy birthday!

Guelph, Ont.-based Organic Meadow is celebrating 25 years of building the organic dairy sector in Canada. The farmer-owned business is Canada's oldest organic dairy co-operative and is a leading organic dairy brand. Its farm supplies 80 per cent of all organic milk in Ontario, or 20 million litres of milk annually. M.O.M.s, or the Manitoba Organic Milk Co-operative Ltd., also processes and sells under the Organic Meadow label. Today the company represents more than 100 family farms and offers more than 90 organic products including milk, cream, cheese, yogurt, butter, eggs and ice cream.



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Eat these for more Zzzzz

Need to catch up on sleep? Researchers from the Pennington Biomedical Center at Louisiana State University recently looked at alternatives to sleeping pills for older insomniacs, who have an increased risk of falling when taking the pills.

Researchers looked to cherries — specifically Montmorency tart

cherries — which are a natural source of melatonin, a hormone that helps regulate the sleep-wake cycle.

In a randomized clinical trial, the researchers gave seven older adults (average age 68) with insomnia, eight ounces of tart cherry juice two times a day for two weeks.

The researchers found that those who drank the Montmorency tart

cherry juice in the morning and at night were able to sleep more than an hour longer each night (averaging 84 minutes) compared to the placebo, and their sleep tended to be more efficient.

Alcohol awareness campaign turns rotten

In the U.K., a disturbing commercial that showed a man drinking a glass of beer with a tumour growing at the bottom of the glass caused a stir late last year.

The National Health Service (NHS), along with other organizations, launched the commercial as part of an alcohol awareness campaign. The message in the ad of course is that alcohol can cause cancer and, the commercial says, the World Health Organization has classified it as a group one carcinogen.

DrinksBusiness.com reports that pub, ale and brewing associations filed

It's not people

A new product called Soylent supposedly contains all the nutrients we need in one beige beverage. Robert Rhinehart — a 25-year-old former software engineer — and a team of researchers created the product after recognizing the disproportionate amount of time and money they spent creating nutritionally complete meals. Soylent, it says, is a food product, not a supplement (even the Food and Drug Administration classifies it as food) designed for use as a staple meal by all adults. Each serving, says the site www.soylent.me, provides maximum nutrition with minimum effort. It's suitable for both men and women — they just need to adjust the caloric requirements — and contrary to its name it does not contain soy — or people.

a complaint about the ad, saying it was misleading. The Advertising Standards Authority in the U.K. recently dismissed their complaint saying the ad was about drinking responsibly and encouraging consumers to reduce alcohol intake.

Montreal welcomes the world

Montreal will host the 17th World Congress of Food Science & Technology this summer from Aug. 17 to 21 (IUFOST).

While the congress theme is “Research that Resonates,” there are 11 other themes for the week, each with a choice of at least five sessions attendees can register for. Some of those themes include potential regulatory issues, consumer behaviour and sensory evaluation, food nanotechnology, food safety, food chemistry, sustainability and food security, industrially relevant products and issues, and food and health.

The congress will offer scientific workshops such as Aflatoxins Management, and New Horizons for Fats and Oils, in the Health Marketplace. There are also tours for attendees, including one to the Nordion Gamma Centre of Excellence, another to the Food Research and Development Centre of Agriculture and Agri-Food Canada, or a post-congress tour to Ottawa to visit Parliament and the Canada Agriculture and Food Museum.

The congress also offers a social and networking schedule, including several receptions, and numerous student ac-

tivities such as the Young Scientists and Students Workshop and three student competitions. In addition, the McGill Food Science Association is hosting a Student Lounge in the Expo and is organizing evening activities. Details will be posted as they're confirmed.

And finally there's the Student Challenge CIFST Feature Event. The challenge brings together food science students from across Canada to compete against each other while testing their food science knowledge. The Jeopardy-style format will challenge students' understanding in many fields. Each team consists of four students (of which one may be a Masters level graduate student), one school advisor and one industry sponsor. The competition takes place in Montreal on Aug. 17 and 18.

WE LIKE OUR EGGS

Research firm Mintel's Global New Products Database says new product introductions that include egg ingredients were up 35 per cent in 2013 compared to 2012. The strongest category year over year continues to be cakes, pastries and sweet goods, which saw 158 new egg ingredient products, a growth of 65 per cent since 2012.



SUPPLIER NEWS 

> Dartmouth, N.S.-based **Acadian Seaplants Ltd.** has acquired **Arramara Teoranta**, a seaweed processor based in Ireland.

> Erie, Pa.-based **Eriez** has awarded its 2013 Merwin Sales Award to **Hareza Technical Sales Inc.** of McMurray, Pa.

> Henderson, Colo.-based **Birko**, a provider of food safety solutions to the meat, produce and brewery industries, has received a patent for its Frostlube technology for pork processing. Used as a lubricant on gambrel and rail surfaces during blast freezing, Frostlube binds and forms a functional film to displace water and inhibit rusting.

> Cleveland, Ohio-based **Ganeden Biotech**, a manufacturer and marketer of probiotics, says the U.S. has issued a patent covering the use of all *Bacillus coagulans* in all coffee, tea and cereal. The issuance of patent #US 8,697,055 B2 protects the use of all *Bacillus coagulans*

probiotic strains including GanedenBC30 in coffee, tea and cereal applications. The company says spore forming probiotic organisms such as GanedenBC30 are the only probiotics that have the ability to withstand harsh manufacturing processes, especially those required to make hot tea, coffee and cereal.



> **Roquette** and **Quadra Ingredients** have announced a strategic partnership agreement for the distribution of pharmaceutical and personal care products in Canada.

> **Naturex** has acquired Chicago-based **Veg-etable Juices Inc.**, a company specializing in the production and distribution of natural vegetable ingredients. The acquisition will double

the size of Naturex's operations in the U.S.

> Chicago-based **PureCircle**, a producer and marketer of high-purity stevia products, says it has cut the carbon footprint of its products by 15 per cent since last year and is now a quarter of the way to its 2020 carbon footprint intensity goal.

> St. Paul, Minn.-based **3M Food Safety's** 3M Petrifilm Salmonella Express System has been validated through AOAC International as a First Action Official Method of Analysis for the detection of *Salmonella* in raw ground beef, cooked breaded chicken nuggets, raw ground chicken, raw ground pork, pasteurized liquid whole egg, fresh shrimp, fresh spinach, dry pet food and stainless steel. The 3M Petrifilm Salmonella Express System also received a silver Edison Award in the Science/Medical area's Detection category, and the company's Two-Phase Immersion Cooling Technology using 3M Novec Engineered Fluid earned a bronze Edison Award within the Applied Technology section's Industrial Productivity category.

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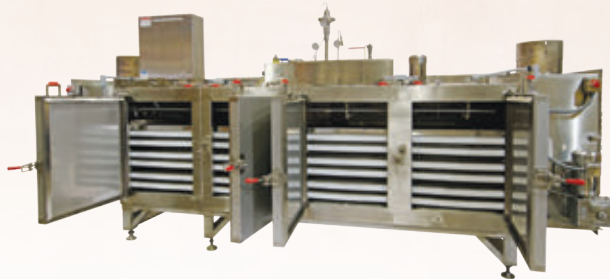


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CIFST's National Conference goes big in 2014

By Belinda Elysée-Collen

When 2,000 food science professionals from Canada and around the world gather in Montreal this August, it will mark the achievement of a vision that has been eight years in the making for the Canadian Institute of Food Science and Technology (CIFST). Embracing an attitude of “Go big or go home,” CIFST has upsized the National Conference for 2014, and is hosting the 17th World Congress of Food Science and Technology at Montreal's Palais des congrès, Aug. 17 to 21.

It was 2006 when CIFST's leadership made the bold decision to bid on hosting this prestigious international gathering once again in Canada. In 1991, CIFST staged a highly successful World Congress in Toronto, and now after 25 years, CIFST will proudly welcome the global food science community from all sectors of industry, academia and government to explore the Congress theme “Research that Resonates.” Together we will examine some of the most important questions food science professionals have ever faced. What needs to be done today to prepare for tomorrow, both here in Canada and abroad? How can all the sectors work together in a more collaborative way to ensure ongoing innovation that resonates with consumers? How does the industry secure the safety and sustainability of the world's food?

What will you experience at the 2014 World Congress? Besides being shoulder to shoulder with peers, colleagues and customers from around the globe, the Congress offers a unique environment



to focus on your needs as a food science professional, whether for expanding your knowledge in a subject area, developing your business and client base, or gathering research and learning about the latest innovations. What will strike you most about this Congress is how easy it is to take advantage of so many different activities, sessions and networking opportunities and not be overwhelmed by the size the event.

Here's a sample of what CIFST has on the menu for the five-day Congress:

- Gain in-depth insight from world-renowned keynote speakers, including Bernhard van Lengerich of General Mills; Marcel Paques of Friesland Campina; Brian Keating of CSIRO Sustainable Agriculture Flagship; and Riette de Kock of University of Pretoria.
- Choose and learn from more than 80 concurrent sessions on food safety, regulatory issues, consumer behaviour, food processing, and developments in food and health, to highlight just a few of the 11 subject themes.
- Get the inside perspective from industry giants at the Industry Leader Summit, including Guy Wollaert of Coca-Cola; Phillip Donne of Campbell Company of Canada; and Johannes Baensch of Nestlé.

• Network and get down to business at the three-day Expo, which features dedicated Canadian marketplaces, delegate lounge, coffee stations and Montreal food trucks (for lunching attendees) right on the Expo floor.

Cheer on Canadian students as they take centre stage at the Expo during CIFST's Jeopardy-style Student Challenge Competition.

- Discover what research resonates at the classic poster sessions and moderated ePoster stations during the Expo.

- Sign up for technical tours, awards presentations, the CIFST annual general meeting, networking opening reception in the Expo hall, closing gala banquet and much more!

Plus, we're banking on you and all of Montreal to donate 30,000 cans of food to help us break the Guinness world record for the “longest line-up of canned food,” with the donated cans all going to Montreal-area food banks.

The 2014 Congress has something for everyone. If ever there was an opportunity in Canada to catch up on food industry innovation and collaboration, the 2014 Congress in Montreal is it. Be there to learn and connect with colleagues from industry, academia and government at what will be the biggest gathering of food science professionals this country has ever seen. Whether you exhibit at the innovative Expo, attend the jam-packed scientific and technical program, or participate in the student activities, you will be taking part in a history-making event. CIFST is counting on you to be in Montreal to bring this milestone to life and help us welcome the world's food science community to Canada. Don't delay. Sign up now at www.iufost2014.org. I look forward to meeting you in Montreal. 🍎

Belinda Elysée-Collen is president of the Canadian Institute of Food Science and Technology and Account Manager — Food Ingredients, at Dempsey Corporation. Contact her at belinda@dempseycorporation.com

INBRIEF



> **The Lobster Council**

of Canada says the lobster industry has a new brand to help it compete more effectively in global markets.

The new brand, which consists of a set of core values, vision, mission, brand promise and a logo that brings it all together, is designed to help the Canadian lobster industry tell its story on the global stage.

> **Lassonde Industries Inc.** announced a plan to step up its development of products designed to support and enhance consumer health and wellness. Lassonde says it is drawing on the expertise of strategic advisor Richard Béliveau. Béliveau, who has a Ph.D in biochemistry, is the director of the Molecular Medicine Laboratory and Scientific Director of the Chair in Prevention and Treatment of Cancer at the University of Quebec in Montreal. He's also written books on health such as *Foods that Fight Cancer*, *Cooking with Foods that Fight Cancer*, and *Eating Well Living Well*.



> Vancouver-based **Happy Planet** has raised \$20,000 for national and local food banks. The company's campaign, Help us Nourish the Hungry, aimed to promote and support hunger prevention and awareness programs across Canada. Each purchase of Happy Planet's fresh soups helped the company raise the funds.

> **Weston Foods**, a subsidiary of George Weston Limited, has completed the purchase of **Rubschlager Baking Corporation** of Chicago, Ill. Rubschlager Baking produces rye breads, deli-style cocktail breads, traditional square breads, sandwich bread and mini-bread chips.

> **Troll Bridge Creek Inc.**, which manufactures KiKi Maple Sweet Water, a beverage made with local maple sap, has reached a distribution agreement with **Moo Cow Distributing Inc.** The agreement means **KiKi Maple Sweet Water** will be sold at more retailers in Southwestern Ontario.

> **Agropur Cooperative** is repositioning its **Natrel** milk brand with new packaging and a multiplatform strategy. Consumers in Quebec and Ontario will get to see Natrel's new brand image, which the company says is innovative, diverse and inspired by nature. The new packaging is more sturdy, with an ultra-thin plastic lining that keeps it hermetically sealed and protects the edges, keeping the milk fresher tasting longer. Milk sold in bags is packaged in a new, more air-tight plastic film that preserves the milk's quality and full flavour.

> Shelburne, Ont.-based **Ice River Springs'** green bottle, which is used for water coolers, has won the Responsible Packaging category in the DuPont Awards for packaging.

> **Baby boomers** are still the biggest consumers of wine, but millennials are the fastest-growing group of wine drinkers, reports **NapaTechnology.com**. It also turns out that millennials are more social-savvy, have more adventurous palates and want fun — factors that are driving shifts in the kinds of wine being produced and how it is marketed. Millennials are also keen to experiment, compared to their elders who tend to stick to familiar varieties and vintages.

> As of early May, the **Canadian Food Inspection Agency (CFIA)** did not renew **Red Cove's** registration to process lobster, crab and mollusks due to food safety concerns. Red Cove is based in Cape Wolfe, P.E.I. The CFIA says it has informed the company that it can appeal the decision.

> The **Federation of Quebec Maple Syrup Producers** is now distributing its certified maple water brands, SEVA and WAHTA, in the U.S.

> Canadian Lentils has launched **Lentil Hunter** with chef Michael Smith, a five-part web series available at www.lentilhunter.ca. In

the series, Smith, a Food Network host, cookbook author, nutrition activist and food media producer, travels to France, Italy, Morocco, India and Dubai to hunt for the best lentil recipes on the planet. Canadian Lentils is an official mark of Saskatchewan Pulse Growers, a farmer-funded organization that works to advance the pulse industry in Saskatchewan.



> **Gruppo Campari** of Italy has launched new Art Labels limited edition, a modern reinterpretation of a number of works by Fortunato Depero.

> Toronto-based **ACE Bakery** has introduced some of its most popular breads in **Cub Foods** and **Jerry's Foods** stores throughout the Minneapolis-St. Paul area in the U.S.

> In May, franchisees, staff and thousands of volunteers at more than 400 **Les aliments M&M** locations across Canada raised \$1,075,000 for Crohn's and Colitis Canada (formerly the Crohn's and Colitis Foundation of Canada). Supporters from coast to coast lined up to celebrate **Les aliments M&M Charity BBQ Day**, raising funds to help find a cure for Crohn's disease and ulcerative colitis and to improve the lives of children and adults affected by these chronic diseases.

> Last month, the province of Ontario began allowing **Vintners Quality Alliance (VQA)** wines to be sold at farmers' markets. The two-year pilot program is part of the province's local food strategy and increasing demand for local food.



PEOPLE ON THE MOVE



Ganong

> Ganong Bros. of St. Stephen, N.B. has appointed **Bryana Ganong** as the president and CEO. Bryana becomes the fifth generation of the Ganong

family to hold the position. Current president and CEO **David Ganong** will assume the newly created position of executive vice-chair.

> **Norm Letnick** is B.C.'s new minister of Agriculture.

> Surrey, B.C.-based Global Hemp Group Inc. has appointed **Charles Larsen** as its new president in addition to his responsibilities as CEO. Larsen takes over from **Donald Steinberg**, who is stepping down.

> Farm Credit Canada's president and CEO **Greg Stewart** has announced he is retiring.

> Decatur, Ill.-based Archer Daniels Midland Company has named **Michael Loud** as its new North American Sales director for ADM Foods & Wellness in the company's Oilseeds business unit.

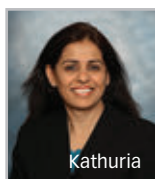
> McCain Foods Limited has appointed **Jeff DeLapp** as president, North America. DeLapp takes over from **Frank van Schaayk**, who is retiring.

> Toronto's Royal Agricultural Winter Fair has elected **Paul Larmer**, CEO of Semex Alliance, to a two-year term as president and chair of the board.



Chestnut

> Ann Arbor, Mich.-based NSF International has promoted two employees to senior vice-president: **Tom Chestnut** is now senior vice-president, Global Food Division, and **Chandana Kathuria** is now senior vice-president and CIO/Lean Program Leader.



Kathuria

> The Chicago-based Institute of Food Technologists has selected **Christie Tarantino** as the association's new executive vice-president.

> **Sam Lteif** has joined Milwaukee, Wis.-based Sensient Technologies Corporation as president of the company's Flavors business. In addition, Sensient's board of directors has appointed **Dr. Elaine Wedral** to the newly created position of lead director.



Currie

> The Guelph-based Ontario Hazelnut Association has appointed **Elliott Currie**, professor in the Department of Management at the University of Guelph, as its new executive director.

> Buffalo, N.Y.-based Multisorb Technologies has hired **David Elliason** as Business Development leader for Food and Beverage Packaging for North America; and **Darclie Nielsen** as Business Development leader for Food and Beverage Packaging for Western Europe.

> Bunting Magnetics Co., which produces precision magnetic products, has named **Jeffrey "Scott" Smith** as Supply Chain manager at its Newton, Kan. headquarters.

> **Robert Weinstein** is now president of Piscataway, N.J.-based Robertet Flavors USA.

WASTE NOT, WANT NOT — SORT OF

Two filmmakers decided to quit grocery shopping for 30 days and survive on discarded food, says the CalgaryHerald.com. What they soon realized was that they could eat well on food they were rescuing and continued the experiment for another six months. They found that much of the food that is discarded is often just too close to the sell-by date or in one case didn't have French labelling for the Canadian market. They turned their experience into a movie called, "Just Eat It: A Food Waste Story."



DeVriendt

> Muskegon, Mich.-based Dynamic Conveyor has hired **Tim DeVriendt** as a Sales Territory manager.

> **Larry Belka** has joined San Francisco-based Purity Organic as vice-president of Sales.

> **Kerry Doughty** is now president and CEO of Garner, N.C.-based Butterball.

> Parsippany, N.J.-based B&G Foods Inc. has promoted **Michael Sands** to the newly created position of executive vice-president of Snacks.

> **Dr. Greg Zeschuk** is the first executive director of the newly formed Alberta Small Brewers Association.

MORE FIBRE, LESS OVER-EATING

Here's more research on how fibre can help consumers control their appetites — and how producers can help. Imperial College London and the Medical Research Council identified an anti-appetite molecule called acetate that is naturally released when we digest fibre in the gut. Once released, acetate is transported to the brain where it produces a signal to tell us to stop eating. The research, says Imperial College, confirms the natural benefits of increasing the amount of fibre in our diets to help control over-eating.



The winners are...

Last month *Food in Canada* and Grant Thornton presented the 2014 Leadership Awards to five Canadian food and beverage businesses. To read profiles of each company see our April 2014 issue, or visit www.foodincanada.com



Ultima Foods

GROWTH AWARD



photo: Normand Blouin/KlixPix

(First row, left to right) Emilio Imbriglio, president and CEO, Raymond Chabot Grant Thornton; Gerry Doutré, president and CEO, Ultima Foods; and Guy Barthell, partner in the Strategy and Performance Consulting Group, Raymond Chabot Grant Thornton. (Second row, left to right) Ultima Foods Management Committee members, Mario Proulx, Robert Bourbonnais, Alain David, Lucie Rémillard, Robert Rochon, Michel Cusson, Sylvain Dionne and Patrick Dumais.

Champion Petfoods

INNOVATION AWARD



photos: Darren Jacknisky/KlixPix

1. (Left to right) Frank Burdzy, president and CEO of Champion Petfoods, with Jeremy Fearnley, partner with Grant Thornton LLP in Edmonton.
2. Jeremy Fearnley presents Champion Petfoods with the award for Innovation.



Lassonde Industries

COMMUNITY & INDUSTRY LEADERSHIP AWARD



1. (Left to right) Guy Barthell, partner in the Strategy and Performance Consulting Group, Raymond Chabot Grant Thornton; Jean Gattuso, president and COO, Lassonde Industries, and president and CEO of A. Lassonde Inc.; and Bernard Grandmont, assurance partner and managing partner of Raymond Chabot Grant Thornton's Brossard office.
2. Jean Gattuso accepts the award for Community & Industry Leadership.

Nature's Path Foods

STEWARDSHIP AWARD



1. (Left to right) Peter Veerman, Manufacturing Sector leader in B.C. for Grant Thornton LLP; Ron McArthur, senior manager, Business Development, with Grant Thornton LLP in Vancouver; Nature's Path Foods' co-CEOs Ratana and Arran Stephens.
2. (Left to right) Ratana and Arran Stephens with daughter Jyoti Stephens, senior director of Human Resources and Sustainability for Nature's Path Foods.
3. Ratana and Arran Stephens accept the award for Stewardship.

photos: Normand Blouin/KlixPix

photos: Jimmy Jeong/KlixPix

Stemmler's Meat & Cheese

HEALTH & WELLNESS AWARD

photos: Jay Parson/KlixPix



1. (Left to right) Shawn, Terry and Kevin Stemmler; Jim Menzies, global leader — Food and Beverage Industry, Grant Thornton LLP; Gerard and MaryAnn Stemmler.
2. Jim Menzies presents the award for Health & Wellness to Kevin Stemmler.

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COMMENTARY

It has been three months since my company's study trip to Brazil. It appears that Brazil produced another record soybean crop, expanded its corn production, opened a new saltwater port on its northeast coast, and is enjoying a record export year. Soybean production has increased by almost 300 per cent since 1991.

This is despite acidic, erodible soils with very little nutrient content located hundreds of miles from ports, with no rail or water infrastructure, and a very poor road network and vast distances. The Brazilian government provides two to three per cent of farmers' gross revenue in support. Depending upon the state, farmers pay as much as 48 per cent taxes on farm machinery, must own and put into conservation reserves one third or more of the land they actually farm, and have very restrictive labour laws.

Meanwhile Canadian governments continue to provide about 20 per cent of farm income, and have a botched up transportation system that's leaving record amounts of grain in the Prairies, while Brazil eats our lunch in history's best export markets.

Maybe it's time to rethink the way Canada treats agriculture. With huge excess land and water resources and burgeoning demand in Asia for food, why aren't we rivaling Brazil's production growth? Maybe it's because we continue to

subsidize farmers for doing nothing (agri-invest) or almost nothing (agri-stability) to improve their performance, protect them against competition, make the whole food chain uncompetitive with our regulatory morass, remove incentives for transportation infrastructure development with caps on revenue for rail movement of grain, and provide few incentives to either improve productivity or improve value chains.

The private sector provides 80 per cent of agri-research dollars in Brazil, which is responsible for the seed varieties, farming systems, and transportation innovations that created the Brazilian juggernaut. They just go do it. Contrast that to Canada where everyone waits for government to bless our efforts and give us a grant. We finally are negotiating some trade agreements, but will we be ready to take advantage of them?

Canada's lack of progress and leadership failure by both the private sector and government is enough to make one weep at the lost opportunities. But the only appropriate citation is the immortal Pogo — "We have met the enemy and he is us." 🍎

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

Markets are largely in sideways channels, awaiting significant news to find future direction.

Some are warning of a potential El Niño weather effect on yields. Little has changed in grains and oilseeds.

South American soybean and corn crops appear to be larger than expected. Overall, the big question now is weather in the corn-belt.

> Corn – The USDA raised 2014 U.S. carry-over, but lower corn prices relative to soybeans and wheat means acreage will be down. Yields are expected to rise. The result is a modest buildup in 2015 carry-over. However, U.S. exports continue above expectations. After a high of \$5.15, December futures dropped to the current \$4.90 level following the report. The next level of support is \$4.75.

> Soy oil – Soy oil fell to the \$0.41 area on July future. Oil contrasts with the meal market (recently made new highs) because oil supplies are adequate while expanding livestock production means a tight protein. We've said for two months to buy pullbacks toward \$0.37 and be covered above \$0.43. Nothing changes.

> Wheat – Wheat prices also appear to be weakening. Inventories are adequate if a little lower than the past two years, but there are concerns about the size of the U.S. crop because of winter damage and drought. Ukraine continues to raise fears of production losses and inability to reach market. U.S. exports have not been as strong as for corn and soybeans. This and rain in the wheat belt capped the rally. December Chicago backed off from the high of \$7.65 to the current \$7.02. There is significant support at \$6.85, which may be the next good place to buy.

> Sugar – July sugar prices spiked over \$0.18 because of a late start to processing in parts of Brazil. There is strong resistance at \$0.185 and \$0.197. The world still has a large supply of sugar, so we do not expect prices to exceed the resistance areas. Take profits at one of these levels if you covered above \$0.17 as we suggested. Then wait for the next level of support at \$0.152.

> Natural gas – Fire at a natural gas plant in California brought July natural gas prices back

toward the peak of \$0.049, but increasing supplies and inventory moved them down to the current \$0.0435 area. There is significant support at \$0.0429. If the market falls through this level, the next levels of support are \$0.039 and \$0.036. Movement to there, especially the latter, would be a good place to price.

> Crude oil – The oil market continues sideways but with a rally currently. The short-term outlook is clouded by Ukraine/Russia. Fundamentally, not much has changed especially since China gave another warning about a slowdown. We continue to suggest buyers protect against the top of the channel near \$112.

> Canadian dollar – The relatively better performance of the Canadian economy and strong energy prices have led to a small rally in the loonie. Emphasis on small — the rally has little momentum. Strong technical resistance is just above \$0.92, currently being challenged at \$0.917. Some "experts" forecast \$0.85. The best way to manage the risk is to buy options, currently \$0.93 Calls for insurance against a major rally, or \$0.89 Puts to ensure against a decline.





HACCP then and now

Since the birth of the concept in the 1960s, Hazard Analysis Critical Control Point (HACCP) programs have become woven into the operational fabric of the agri-food industry in all developed countries. Over that time, the program has evolved substantially.

The concept was first applied to foods manufactured by Pillsbury for NASA when it became apparent to the company that finished product testing alone was not a practical means of providing the degree of assurance deemed necessary for space flight. Product cost was of no concern to NASA, given the high priority the government placed on the space initiative at that time. Program complexity was also of little concern to Pillsbury, given the small quantity of products that needed to be made under the regime.

Although the benefits of HACCP were evident from the start, decades would pass before governments began writing these programs into food safety legislation governing virtually all foods. There are several reasons why it took so long for this to happen.

Initially it was felt that the program was only practical for small quantities of product when food safety was absolutely critical to justify the high cost and complexity, such as foods for astronauts. Because few people were aware of the HACCP concept it also had limited acceptance. But perhaps the main reason it took a while to catch on was that there was little demand from retailers and consumers for safer foods. From a processor's point of view, why do

something that nobody is asking for and that is only going to add cost and complexity?

Evolving the concept

The past five decades have seen many changes to every component of HACCP except one, and that is the ultimate objective of producing safer foods. Here are the biggest changes that I have seen:

- **Scale** — Millions upon millions of metric tonnes of ingredients are produced and processed under HACCP programs today. Not bad for a concept that probably started out making kilogram batch sizes.

“Many firms still have a long way to go to master HACCP.”

- **Cost** — The entire agri-food supply chain has come to realize that quality and food safety programs more than pay for themselves, regardless of the quantity of products produced or processed.

- **Application** — Invented to eliminate hazards in fully cooked foods for astronauts, HACCP programs now find applications from farm to fork.

- **Hazard management** — HACCP programs are no longer used exclusively to eradicate every hazard known to a food, but are now more commonly used to reduce the level of a hazard to an acceptable level.

- **Universality** — From one company and one client, HACCP programs are now at the core of all food safety programs that come under the Global Food Safety Initiative (GFSI), including such programs as SQF, BRC, IFS, Canada GAP and Global GAP, ISO and FSSC

22000, PAS 220, Codex, Global Aquaculture Alliance, Primus GFS, GRMS (Global Red Meat Standard) and China HACCP.

Government food safety legislation in the developed world all requires, or at least recommends, that HACCP programs be employed within all segments of their agri-food supply chains. HACCP programs are also a core requirement in many ingredient-certification programs such as gluten free.

The long road ahead

Given the age of the HACCP concept and its universal acceptance, one would think that developing, validating and verifying HACCP programs would be a no-brainer these days. After all, information on every aspect of HACCP is readily available in hard copy or electronically. Colleges, universities, processor groups and governments have had HACCP training programs for decades. To top it off, a good number of HACCP training programs are subsidized or free.

Despite all of this, many firms still have a long way to go to master HACCP. In a March webinar held by SAI Global Assurance Services, North America's largest registrar of GFSI and numerous other quality programs, the company reported that deficiencies in HACCP programs are among the most frequently cited non-conformance issues encountered during GFSI audits. There are simply no good excuses why this should be happening today. There are serious implications for the future if this is not addressed. 🍎

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Strengthening vet oversight of antimicrobial use in food animals

Reducing antibiotics in meat — Part II

While the medical community recognizes that the emergence and spread of antimicrobial resistance (AMR) in humans is a potential disaster for humanity and that it is the overuse of antimicrobials in human medicine that is the largest contributor, there is a broad consensus that the use of antibiotics in animals contributes to the problem, though the scale is still unclear. This uncertainty is due mainly to a failure to adequately control and monitor the use. As we saw last month, Health Canada (HC) lacks the authority to control and monitor use because the practice of veterinary medicine falls under provincial jurisdiction. Recognizing that almost all practical efforts to reduce the level of antibiotics in meat depend on the more active participation of veterinarians, HC announced recently that it wanted “to develop options to strengthen the veterinary oversight of antimicrobial use in food animals.”

What can veterinarians and their provincial regulatory licensing bodies do now to reduce the threat of AMR? Here are four suggestions:

1. Enhance awareness among members

While the Canadian Veterinary Medical Association (CVMA) has developed vol-

untary Prudent Use Guidelines, I’m told that many vets are hardly aware of the issue and may not even know of the Guidelines. Concerned enough about this, Ontario’s regulatory body, the College of Veterinarians of Ontario, just announced that it was launching a project to study the use of antibiotics among food animal veterinarians and to determine if they use the CVMA’s Guidelines in daily practice. Quebec requires a mandatory day-long AMR program and a test. All provinces should follow Quebec and develop mandatory continuing education programs on antimicrobial stewardship.

2. Fill the regulatory gaps

As long as vets continue to prescribe off label use and the use of Active Pharmaceutical Ingredients (APIs) in production medicine, it’s impossible to know the level of antibiotic use. Own Use Importation (OUI) by animal owners is another avenue for which use information is unavailable. As one recent report stressed: “The gap in reliable usage data makes it difficult to state with confidence which antimicrobials are used, in what quantities, and for what purposes.” The recent critical assessment by a group of experts, titled “Stewardship of antimicrobial drugs in animals in Canada: How are we doing in 2013?” (*Canadian Veterinary Journal*, March 2014), highlighted the absolute importance of improving Canada’s monitoring of antimicrobial usage.

3. Conflict of interest issue

This issue has been flagged by several reports going back to the landmark McEwen Report of 2002. Veterinarians obtain income from the profitable sale of antimicrobials. Decoupling veterinary prescribing from dispensing raises several issues because the current veterinary

practice business model is based on an income stream from antimicrobial sales. Veterinarians should lead a dialogue on this important issue that clearly needs closer examination.

4. Antibiotics for disease prevention

As we saw last month, the real issue is not the use of antibiotics for growth promotion or the treating of disease, but whether they should continue to be used for disease prevention. While some antibiotics of very high importance to human health should only be used to treat infection, there are several arguments that some of high or medium importance to human health (what HC calls Category II and III, for example tetracyclines) should still, with closer veterinarian oversight, be used for disease prevention. Because major retailers, processors and consumers increasingly demand meat with “raised without antibiotic” claims, the marketplace is forcing changes in practice. But we mustn’t lose sight of the fact that while there are risks to using antimicrobials in animal production, there are also risks with non-use.

Two thirds of animal diseases are zoonotic, meaning the disease is transferable to humans. For this and other reasons, I have been a long-time proponent of strengthening the connections between human and animal medicine — the concept known as One Health. In this context, AMR represents an historic opportunity for vets to step up and provide greater leadership. 🍎

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



Food literacy and labelling

How much do you really know about the foods you eat? One would think that in our technological information age we should be the most informed generation ever.

So would you gauge yourself more knowledgeable about food than a person from the 1800s? Before the early 1800s people thought tomatoes were poisonous. How preposterous could that be? It might not be so crazy if you knew that tomatoes belong to the nightshade family *Solanaceae*. Its bad boy reputation was helped by it being implicated in the poisoning of Europeans. It was later discovered that it was not the tomato that caused illness, but the fact that aristocrats ate from pewter plates and that the acidic tomato would leach the lead from the plates. Tomato leaves, stems and even green tomatoes do, however, contain naturally occurring toxins tomatine and solanine, although not enough to be harmful. In 1820, in front of a courthouse in Salem, N.J., Robert Johnson ate a basket of tomatoes and survived, demonstrating to some 2,000 onlookers that tomatoes are not toxic. Had food labels existed then, would consumers have been better informed?

The point here is that while we have the benefit of science, accessible information and fairly comprehensive food labelling, we still have a lot to learn about food in order to make informed decisions about what we eat. That learning is not static either, it evolves. We certainly have far more choices to make than our grandparents, and foods these days can be rather complex to fully appreciate.

It is thus not truly fair to compare our

contemporary literacy to that of history. One thing we seem to have in common, however, is that we are still prone to having our judgement clouded when information is not easy to understand, or when credible information is overshadowed by doubtful speculation.

A food label is one component in overall food literacy resources, and it plays a crucial role in providing necessary information that allows consumers to better relate to food. A few examples of mandatory information on labels include a net content declaration to judge value;



an ingredient list to gauge quality and identify what is desirable and undesirable; nutrition facts for health; date labelling; and proper handling instructions. Nutrient content, health and qualitative claims like “natural” are voluntary, and are also governed by regulations or guidelines. This armada of information supports a diversity of interests, but is it intuitive and supported well enough off the label to satisfy our contemporary food literacy appetite?

Despite popular belief, food labelling and advertising is highly regulated. There are multitudes of regulations at all levels of government. The Canadian Food Inspection Agency (CFIA) is a federal agency that is largely responsible for food labelling

compliance. Consumer skepticism over the predictability and credibility of food labelling seems to be on the rise. For example, the components of cheese, when used as an ingredient and when present at a level of less than 10 per cent, do not need to be declared in a list of ingredients. Is this predictable for consumers? A fundamental food law in the *Food and Drugs Act* is that foods must be labelled in a manner that does not misrepresent its character, value, composition, quantity, merit or safety. Everything on a label, including pictures, revolves around this.

While there are areas where food labelling could be enhanced to better support the broader food literacy campaign, it is not in dire straits. It just needs some modernization. Health Canada and the CFIA have embarked on a significant food labelling modernization effort that will evolve over the next few years. A draft outlining these plans should be out by mid-2014. It will look at essentially all existing requirements to see if they are still relevant, and what else might be. The larger challenge appears to be re-establishing credibility among consumers that food labelling reflects accurate and relevant information. Even with the most comprehensive information on a label, it will not meet contemporary needs if it is not simple, predictable and credible. We can make it simple and predictable, but we need the CFIA and Health Canada to reaffirm themselves in this modernization effort as credible authorities and guardians of the fundamental food labelling law principals. ●

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

The golden years

As our population ages, so too does the demand for healthy nutrients and products

BY DENISE DEVEAU

There seems to be a discrepancy in how far the food industry has progressed in addressing nutritional needs for aging consumers, says Dr. Russ Hazen, Premix Innovations manager for Fortitech in Schenectady, N.Y. “As this [demographic] group gets larger, some [producers] are right at the forefront, others in the middle,” he says. “But those who ignore it do so at their own peril.”

The potential within the aging population market is indeed significant. In 2011 Statistics Canada reported that 14 per cent of Canadians were over the age of 65, a number that will grow to 25 per cent by 2031 when the last of the baby boomers reach the age of 65.

They also account for a good part of food sales. Datamonitor reports that the boomers represent 20 per cent of consumer spending for food — the highest percentage of any age group.

Given that seniors are both healthier and more health conscious than previous generations, they are increasingly interested in nutritional content in the foods they buy, as well as characteristics that will support their needs and lifestyle. As people age for example, nutrient needs increase while energy requirements decrease, which translates into a need for nutrient-dense foods in smaller formats.

There's also growing demand for innovative food products that can address concerns over appetite loss, the ability to chew and swallow, decreased mobility and dexterity, and the effects of chronic disease such as arthritis, osteoporosis, cardiovascular disease, diabetes and cancer.





A November 2012 report by Agriculture and Agri-Food Canada, *Market Opportunities for Foods with Added Health Benefits for an Aging Population*, cites a number of key potential market opportunities relating to senior consumers. They include:

- Sodium reduction to help manage blood pressure.
- Trans fat reduction to help combat cardiovascular disease.
- Dietary fibre to manage blood cholesterol levels (fibre can also be used to modify product texture to assist with swallowing).
- Nutrient-dense foods that provide higher levels of protein, vitamins, minerals and calories.
- Pre-packaged meals for one-step microwave cooking.

The list of nutritional components for aging consumers is an extensive one. Proteins, probiotics, prebiotics, calcium, vitamins, fibre, glucosamine, lutein, whole grains and omega-3s are among the comprehensive catalogue of ingredients that are used to target everything from healthy weight and body mass, to bone/joint health and digestive health.

Hazen notes that there has been considerable uptake in certain product categories. “One of the big things is that sports nutrition is going beyond the traditional sports nuts and gym rats. Some are playing with these products — more through messaging than anything else — to get older consumers concerned about muscle retention into that side of things.” Shots are also increasing in popularity because they don’t require consumers to drink a large beverage to get the nutrients they need.

Another driver is weight loss, he adds. “It’s now more about maintaining or adding weight, especially in the beverage category, where we’re seeing a lot of smoothie type, dairy-based products that are high in protein and other added ingredients. Bars and baked goods have also done well, as well as oatmeal and breakfast products.”

While there are no specific flavour profiles in demand, intensity is also an important contributor to buying decisions. “If you’re making a product targeting that demographic, it needs to be more intense in flavour simply because their taste buds change,” Hazen explains. ➔

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THE BOOMERS
REPRESENT
20 PER CENT OF
CONSUMER
SPENDING FOR FOOD
— THE HIGHEST
PERCENTAGE OF ANY
AGE GROUP.



PACKAGE DEALS

The fact that a growing number of seniors are seeking added value in the food products they buy is only half of the market share battle for the food industry. Packaging and labelling all play a critical role in what will influence purchase decisions.

According to an Agri-Food Canada report, *Market Opportunities for Foods with Added Health Benefits for an Aging Population*, seniors are demanding products that make food accessible and ultimately improve their nutrient intake. It suggests that industry expand its efforts in adapting product packaging to accommodate people experiencing reduced strength, dexterity and vision.

A Mintel study identifies a number of packaging innovations that appeal to aging consumers, including easy open and reclose containers, smaller formats (single and double portions), steam-assisted microwave heating, stand-up flexible pouches, cook-in barrier bags, flip top caps (vs. twist tops) and square packages that don't roll.

Labelling is an equally important consideration, given that aging consumers are concerned about the health benefits of the food they buy. As such, ingredient information and instructions should be provided in larger font sizes and bolder colours with strong contrast.

Nutrient, health and functional claims are another key selling feature, as long as industry adheres to the regulatory requirements. Where claims can be applied, they should be presented to seniors in simple, clear and meaningful ways (Health Canada maintains a list of claims that have been reviewed and approved for use.)

As always, marketing is often what differentiates products, but they all need the ingredients to deliver on their claims to be successful.



This is especially important given that not all nutrient additives are palatable. “Protein isolates on their own can be very bitter,” says Hazen. “Many botanical ingredients like green tea or acerola that are high in antioxidants can also be bitter and astringent. Others like aminos and omega-3 have less desirable flavour profiles that can require masking as well. A popular complementary flavour is often chocolate.”

Euromonitor International recently published its projected top five fortified/functional food drink trends for the health and wellness industry in 2014. Energy boosting drinks top the list, followed by enhanced natural proteins (Greek yogurt is in particularly high demand, with high-protein breads and pastas showing growth). Rounding out the list are ingredients to aid digestive health (such as probiotics and wheat bran fibre); fortified ingredients that promote disease prevention (like vitamin D, iron and omega-3); and basic ingredients to address specific vitamin and mineral deficiencies.

While the nutrient demands are pervasive and the market share significant, a recent article by Diana Cowland, a senior health and wellness analyst for Euromonitor International, argues that it's a market that remains underserved in terms of functional food and drink products. “For manufacturers to succeed, it is vital that they focus on populations with a high aging index...and those consumers who spend on fortified/functional products,” she states, adding that the regions with the greatest potential to boost retail value include North America.

Considering that the number of older persons has tripled over the last 50 years and will more than triple again over the next 50, there are tremendous opportunities for functional foods and drinks for consumers age 65 and older who are concerned about their heart, digestive, immune, and bone and joint health among other conditions, confirms Satya Jonnalagadda, director of Global Nutrition for Kerry based in Deloitte, Wis.

As such, there is a push to limit negative nutrients such as sugars, artificial sweeteners, certain types of fats and oils, and sodium. On the other side, the focus is on increasing positive nutrients, including high-quality ➔



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Nutritional supplement drinks — Can we have our shake and like it too?

By Daniel Scholes

The challenge of maintaining our health and nutrition increases as we get older, and for some, single-serve nutritional drinks or “shakes” are a practical option either for maintaining weight or getting the nutritional elements they lack in daily food intake. So they may be good for us, but do they deliver on taste? As more competitors seek to carve out their share of this growing market, we wondered, are some drinks tastier than others? Can we have our shake and like it too?

Methodology: Bring in the golden-agers

We recruited 50 respondents age 55+ who are regular users of nutritional supplement shakes and invited them to our central location testing facility in the Greater Toronto Area. We asked them to taste and evaluate six chocolate flavoured nutritional shakes. The samples were evaluated blind and included samples of both national and private-label brands.

Results: The shake down

Overall, only one of the six products performed well on key measures of consumer appeal. Among the remaining five, two were mediocre, and the last three were no “great shakes.” Flavour was the most critical driver of overall liking, specifically the strength of the chocolate flavour. The two products with the strongest chocolate flavour also posted the best overall flavour scores.

But flavour was not just about the chocolate. The right balance of sweetness was also important, and many did not hit the

mark on this. One product was also described as having a very artificial taste, while another product had a greater presence of chalky flavour.

Although not quite as important as flavour, the texture of the shakes also played a big role. The top performers on texture were the creamiest and thickest, and the products scoring low on texture were much more likely to be described as watery.

The final take

Prior to tasting the samples, we asked our testers about their current views on this category. Ninety-two per cent agreed that some brands of nutritional supplement drinks taste better than others — and our results suggest they were right.

The market for products geared towards improving the health and well being of our aging population continues to grow. And while the needs and purchase motivations in this category may be primarily driven by health benefits, consumers still expect great tasting products. For now, flavour standards in this category are lower than most — and with a growing market there is plenty at stake. Perhaps it’s a good time to give it a shake...at least that’s our take. 🍓

Contract Testing Inc. is an industry leader in sensory evaluation and consumer product testing, and is the only sensory evaluation and consumer product research company with corporately managed test sites in both Canada and the U.S. For questions about this research, or how you can leverage consumer taste buds in your business, contact Dan Scholes at info@contracttesting.com or at (905) 456-0783.



proteins, healthy fats, structured lipids, fibre/prebiotics, probiotics, synbiotics, micronutrient fortification and condition-specific nutrition such as digestive health, Jonnalagadda notes.

Not only is there a need to adapt foods to better meet the nutritional requirements of aging, industry has to consider new approaches to flavour profiles, portion sizes and packaging, says dietitian/consultant Claire Cronier of nufoods International in Toronto. “Seniors tend to eat smaller meals so many are adapting sizes so they can better digest the food they’re given, while making sure they’re getting the balanced amount of nutrients. Packaging is also a concern. They won’t eat it if they can’t open it.”

As far as upping the flavour quotient, Cronier says industry needs to tailor products on a cultural basis. “What’s flavourful for one senior might not be for another. There’s a wide variety of tastes out there.”

One interesting trend on the horizon is that younger demographics are starting to look for the same fortified foods, Hazen notes. “You might be focused on the 65+ market but people in their 50s are buying it as well because they’re thinking about aging much earlier.” 🍓





Black is the new black

Antioxidant-rich black rice is an exotic staple quickly gaining popularity in North America

It's cheaper than some superfruits and packed with antioxidants. And today everyone and anyone can eat it. Black rice is also known as forbidden rice, because in ancient China it was rare and, since they knew even then that the black rice grains were packed with nutrition, only the nobles ate it. According to LotusFoods.com, during the Ming Dynasty it was believed that black rice helped ensure good health and long life, and so was reserved only for emperors.

What is black rice?

A Google search of black or forbidden rice yields numerous results, many touting its health benefits. A study from 2010 also shows that black rice rivals fresh blueberries and blackberries as a source of antioxidants. The study was presented at the American Chemical Society by Zhimin Xu, an associate professor in the Department of Food Science at Louisiana State University Agricultural Center in Baton Rouge, La.

"Just a spoonful of black rice bran contains more health-promoting anthocyanin antioxidants than are found in a spoonful of blueberries, but with less sugar and more fibre and vitamin E antioxidants," Xu explained at the time. "If berries are used to boost health, why not black rice and black rice bran? Especially, black rice bran would be a unique and economical material to



increase consumption of health-promoting antioxidants."

Jane Dummer, a food consultant, writer and dietitian based in Kitchener, Ont., also points out that those anthocyanin antioxidants are responsible for the dark purple colour. White rice is milled, which removes the bran and possibly other layers of the grain, however black rice is whole with the bran still intact.

What are its benefits?

Black rice contains those anthocyanin antioxidants and fibre, and is a good source of iron and important amino acids (protein building blocks), says Dummer. Generally, anthocyanins are phytochemicals found in deep blue and purple foods, which are thought to fight chronic diseases including some cancers and heart disease. In fact, she says, "early studies have shown balanced diets with black rice may decrease the risk of heart disease and type 2 diabetes."

The Boston-based Whole Grains

Council refers to another study on its site from a team of researchers at Cornell University, who found that antioxidants were about six times higher in black rice than in common brown and white rice. The researchers looked at 12 varieties of black rice and analyzed the phenolic content and antioxidant activity.

Dummer says she first wrote about black rice in 2013 when she saw it introduced into the gluten-free market. "Black rice is viewed as exotic, but is growing in popularity, perhaps due to its availability at specialty food stores, its high nutrient content, interesting colour and its appeal to the gluten-free marketplace," she says.

Processing with black rice

Xu wrote that food manufacturers could potentially use black rice bran or the bran extracts to boost the health value of beverages, cakes, cookies and breakfast cereals. In fact a recent story on Bakery-andSnacks.com reported that in China black cereal "is a massively growing trend." One product mentioned in the article was from Guangxi Nanfang Black Sesame Food, which produces a hot black cereal made with a blend of black ingredients such as black rice, black sesame seeds and black beans.

Xu and his team of scientists also showed that pigments in black rice bran extracts can produce a variety of different colours, ranging from pink to black. Because of this they may provide a healthier alternative to artificial food colourants that manufacturers now add to some food and beverages, especially as several studies have linked some artificial colourants to cancer, behavioural problems in children, and other health problems. 🍌

A fresh look at frozen

BY VALERIE WARD

The global frozen foods market is expected to be worth US\$200 billion by the end of 2014, according to Leatherhead Food Research. In Canada, sales in the sector totalled \$5.2 billion in 2013, for the third largest share of national grocery sales.

Significant as those figures are, overall frozen food sales in North America have remained flat or have declined, a trend that's likely to continue for the next few years. "It's a period of change for the frozen food category," says Marion Chan, principal at Trendspotter Consulting. "It's losing to fresh. The convenience of frozen is still important to consumers, but they want to know what ingredients go into the products they buy and to feel confident that they're providing nutrition for their families."

Despite the challenges, there are opportunities, says Chan. Established players are revamping their recipes and educating consumers about the nutritional benefits of their products. Other companies are finding success in the fast-growing market for frozen fruit and vegetables, and in smaller volume, niche markets for organic, local and gluten-free.



The mature frozen food market still offers growth opportunities



New recipes, simpler ingredients

While some manufacturers are in the midst of repositioning their frozen products in response to health concerns, McCain Foods (Canada) began to do this in 2009. It launched a campaign called It's All Good in 2010 that featured re-worked recipes, simple ingredients and new packaging for products ranging from its iconic fries to pizza, pizza pockets and desserts.

At the same time, McCain has developed products to target the consumer trend toward “assembly cooking,” in which people use convenience options for some parts of their meal but prepare other parts from scratch, says Irene Stathakos, the company’s director of Marketing Information. “Products such as McCain Superfries Homestyle Red Skin Chunks offer consumers the flexibility to put a meal together quickly while still giving it a personal touch.”

IQF for taste, nutrition and convenience

Other processors are riding a wave of demand for frozen fruits and vegetables, a sector that’s expected to see a compound annual growth rate (CAGR) of 4.3 per cent between 2013 and 2019, according to data from Transparency Market Research.

Fresh produce tends to be seen as more nutritious and better tasting, but thanks to advances in individually quick-frozen (IQF) technology, those perceptions no longer fit the reality. Studies suggest that IQF locks in flavour, colour and nutrition at their peak, whereas fresh foods degrade during storage. ↪



IN CANADA, SALES IN THE FROZEN FOODS SECTOR TOTALLED **\$5.2 BILLION IN 2013**, FOR THE THIRD LARGEST SHARE OF NATIONAL GROCERY SALES.



“Frozen veggies have a bit of a bad rap with aging boomers who remember those frozen blocks of spinach and string beans from the 1950s and ’60s,” says Toby Davidson, creator of Cookin’ Greens, a brand of frozen vegetables showcased on CBC’s *Dragons’ Den* last year. “As more consumers are exposed to IQF, those memories will become a thing of the past. What we hear from customers all the time is that our greens taste as fresh as fresh.”

Flash-freezing also means less processing waste, better yield, a long product shelf life, and greater value for consumers, Davidson adds. “True IQF is a low-moisture process that results in almost 100-per-cent yield. No thawing or draining is required so the food can go straight from freezer to recipe with no waste or mess. And the yield is bigger. If you prepare a 500-g bag of Cookin’ Greens chopped spinach, it gives you the equivalent of the heads of five or six bunches of spinach.”

Launched in 2009, Cookin’ Greens has experienced double-digit growth year over year and is now sold in 1,000 stores nationally. In addition to its

““ Studies suggest that IQF locks in flavour, colour and nutrition at their peak, whereas fresh foods degrade during storage. ””

artichoke heart quarters, five-vegetable specialty mixes, and lines of chopped kale, spinach and rapini, the company recently unveiled its first certified organic chopped kale, and has new products in development for late 2014 or early 2015.

Locking in local

Zast Foods, a creator and co-packer of various food brands, is also exploiting the potential of IQF produce, especially fruit. “With frozen fruit seeing double-digit growth, we knew we wanted to be in the category,” says president Ryan Pennie. “But what I noticed was that the fruit itself was always from other countries, not from Canada. I saw an opportunity for a unique brand that would make local fruit available year-round — not just during the growing season.”

Zast’s NudeFruit frozen berries and its newer Just Chillin’ frozen veggies use locally grown, sustainably farmed produce that’s prepared and packaged to offer quick, nourishing meal options for people on-the-go. NudeFruit products are ideal for smoothies and desserts, says Pennie, while Just Chillin’ shelled edamame, diced onion and sliced carrots are promoted as convenient ways to add flavour and nutrients to soups, sauces and stir-fries. New products such as frozen peaches, and a bean-carrot mix, will be launched in the short term. In the longer term the company has plans to branch out by packaging NudeFruit with other ingredients, for instance, smoothie fixings.





FLASH-FREEZING ALSO MEANS LESS PROCESSING WASTE, BETTER YIELD, A LONG PRODUCT SHELF LIFE, AND GREATER VALUE FOR CONSUMERS.

Gourmet from scratch

Although sales of frozen entrées have taken a hit in the past few years, a niche is opening for frozen gourmet-style meals prepared from scratch using all-natural ingredients. For example, California-based Luvo launched a line of frozen, low-sodium entrées in 100 stores last year. Today, Luvo distributes products to 6,000 retail outlets across the U.S., including Whole Foods and Target, and supplies in-flight food for Delta Airlines. In addition to sourcing wholesome ingredients (including hormone- and antibiotic-free animals for its meat and poultry), it supports “ethical and sustainable” suppliers.

Closer to home, Scratch Kitchen in Ottawa prepares gourmet frozen meals for home delivery. The meals are low-sodium, free of preservatives and additives, and contain locally sourced, organic ingredients when possible.

Launched at the height of the recession, the business became profitable in two years, says chef Sean Patrick Murphy. “People’s lives are very busy, they work long hours, and it’s a struggle for families to buy fresh and eat together. Freezing is an old, natural food preservation technique that allows people to enjoy the flavour and health benefits of fresh, farm-to-table food. I think the opportunities will continue to grow as small farmers produce food more in and out of season.”

Chan believes that the future of frozen food lies with innovative, targeted products. Davidson agrees: “It’s up to food innovators to bring exciting new products to market. There are lots there already and more emerging categories, such as gluten-free, vegan and raw, that are gaining popularity outside the hardcore natural food stores channel. These emerging trends will focus on frozen formats to deal with shelf life and food safety issues.”



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SAVE Food — one innovation at a time



by now we've all heard the cry emanating from the fact that one third of the food the world produces is lost or wasted. Once over the initial shock, the natural inclination is to ask what can we do about it?

On a personal level, and as an experiment, I began saving all the "waste" created by preparing meals. As the pile of peelings, leftovers, cores, pits, scraps and crumbs grew in my compost corner I came to a dawning realization that just this one act — the act of preparing meals — creates a tremendous amount of wastage. Multiply me by the number of households in the region, and you have a significant contribution to food loss and waste.

Exploring where food is lost and wasted is paramount to identifying solutions. Thirty-one organizations joined PAC,

Packaging Consortium to investigate the causes, identify opportunities for innovation, extend product shelf life and inform and educate the broader community about food loss and waste. This act is in support of SAVE Food, the Messe Düsseldorf Group that is working in close

collaboration with the United Nations Food and Agriculture Organization (FAO) and the United Nations Environment Programme (UNEP) to, well, save food.

“Exploring where food is lost and wasted is paramount to identifying solutions.”

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Affluent regions need to tackle food loss and waste at consumption

One of the interesting aspects of the SAVE Food report — and there are many — is the fact that food waste at the consumption stage varies widely depending on income level. Middle and high-income regions lose and waste between 31 and 39 per cent of food, compared with low-income regions, which lose or waste four to 16 per cent.

The SAVE Food report identified several strategies to lower food waste at the consumption stage. Among them are better portion-control packages to reduce the amount of food that is wasted during preparation and the amount of food that is not consumed. Strategies that preserve freshness can also help significantly reduce food waste.

Packaging is at the heart of sustainable solutions

Throughout the report it's clear that

packaging plays a central role in fighting food waste. The challenge lies in ensuring the packaging is sustainable and cost effective — what good is a portion-controlled meal that reduces waste if it costs too much? What if it is so bulky it drives up transport costs and all the

environmental considerations that go with it? There will be times when more, but better, packaging rather than less makes an impact. It's also clear that technological innovations like active and intelligent packaging will make the difference. And of course, oxygen-barrier and sealing technologies are mandatory for keeping food fresh longer.

This is a long road with many challenges — something that the packaging industry can sink its teeth into. ●

Yasmin Siddiqi is a member of PAC and is the global packaging director for DuPont Packaging & Industrial Polymers. She leads the team of packaging experts who work with other DuPont business units all along the food value chain to holistically address the challenge of feeding the growing global population, improving agricultural productivity, providing food and nutrition solutions, and finding ways to protect food and to reduce food waste. For more information on PAC, Packaging Consortium, visit www.pac.ca



RESEARCH CHEFS IN CANADA



News > file

Restaurant Inspirations

Restaurants often use on-menu claims to encourage customers to purchase, but those claims are changing, according to market researcher Mintel.

Data released in April from Mintel Menu Insights shows that while use of the word “organic” on U.S. menus still tops all ethical claims, its use dropped 28 per cent between Q4 2010 and 2013.



Instead, claims such as classic, original and homemade are appearing more often on menus, as chefs turn to “tried-and-true traditional preparations.” Other persuasive labelling being noted includes claims like farm-style and freshly picked.

During the same time period, gluten-free claims jumped an incredible 200 per cent, while nutritional claims rose 14 per cent and geographic claims were up 12 per cent.

Students, chefs celebrate culinology

Almost 1,300 food professionals gathered in Portland, Ore. this March for the Research Chefs Association’s (RCA) 2014 Annual Conference & Culinary Expo.

For the first time the event’s two culinary competitions — the Student and Professional Culinology Competitions — were held on the Expo floor,



LEFT PHOTO: Student winners (left to right) Olivia Tripp, Claire Su Lin Yap, and Lily Mondale (not pictured Maria Serrano). RIGHT PHOTO: Professional Culinology Competition winning dish Whole Wheat Bao Buns.

Photos: Research Chefs Association

amongst the nearly 150 exhibitors. This year’s competitions challenged teams to create a concept for a Pacific Northwest regional food truck featuring a lower sodium grab-and-go seafood dish for school foodservice.

The team from Johnson & Wales University — Providence took the \$5,000 top prize in the Student challenge for its Asian BBQ SeaDog in Steamed Bun with Veggies. Jaime Mestan and Eric Stein were the first place winners of \$5,000 in the professional challenge for their menu of

Whole Wheat Bao Buns with Steelhead Trout and Rogue Root Beer Glaze; Soba Noodle Salad; Marinated Vegetable Salad; and Mixed Berry Creamsicle Pop.

Other awards included the Culinology Expo Product of the Year, which went to California Garlic — Garlic King for its Mexican Hot Chocolate Cupcake. Kevin McDermott of International Flavors & Fragrances was awarded the Pioneer of Culinology Award, while Christian Hallowell of Gate Gourmet was recognized with the RCA President’s Award. 🍎

INBRIEF



• **Danny Smiles**, chef de cuisine at Le Bremner in Montreal, will represent Canada in the 14th annual S. Pellegrino Cooking Cup in Venice, Italy this month. This is the first time a Canadian

chef will participate in the two-day culinary competition and regatta dedicated to emerging international chefs. The unique event challenges chefs to create a winning dish while working in the galley of a yacht racing around a course in the Venetian lagoon.

• **Michelle McAllen**, a culinary student from New Brunswick Community College St. An-

draws, is the winner of the 2014 USA Pears “Pear Excellence” Canadian Culinary Student Recipe Competition presented by the Pear Bureau Northwest. McAllen represented the Maritimes Region in the final round of



the challenge, held in Vancouver in April, winning with her dish Fresh and Cured with Compliments of Pears, featuring a crusted pork tenderloin stuffed with

caramelized pears, prosciutto cups with pears, and an acorn squash and white chocolate purée.

John Placko



The World's 50 Best Restaurants 2014

Recently all eyes were on London for the event chefs and restaurateurs around the world look forward to all year. *Restaurant Magazine* announced the World's 50 Best Restaurants, as determined by 900 people, each selected for their expert opinion of the international restaurant scene.

The U.S. and Spain tied for the highest number of restaurants in the top 50, with seven each. Meanwhile, Canada failed to breach the top 50 for the 11th year in a row. The last time a Canadian restaurant was in the top 100 was in 2010 with Calgary's Rogue at number 60 and Langdon Hall in Cambridge, Ont. at 77. The only Canadian restaurant ever to make the Top 10 was Michael Stadtländer's Eigensinn Farm in 2002.

Here's the top 10 countdown for 2014:

1. Noma, Copenhagen, Denmark — In 2006 Noma made the top 50 at number 33. Four years later it was in the top spot, which it held for three years before being bumped to number-2 in 2013, and has now reclaimed the top spot. Known for its waterside location, R&D lab and imaginative Nordic food, chef Rene Redzepi has inspired thousands of chefs around the world. This 45-seat restaurant begins by serving 10 snack-style courses followed by another 10 courses. When I dined there we started with live shrimp served on crushed ice. Recent menu offerings include live ants paired with beef tartar. Using your hands to create or cook a dish at the table is not uncommon. Certainly one

of the best dining experiences I've ever had.

2. El Celler de Can Roca, Girona, Spain — Located on a corner in Girona, this restaurant doesn't look very spectacular from the outside but the inside is absolutely beautiful. Brothers Joan, Josep and Jordi run this exceptionally modern Spanish restaurant. A tour of the massive kitchen uncovers the lab-like equipment that transforms the humble Catalan ingredients into mind-boggling dishes that you can't help but remember years later. The deconstructed mojito was one of my favorites, along with the caramelized apricot on a blown sugar apricot with a whipped mousse filling.

3. Osteria Francescana, Modena, Italy — Massimo Bottura features traditional dishes from the Emilia-Romagna area as well as modern interpretations of some very classical Italian dishes. Bottura is famous for his "five ages of Parmesan" in different textures and temperatures. His restaurant is located in a city famous for its cars (Ferrari, Lamborghini and Maserati) as well as its balsamic vinegar.

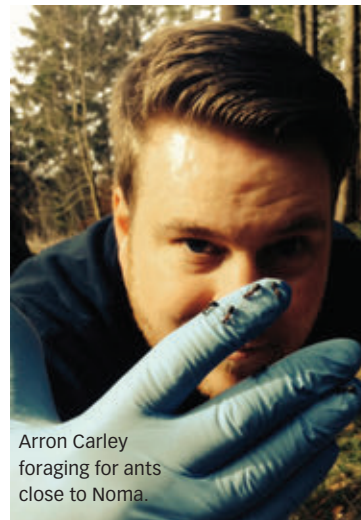
4. Eleven Madison Park, New York, U.S. — I really did think this restaurant might just make the number-1 spot this year. Chef Daniel Humm has created a menu rooted in the tradition of New York with the modern techniques seen in many of these top 10 restaurants. The 15-course tasting menu is playful, with local ingredients, seasonal offerings and meticulous execution. Walking into the kitchen is like walking into an operating room — clean, quiet and chefs working with the precision of doctors.



Apricot dessert at El Celler de Can Roca.



Arron Carley, sous chef at Oliver & Bonacini, at Noma with Rene Redzepi.



Arron Carley foraging for ants close to Noma.

5. Dinner by Heston Blumenthal, London, U.K. — Heston Blumenthal's original restaurant, the Fat Duck, almost fell off the list at number 47, but his new venture at the Mandarin Hotel made the top 10 last year and this year continues to climb. Headed by Ashley Palmer-Watts, the glassed-in kitchen of built-in sous-vide units, pristine working areas and a vertical rotisserie of whole, peeled pineapples getting ready for dessert make this place a must-visit when in London. Recipes from hundreds of years ago are transformed into works of edible art. Liquid nitrogen ice cream, made tableside, is one of their more exciting preparations.

6. Mugaritz, San Sebastián, Spain — Uber talented chef Andoni Luis Aduriz trained at the now closed elBulli restaurant, and that ultra creative style is evident in his ever-changing menu. The location is one of the best in the world in my opinion. The courtyard, with its massive oak tree, on-site herb garden and countryside location, makes it hard to leave after his 20-course tasting menu.

7. D.O.M. São Paulo, Brazil — This restaurant's full name is "Deo Optimus Maximus," which means "God is greatest and best." Chef Alex Atala certainly is making waves in the culinary world with his Amazonian influenced cuisine, and this year won the chef's choice award.

8. Arzak, San Sebastián, Spain — Father and daughter team Juan Marie and Elena have kept the century-old family tradition of Arzak alive with stunning avant-garde dishes. Last year the brand was exported to the U.K. with an opening in London's The Halkin hotel. The restaurant is called Ametsa with Arzak Instruction.

9. Alinea, Chicago, U.S. — Chef Grant Achatz is well-known for his highly technical dishes produced in a non-traditional kitchen void of the normal cooking equipment. Even the dining table is transformed into the culinary artist palette, where the chefs create the dessert at your table on a latex tablecloth, which you then eat from.

10. The Ledbury, London, U.K. — Aussie-born Brett Graham opened this Notting Hill restaurant in 2005. His menu is classified as modern French. Former Fat Duck creative

chef Jocky Petrie has recently joined the team, so this may lead to some new creations. 🍓

John Placko is culinary director of the Modern Culinary Academy. Contact him at Johnplacko@gmail.com

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IFT 2014 Preview

The Institute of Food Technologists is holding its annual meeting and food expo, IFT14, in New Orleans from June 21 to 24. The show attracts more than 18,000 food professionals from over 100 countries around the world, making it a significant event for those involved in science and food. This year also marks IFT's 75th anniversary.

IFT14 includes a Scientific Program, a Teaching & Learning SPA program, Pre-meeting Short Courses, and more on the show floor. Attendees can visit specialty pavilions — such as the Beverage, Flavor & Ingredients pavilion or the Organic Food Ingredients pavilion — and the Innovation Center, and sign up for field trips.

Here's a preview of some products and services you'll find on display.

Fats and oils

Bunge North America offers clients solutions to help them reduce trans fats in food products. The company offers its UltraBlends line and its Non-Hydrogenated Shortenings. Bunge will also highlight its Saturate Sparing products that are free of partially hydrogenated oils and use a new technology that combines restructuring of fatty acids and added fibre to create functional fats to lower saturate levels by greater than 40 per cent in shortenings. **Booth 4428**



Dairy flavours

Elong Dairy Flavors focuses on cheese, butter, milk and cream, cultured, sweet dairy, and functional dairy flavours. Wherever clients use real dairy or want the taste of real dairy, Edlong offers a flavour solution. The company's concentrated flavours are designed for use in seasonings, beverages, snacks, cookies, icings, soups, dressings, dips, desserts and more. **Booth 4829**

Hydrocolloids

CP Kelco manufactures a broad spectrum of texturizing and stabilizing ingredients. The company will

display several products at the show including its Gellan Gum, Pectin, Cellulose Gum, Xanthan Gum, Carrageenan and Microparticulated Whey Protein Concentrate. **Booth 519**

Separators

GEA Westfalia specializes in mechanical separation. The company will showcase its centrifuges, separators, decanters and ceramic membrane systems for food applications. **Booth 3119**

Mustard and hot sauce

French's Flavor Ingredients will showcase its French's Mustard (Classic, Dijon and Specialty), Frank's RedHot Sauce (Original, Buffalo, 30% Reduced Sodium), French's Worcestershire Sauce (Original, Concentrate, Allergen Free), French's Dry Flavors (Mustard, Hot Sauce BBQ Sauces), French's French Fried Onions, French's Potato Sticks, and French's Mustard Flour.

Booth 2149



Yeast extracts

Bio Springer is a yeast extract producer offering solutions to flavouring problems. The company will also highlight its specific savoury flavour bases, autolyzed yeasts and dried food yeasts. The company's product lines include the Springer, Pronal, Springer 2000 and Springer 4000 yeast extracts; the Springarom savoury flavour bases; the Springaline inactive dried yeasts; and the Springalys autolyzed dried yeasts. **Booth 3223**

Functional ingredients

WTI Inc. supplies functional ingredients for fresh and further processed meats, poultry and seafood. The company will highlight functional ingredients that can improve products by inhibiting pathogens, extending shelf-life, reducing sodium content, enhancing product flavour, maintaining yields and

improving product quality — tenderness, flavour, slice-ability, and colour. WTI's product line includes clean label, all-natural antimicrobials and all-natural shelf life extenders. **Booth 3057**

Dairy concentrates

First Choice Ingredients will display its dairy concentrates, which are available in paste, powder or liquid made from milk, yogurt, butter, cream and cheese. These products are between five and 20 times stronger than the starting ingredients. First Choice's products are also clean label, kosher, organic, non-GMO, halal and rBST-free. **Booth 625**

Shelf-life solutions

Hawkins Inc. provides shelf-life solutions for food manufacturers. The company will highlight its antimicrobials and functional ingredients. Hawkins offers solutions for pathogen control, microbial spoilage, moisture management, colour and flavour stability and texture modification. Its portfolio includes liquid antimicrobials and other liquid food ingredients, dry blend stabilizers and flavour systems. **Booth 5623**

Flavour formulations

Carmi Flavor & Fragrance Co. Inc. supplies custom flavours and fragrances. Also on display will be the company's essential oils; masking agents; ice cream products; specialty product lines, including finished or par-finished product lines like concentrates, fruit-filling bases and the company's artisan soy-based gelato called Soylato; and custom formulations and

bakery solutions, such as vanilla concentrate kits, chocolate and coffee flavours. **Booth 3721, 3729, 3821, 3829, 3829, 3833, 3921, 3929 and 3933**

Food safety

Bio-Rad Laboratories will highlight its tests for food safety and its complete line of solutions for food pathogen testing, including full-menu, real-time PCR test kits for detection of key pathogens, culture media for nutritive enrichments and RAPID chromogenic media for easy colony identification for detection of pathogens and enumeration of quality indicators. Bio-Rad will also showcase its instrument options for both low- and high-volume users, including its iQ-Check Prep automation system. **Booth 5021**

Flavours, colours, fragrances

Sensient Technologies will feature products from Sensient Colors, which provides dyes, pigments and natural colours for the confectionery, beverage, processed foods, bakery, dairy and pet food industries; and Sensient Flavors, which supplies custom-designed flavours and flavouring systems to the food, beverage, bakery, dairy and confectionery industries. Also on display will be products from Sensient Natural Ingredients, which supplies dehydrated vegetable products and flavour systems to the food industry; and Sensient Bionutrients, which provides high-quality bionutrients for fermentation and cell culture. **Booth 5547**



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BDO Canada LLP	pg. 40	Praxair Canada Inc.....	pg. 11
Continental Ingredients Canada.....	pg. 3	Quadra Ingredients.....	pg. 7
ESPAR Heating Systems	pg. 35	Sensient Colors Canada	pg. 9
Fortitech.....	pg. 25	Sensient Flavors Canada	pg. 8
Grant Thornton LLP.....	pg. 39	Unisource Worldwide Inc.....	pg. 2
Karcher.....	pg. 31	Univar Canada Ltd.	pg. 17

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The Beretta family.



Beretta Farms Inc.

King City and Etobicoke, Ont.

When you're young and inexperienced, you might make decisions that seem on the surface to be, well, crazy. But what if Cynthia and Mike Beretta hadn't taken the plunge and bought a farm back in the early 1990s? Today their company has grown and produces a market-leading brand of grass-fed natural and organic meat products, such as fresh and frozen beef, poultry, deli products and meal solutions found across Canada.

But back in 1993, neither Cynthia nor Mike had any farming or agriculture experience. "We were totally green," says Cynthia. "My family teased me that I was like Zsa Zsa Gabor on Green Acres." On the other hand, there was also no previous baggage or preconceived notions about farming.

So the couple got started, deciding they wanted to farm without chemicals. Cynthia says they were fortunate to have a network of other experienced farmers in Southwestern Ontario who offered support and advice during those early years.

But nothing could have prepared them for a fire that destroyed everything in October 1995. Cynthia says they thought about selling, feeling that "maybe this isn't right for us." But a group

of local farmers put them in touch with the Mennonite community, who still organize barn-raising when there's a need. Cynthia says the spring after the fire, 150 Mennonite men and 10 of their wives showed up and spent one day rebuilding their barn. "It was a life-changing experience," says Cynthia. "And they wouldn't take payment from us. They said you have to pay this forward. This

is something that you have to carry with you — and we do."

To this day, Beretta Farms has a strong relationship with the Mennonite community who also raise cattle and pigs for the company.

Since then Beretta Farms has expanded its offerings as well. The company has an industrial kitchen and offers full catering services, prepared meals and frozen entrées. In 2013 the company acquired Sweetpea Baby Food, a long-time customer. Beretta Farms itself was purchased last year by One Earth Farms Corp., with Cynthia and Mike continuing to be involved in day-to-day operations. 🍎

Q&A

Q: What's so special about Beretta?

A: "It's a network of family farms. When you buy a Beretta product you're supporting all kinds of farms in Southern Ontario. And our network now is almost across Canada, we have farmers in Quebec, in Manitoba, Alberta."

Q: What are some of the challenges you faced starting out?

A: "We were very young, inexperienced and made a lot of mistakes. We learned and grew consequently. Also organic was so new, there was very little information on how to farm organically. You really had to go look for it, ask the right

questions and search out people to get advice from."

Q: What opportunities are there for your company?

A: "The sky's the limit. As business people my husband and I are eternally optimistic, if one door closes another one is going to open. We're hard working, and if you work hard and service your clients the way they need to be and how they should be, you just create opportunities. Our opportunities continue to grow in the catering market and for our energy line of meals — we offer a whole line of prepared performance meals. And the organic market is not all saturated, it continues to grow."



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+ 8 BARKS & BITES

19 PROCESSING OPERATIONS

20 ON THE MARKET

PET food in canada

A SUPPLEMENT OF FOOD IN CANADA MAGAZINE

BISCUITS WITH BENEFITS

NORTHERN BISCUIT
BAKERY **PG.16**

DINNER is ready

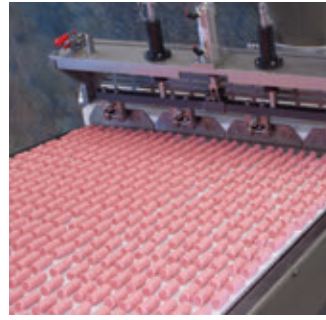
Premium products, greater nutrition
and functional ingredients all add to
the humanization of pet foods **PG.12**

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contents



12

DEPARTMENTS

- 6 Editorial
- 8 Barks & Bites
Pet food industry news.

FEATURES

- 12 Dinner is ready
The food Canadians are serving their pets reflects their growing knowledge of nutrition, their strong interest in high-quality ingredients — and the fact that pets are increasingly considered to be members of the family.
- 16 Producer Profile
Concord, Ont.-based Northern Biscuit Bakery.
- 19 Processing Operations
Making healthier foods for pets means having the right equipment in place.
- 20 On the Market
New products for consumers and producers.



19



16



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My 18-lb. cat Hibou (French for owl) — *Melissa Crook, art director*



My first puppy and my best friend, Capone — *Daniela Piccone, account manager*



We're hoping to adopt a cockapoo — *Deanna Rosolen, managing editor*



My pet of choice would be a shih tzu — *Cindi Holder, circulation manager*



My favourite dog is a German sheppard — *Steve Hofmann, production manager*



I would have a golden or chocolate lab — *Jack Meli, publisher*

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Welcome!

Welcome to *PETFood in Canada*, a special supplement to *Food in Canada*. You can probably tell by the images of dogs and cats within these pages that at *Food in Canada* we love our pets.

And we're not alone. According to the Agriculture and Agri-Food Canada report *Consumer Trends Pet Food in Canada*, released in September 2012, 38.5 per cent of Canadian households included cats in 2011, while 35 per cent of homes included dogs. That year sales of cat food came in at \$655.9 million, dog food represented \$969 million, and sales of food for all other pets were \$74.8 million. Total sales of pet food are expected to top \$1.7 billion this year, and projections are that by 2016 total sales will reach almost \$1.9 billion.

In the U.S. the numbers are even more impressive. Pet food spending is expected to reach an all-time high at US\$22.62 billion this year, according to the American Pet Products Association. That compares to a whopping US\$58.51 billion for total pet care spending (including pet services like grooming and training, veterinary care, retail products and pet insurance) in 2014, a jump of 4.9 per cent since last year.

In Canada, the pet food market is dominated by a handful of large players representing just under 30 different brands. But it's also a sector in which

small- to mid-size companies shine, especially as the category continues to diversify and specialize, much the way the entire food and beverage industry in Canada has.

Smaller companies such as Northern Biscuit Bakery (see our profile of the company starting on page 16) are catering to consumers who increasingly want more natural, premium foods for their pets. Others are addressing the desire for organic products, health-specific supplements for issues such as digestion and joint health, and functional ingredients like omega-3 and probiotics. In fact, when browsing through the material on pet food products now on the market, it's often easy to forget some of them are not designed for humans.

That diversity — and the wide range of better-for-pets products now available at a variety of price points — was on display at the 2014 Global Pet Expo, held in Orlando this March. It really was an eye-opener to the opportunities, particularly in exporting, that the sector now offers. Let's explore those opportunities together. 🐾

CCooper@foodincanada.com

My furry family



Coco



Josie



Freya



Ripley



Sailor

A man in a light blue shirt and grey shorts is crouching in a grassy field. In the foreground, a black and tan dachshund dog named Ella is sitting in the grass, looking towards the camera with its tongue out. The background is a soft-focus landscape under a cloudy sky.

AROUND THE WORLD. AND IN YOUR BACKYARD.

Ella

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The Palatability Performance People

Champion Petfoods to open U.S. plant

Champion Petfoods is building a new processing facility in Auburn, Ky. "The agricultural heritage and proximity to ranches and farms make locating to western Kentucky an excellent choice," says Champion Petfoods president and CEO Frank Burdzy. "We are very pleased that the Commonwealth of Kentucky has partnered with us to grow our Biologically Appropriate mandate." According to the *Alton Telegraph*, the 300,000-sq.-ft., multi-million dollar facility will employ 147 people. Champion already has facilities in Morinville, Alta. and Ontario.

Burdzy says the area is rich in local meat and produce, allowing the company to feature a diversity of fresh regional ingredients in their products. The new facility will serve customers throughout the U.S. The new "Made in Kentucky" products will be on the market in 2016.

Barks&bites

Pet food industry news



West Coast cat café

Cat lovers in Vancouver will have a place of their own this fall. The city will be home to its very own cat café called Catfé.

Founder and owner Michelle Furbacher says on the café's Facebook page that visitors can come for a coffee, tea, vegetarian and vegan foods, and hang out with kitties. All the cats will also be available for adoption.

The VancouverSun.com reports that Vancouver Coastal Health gave Furbacher the go ahead under certain conditions, including that the cat lounge and the food area must be separated and have their own entrances from the street. A sanitation station will also be available.

The craze is also spreading across Canada, with cat cafés set to open in Montreal next month and Toronto this fall.

Quebec company turns to crowd-funding

A St-Jean-sur-Richelieu, Que.-based company that makes healthy biscuits for dogs and horses turned to the Crowd-fund Network to raise \$4,500. Crocx Inc. launched its "Crocx Biscuits making a difference with more" campaign to raise the funds by June 1.

The funding will go toward hiring a full-time employee, expanding production with the use of new and more efficient equipment, acquiring food certifications, and adding air conditioning to the company's production facility. The company says demand for its biscuits has increased so much that "keeping up with demand has been nearly impossible." With enough help, adds the company, it could begin exporting its dog and horse treats.

In other news, the company is still donating and distributing its biscuits to pet shelters across Quebec. That program began in 2012.

Price rules in pet food purchases

Packaged Facts' *Canadian Pet Market Outlook 2014* says the economy remains a concern for many Canadian consumers, which has had a definite impact on the pet products market. Price, says Packaged Facts, remains an overriding factor for many pet owners when considering pet-related purchases. And yet, premium products are fuelling much of the →

ORAL HEALTH IN PETS

Two studies presented in the U.K. in May help explain why tooth decay is rare in dogs, despite being prevalent in humans. The studies, conducted by the Waltham Centre for Pet Nutrition in conjunction with Professor Floyd Dewhirst from the Forsyth Institute in Boston, challenge the current practice of translating knowledge of human dental disease to dogs and will help facilitate important discussions between veterinarians and pet owners about proper pet oral hygiene. The studies also discovered critical differences between dog and human plaque, and explain why dogs are more prone to gum disease than tooth decay. The findings were presented at the British Veterinary Dental Association in London, U.K.





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growth the Canadian pet market has seen over the last five years.

In a survey Packaged Facts found that the vast majority of pet owners will spend more on products that support their pets' health and happiness. Canadian pet market sales have grown at a slow but steady pace over the past five years, hovering at a four per cent rate, quite a



NEW EQUIPMENT WILL HELP DEVELOP NEW PRODUCTS

A new piece of equipment, with a hefty job, has arrived at the University of Alberta.

The single-screw pilot extruder, which is the only one of its kind in Canada, will make its home at the Agri-Food Discovery Place on the university's south campus. The extruder will help scientists develop new pet food and ingredient products cost-effectively, using pilot equipment that is scalable to commercial production.

The extruder comes thanks to \$1.6 million in funding from Western Economic Diversification Canada and additional support and funding from Champion Petfoods, Alberta Livestock and Meat Agency, and Elmira Pet Products.

feat for such a large, mature market, says Packaged Facts.

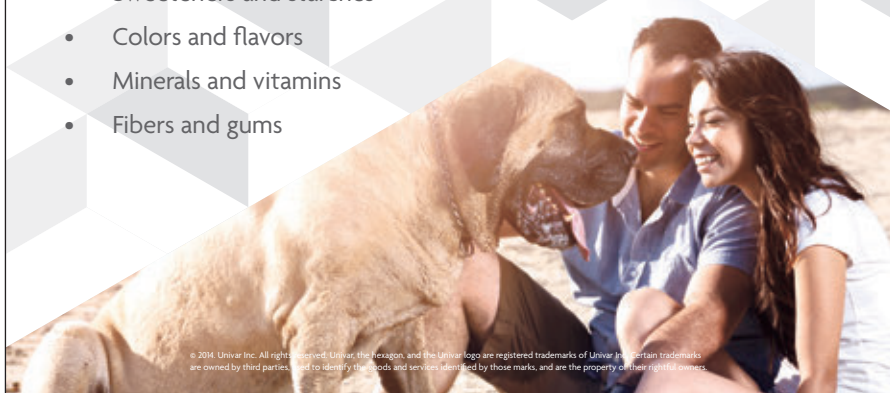
Another trend continuing to gain steam is the market emphasis on natural products, a thrust illustrated by M&A activity and the entry of industry heavy hitters into this market, with companies ranging from Purina to Hill's Science Diet to Walmart focusing on natural products.

In other news, Packaged Facts' *U.S. Pet Market Outlook 2014-2015*, found that nearly 8.9 million dog or cat owners are buying pet products from their veterinarians. Among multi-pet owners with dogs as well as cats, in particular, the percentage who buy pet products through their vets has rebounded by 19 per cent.

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IN BRIEF



> Late last year a new pet food store opened its doors in Sudbury, Ont. **Tail Blazers** is a health food store for pets and features raw food. Owner Jolie Bianchin told *TheSudbury-Star.com* that raw food is "the way nature intended our animals to eat." Some of the treats sold in the store include pig and rabbit ears, elk antlers and dried lamb trachea.

> **Red Dog Deli**, which is based in North Vancouver, is celebrating its 10th anniversary this year. The company produces Red Dog Blue Kat raw pet food, which is made with hormone-free, non-medicated, free-range and free-run meats and organic vegetables.

> Two U.S. pet food companies are tangled in lawsuits over claims and ingredients. On May 6, **Nestlé Purina PetCare Co.** sued **Blue Buffalo Co. Ltd.**, claiming that Blue Buffalo's Life Protection pet food contains poultry by-product meal, corn and rice. (Nestlé Purina says it checked this through independent testing.) Blue Buffalo says its

pet foods are made only with natural ingredients including real meat, whole grains and veggies. On May 14, Blue Buffalo sued Nestlé Purina for defamation.

> The **Global Pet Expo** reported record-breaking numbers for this year's show. The 2014 Expo took place in Orlando, Fla. from March 12 to 14 and featured 5,597 buyers, more than 3,000 new pet product launches and 985 exhibitors. Total show attendance came to nearly 14,000 people. Some of the winners of the show's New Products Showcase included Dogsfood's Dog for Dog; Carob Chip Cookie Mix by Puppy Cake; and Harvest Stacks' Oxbow Animal Health.

> **Nestlé's Purina ONE** says it opened the first pop-up cat café on the continent in New York City from April 24 to 27. The aim, says the company, was to spark conversation among cat owners about cat health and wellbeing and to promote cat adoption. The agenda over the four days included talks on cat health, communication, cat-friendly interior design, the benefits of adopting a cat, and introducing a new cat to your home. On the last day Purina held a cat adoption event.

> **National Geographic** and **PetSmart** have partnered to launch an extensive line of new products this spring. The products will initially focus on specialty pets such as fish, reptiles, birds and small pets. The National Geographic-branded products will be sold exclusively



by PetSmart in Canada, the U.S. and Puerto Rico. National Geographic's net proceeds will support the conservation of animals and their habitats.

> Richmond, B.C.-based pet food retailer **Petcetera** was scheduled to close six more stores by May 31 as part of its ongoing restructuring. The stores were in Penticton, B.C., Edmonton, Calgary, Saskatoon, Winnipeg and Dartmouth, N.S. In March the company had announced it was closing stores in Abbotsford, B.C. and Niagara Falls, Ont.

> In April **Procter & Gamble** sold 80 per cent of its pet food business to **Mars** for US\$2.9 billion. Brands include Iams, Eukanuba and Natura in North America, Latin America and other countries. P&G's pet business in the E.U. countries is not included.



EVENTS

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www.superzoo.org

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DINNER is ready

BY TREENA HEIN

It's not much of a surprise that today's pet food trends are strongly tied to human food trends. "Consumers are treating pets as members of their families, and this 'humanization' has evolved to the point where preferences for natural health products and nutritional ingredients are growing," notes an Agriculture and Agri-food Canada report called *Consumer Trends Pet Food in Canada*. "[Consumers] want to see ingredients that are recognizable, and that are similar to what they themselves are eating."

This means the added goodies we like in our food — functional ingredients such as omega-3, 6, and 9 fatty acids and antioxidants — are now almost standard in the diets of many pets across the nation. And as we also see with human food products, there are increasingly more specialty products for pets, such as senior food and food that addresses special health concerns. The strong value most of us place on our furry family members also means we want to know where the components of their food are sourced, and we have a growing willingness to pay more to have higher-quality and fresher ingredients in Fido and Kitty's food bowl.

"Pet owners are striving to feed their four-legged family members a pet food solution that aligns with their values and interests," notes Jaimie Turkington, Marketing director at Petcurean in Chilliwack, B.C. "They are expecting and striving to provide the best food for themselves and for their pets...[including]



THE FOOD CANADIANS ARE SERVING THEIR PETS REFLECTS THEIR GROWING KNOWLEDGE OF NUTRITION, THEIR STRONG INTEREST IN HIGH-QUALITY INGREDIENTS — AND THE FACT THAT PETS ARE INCREASINGLY CONSIDERED TO BE MEMBERS OF THE FAMILY



high-quality, premium products that address long-term health and wellness.” Turkington says the concerns people have these days about what they’re putting into their bodies is now extending to their pets’ bodies, making premium pet food “a growing segment of the pet food market.”

Svetlana Uduslivaia has hard data on national premium pet food sales trends. “In 2013, the overall value of dog and cat food grew by close to four per cent — close to \$1.7 billion in retail sales in Canada — and we expect the tendency to continue in 2014,” notes the senior analyst with research firm EuroMonitor International.

“Premium brands (like those marketed by, for instance, Champion Petfoods) have gained significant traction on the Canadian marketplace.” And while Uduslivaia notes that consumer demand is obviously a driver of these burgeoning sales, marketing efforts also play a role.

It turns out that location of purchase is also a strong factor in the higher sales of premium products. While mass market retailers such as grocery stores and pet food stores alike are selling more premium pet food, EuroMonitor expects that this year, expansion of premium-positioned brands like Freshpet to mass market outlets will further ↪



IN 2013, THE OVERALL VALUE OF DOG AND CAT FOOD GREW BY CLOSE TO FOUR PER CENT — CLOSE TO \$1.7 BILLION IN RETAIL SALES IN CANADA.



help drive sales upward. The Ag Canada report mirrors the sentiment: “Canadian pet owners remain price-conscious, and are turning more and more to grocery retailers for pet food purchases rather than specialty stores...

However, even in bargain retail, pet owners look for the best quality they can afford. Presence of a number of premium brands in mass market retail, with more advantageous price tags compared to specialized pet food retail, helps to satisfy those who are on a tighter budget.”

A close look at trends

Demand for “life stage” products such as senior pet food has been strong for some years, but Uduslivaia notes that demand could be even higher. She explains that at this point, many shoppers are still not clear on when their pets’ senior years begin, and what nutritional differences exist between adult and senior foods, so “It’s up

to manufacturers and retailers to bump up consumer education.”

Products positioned as “natural” are also becoming almost a norm, explains Uduslivaia, due to numerous serious product recalls and marketing campaigns that encourage consumers to question where ingredients come from. Indeed, Petcurean identifies ingredient sourcing as a key consumer trend. The company points out in its marketing that the meat proteins, grains, cereals, fruits and vegetables in their GO!, NOW FRESH and SUMMIT original recipes are sourced from North America as close to the production facility as possible, with the exception of lamb, which is from New Zealand and Australia. “We are proud to confirm we are 100 per cent China-free,” Turkington adds. “Chinese ingredients don’t meet the high quality standards we have in place.”



“Pet owners are striving to feed their four-legged family members a pet food solution that aligns with their values and interests.”



Companies like Petcurean also never use artificial preservatives — and are increasingly focused on fresher ingredients. “Our NOW FRESH diets are made with 100-per-cent fresh meat,” Turkington explains. “There are no rendered meat products.” Their NOW FRESH Large Breed Adult Recipe includes omega-3 and 6 fatty acids from fresh coconut and canola oils, New Zealand green mussels and glucosamine/chondroitin to support hip and joint health, L-Carnitine to support heart health/fat burning, pre- and probiotics to support digestion, and taurine to support vision and heart function. It contains no beef, corn or soy, nor any grains.

“Grain-free is definitely a trend,” says Uduslivaia. “It has been gaining strength for a couple of years now, with more products appearing with grain-free claims.” Some argue that a grain-free diet more closely resembles the food a dog’s or cat’s wild relatives have access to in the wild, akin to the paleo diets to which some people adhere. The ORIJEN



pet food line made by Edmonton, Alta.-based Champion Petfoods is a good example of this trend, which the company describes as “biologically appropriate.” These products feature fresh whole meats, “plus liver, tripe, cartilage and marrow, all in ratios that mirror the natural diet, while excluding high-glycemic carbohydrates and plant proteins that simply don’t belong in the diets of dogs and cats.”

However, while Turkington acknowledges that there are other very good reasons to feed a grain-free diet to pets who have, for example, a sensitivity or even an allergy to grains (manifesting, for example, in itchy skin or ear infections), there is also value in feeding whole grains. “For sure, wolves do consume a great deal of meat protein, but they’ll also eat grasses, berries and other wild edibles,” Turkington says. “Grains are an excellent source of quick energy for dogs. Grains can also help to firm up a loose stool as they are a source not only of carbohydrates, but also of fibre.” Therefore Petcurean makes a wide variety of grain-free pet foods and some with whole grains as well.

Moving forward, expect that pet food will continue to mirror the trends we see in our own diets. Turkington points to gluten-free and food allergy conscious, as well as locally sourced ingredients, as two of the top pet food trends to watch. Also expect raw, immune-boosting and organic pet food products, notes a recent *Supplside Animal Nutrition Insights* report.

We want the best for our pets, as they provide “psychological and physiological benefit” in human life, as stated by the authors of *Global Pet Food Market: Trends & Opportunities (2014-19)*, a report available through Market Research Reports.biz. “Whether it is a cat, dog, or other pet, domesticated animals are interwoven into the social and emotional fabric of individual’s and families’ lives.” 🐾

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Asher



Tasha



Biscuits

with benefits

Toronto-based Northern Biscuit Bakery has carved out a niche for itself with biscuits and snacks that address the health needs of dogs

In 1992 in Toronto, husband and wife Nick and Patty Grillo wanted to buy a healthy treat for their dog Tasha, a Miniature American Eskimo. After a trip to their local pet store, they realized it was impossible to find what they were looking for, a simple biscuit free of artificial colours, preservatives and fillers.

So like many entrepreneurs, they took matters into their own hands and decided to create the niche that was missing for them. With Patty's passion for baking, combined with a bag of Canadian flour, and local, fresh beef liver, Northern Biscuits was created.

Food in Canada spoke with Lauren Michel, the company's Marketing co-ordinator, about the company, challenges and the products it's so proud of.

Q: What challenges were there getting the company off the ground?

A: "As the popularity of the biscuits grew among family and friends, the amount of challenges and struggles Nick and Patty had to overcome also grew. They both still held full-time jobs in the corporate world until Patty took a break from her long career to take care of their growing family and continue perfecting these treats. By day, Nick would share the biscuits with co-workers for feedback, and by night, he would return home to bake with Patty for hours – sometimes even past midnight. Days were spent lugging 40-kg bags of whole-wheat flour and buckets of liver inside their small Toronto apartment and into the food processor that was given to them as a wedding gift. Additional racks were added to the oven and were continuously rotated in order for each batch to be baked evenly. The family slept together in one bedroom to make space for storage and even converted one room

Nick and Patty Grillo

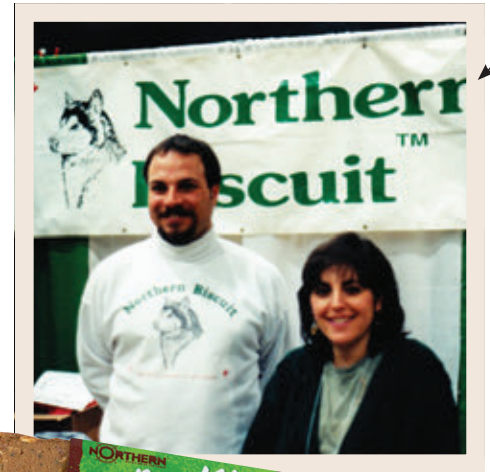
into a walk-in cooler. They both experienced family strife and financial troubles when Nick made the decision to quit his full-time job and dedicate his life to building Northern Biscuits. They knew they had something special and were willing to work hard for it.”

Q: What was missing in the market that Northern Biscuit felt it could fill?

A: “We felt we could ‘fill’ the stomachs of dogs everywhere but especially those dogs who had sensitivities to the treats containing unnatural additives that Nick and Patty were aware of. A dog’s dietary restrictions shouldn’t have to restrict the dogs’ taste buds. We offered, and still do to this day, a biscuit that was simple, honest and healthy, unlike anything available 22 years ago.”

Q: What makes your treats unique?

A: “We proudly bake all of our biscuit flavours in Canada with ingredients from Canadian food growers. We offer a wide variety of recipes featuring wheat- and grain-free options for dogs with food sensitivities and allergies. We use many exotic proteins and we offer some delicious vegan options. Once oven baked, our biscuits are packaged in our distinct packaging, which is made only a few hours from our bakery. We take pride in our colourful and innovative packaging — picking out dogs treats should be fun for the customer. We try to involve the community as much as we can so we partner with Community Living Ontario York South, which employs intellectually disabled adults who put our labels onto our bags for us. We love the work they do. We want customers to know that with every bag they purchase, we are giving back to their community and to a good ↪



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Q: What are the benefits of your treats for dogs?

A: "We like to ask, what 'aren't' the benefits. We feel each flavour in our Northern Biscuit family has its own unique advantages. To mention a few, our Smoked Fish, aside from the fact that they are Wheat Free, are loaded with omegas to help with dry itchy skin. Dogs that suffer from severe allergies can take comfort in our flagship Liverlicious biscuit with just two simple ingredients. Blueberries and cranberries are added to many of our flavours

for healthy antioxidants. We also have our functional line of BIOSNAX biscuits which feature special ingredients that cater to common issues among dogs. These biscuits include Hip & Joint to help improve mobility, Fresh Breath to freshen breath, and Skin & Coat to help them shine and sparkle as they should."

Q: What challenges is your sector facing today?

A: "Like Northern, many other treat companies emerged after seeing the lack of natural biscuits in the marketplace and today we face a lot of competition in the natural sector. We take this challenge as motivation to keep working hard and build strong relationships with our loyal customers."

Q: What opportunities do you see in your sector?

A: "Many! Possibly too many to count at Northern. All it takes is one weekly meeting for the Northern team and there's no stopping our creativity and ideas for what's coming next. We have new BARK! Dental Chews in three varieties, Lamb Berry, Applewood and Pumpkin. We also have Soft & Chewy treats launching now in Liverlicious, Lamb Berry and Pumpkin Pie varieties. There's always something new at Northern." 🐾



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making healthy food choices has crossed over from man to man's best friend. More and more dog owners are selecting food that minimizes cereal and maximizes fresh, whole foods, like fine cuts of meat and fresh vegetables. Since its early days, Breeder's Choice Pet Foods has used only high-quality ingredients in its dog and cat foods.

A wholly-owned division of Central Garden & Pet Company, Breeder's Choice began making frozen pet meals in 1947. In 1960, the line expanded to include the company's first oven-baked kibble and biscuits, which exceeded the minimum pet food nutritional requirements in an effort to be the most nutritious products available. A bakery was eventually added to the Irwindale, Calif. facility in the mid-1960s, and today still operates, producing the company's all-natural baked pet foods and treats around the clock.

Breeder's Choice's number-1 seller is its AvoDerm Natural line of foods, treats and grooming aids. Using avocado as its prime ingredient, the AvoDerm foods have been deemed "miracle products" in maintaining healthy skin and coats.

The company's four other specialized lines include: Active Care, a foundation

for preventative care catering to dogs who often experience, or are prone to painful or achy hips and joints; Pinnacle, an allergen-free dog and cat food product line combining a wholesome blend of holistic ingredients with superior pet nutrition; and Advanced Pet Diets Select Choice, a dog and cat product line offering improved digestibility and advanced health performance.

Longtime customers of Clayton Steam Generators since 1995, Breeder's Choice recently had to replace an older 100 BHP Clayton Steam Generator to meet the latest emission rules. Other systems were available to this growing business, but they opted to stay with Clayton Industries.

Company principals chose a high-efficiency Clayton Model SSFG125M-1-FMB Steam Generator to replace its older one. The newer design was rated at 125 BHP and incorporated an ultra-low NOx fibre metal burner system that reduces the NOx emissions to less than nine ppm. The unit was approximately the same compact size, so there was no need to change the facility's footprint.

The Breeder's Choice plant operates 24 hours a day, with multiple product changes, so Clayton's rapid response to change in steam demand is an advantage. Constant temperature and pressure is important for a top-quality product. The 99.5 per cent quality dry steam enables those perfect conditions for perfect pet foods. The choice was simple: "Our Clayton Steam generators provide



us with consistent steam distributed throughout our plant and is a perfect partner in our top-quality pet food processing," says Clint Hammond, Operations manager at Breeder's Choice.

According to Brian Dominici, Clayton's senior Thermal Sales engineer, the Clayton steam generator offers many advantages over conventional designs. Among these are:

- » Compact size and low weight.
- » High thermal efficiency throughout its operating range.
- » Rapid start-up and load response.
- » Greatly reduced blowdown losses.
- » High-quality, consistent steam output.
- » Inherently safe non-explosive operation.

Because of these many advantages, Breeder's Choice can process varying quantities and types of pet products quickly, easily and economically. Supporting Breeder's Choice is Clayton's service team of trained and certified professionals. Their sole job is serving the customers who purchase and use the Clayton steam generators.

Breeder's Choice's line of healthy, pure pet food products continues to grow and expand, as the company looks to new ways to help pet owners give their forever friends the best. Moving forward, the company's use of Clayton Industries systems will continue. "Over the years, they have been extremely reliable, considering the hours and varying steam loads we operate at," says Hammond. "Based on our experience we wouldn't go with any other system." 🐾

Products for consumers and pet food processors, now on the market

SAVOURY FLAVOURS

HT Griffin Pet Food Ingredients offers a complete line of Savoury Flavours that will surely grab your dog or cat's attention. From grill to roast, fried, sautéed, deli and cheese flavours, we have all the profiles that your furry little family members will love! With many hydrogenated oil free, non-GMO and natural products to choose from, why not try one in your recipe today. www.htgriffin.com



Reduction system

The AR901 Gravity-Fed Reduction System from Cozzini Food Equipment Solutions features a single-cut 230-mm diameter single plate/knife cutting system, and a square hopper with a 200-L capacity. The unit's unique design separates the bearing housing and cutting head to prevent lubrication contamination of the product. In addition, it features a quick-release cutting head design for fast plate changes and cleaning. www.cozzini.com

Seaweed supplements

Pure Ocean Botanicals offers Pet Kelp, seaweed-based supplements for dogs and cats. The multi-benefit supplements are made with raw, whole food ingredients, and are designed for specific health concerns, including joint and bone health, skin and bone health, digestive health, and wellness, as well as a probiotic formulation. www.petkelp.com



PURE INGREDIENTS

Pioneer Naturals Pet Foods offers a range of dog and cat foods, including natural dry dog food, and natural canned cat and dog food. Its canned food includes only pure ingredients, with no fillers, and sun-ripened fruits and vegetables, while its dry kibble is enclosed in Nutri-Pack, a mix of active probiotics, enzymes, super greens, sprouts and vitamins and minerals in wild salmon oil. www.pioneernaturalspetfoods.com

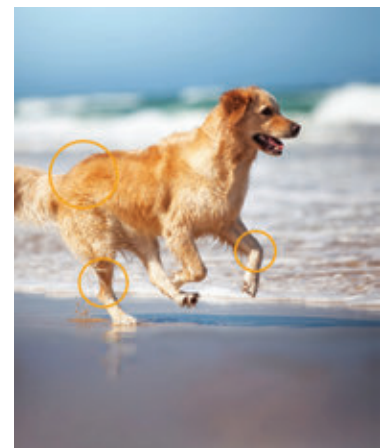
SQUARE PACKAGING

The Tetra Recart carton from Tetra Pak is ideal for wet pet food, including chunks in gravy, chunks in gel and paté. Tetra Recart offers efficient handling and transportation due to its square shape and light weight, is easy to open and store, and is recyclable. The packages are available in 200- to 500-mL sizes, making them an ideal alternative to cans.

www.tetrapak.com/food-categories/petfood

Healthy joints

Petagile from Gelita prevents the start and spread of arthritis in dogs. Featuring Bioactive Collagen Peptides, Petagile can stimulate the metabolic processes within joint cartilage, making the affected joints functional and free of side effects. The ingredient has excellent solubility, is easy to use and contains no fat, purines, cholesterol, colouring or synthetic aromas. www.gelita.com/PETAGILE





YOGURT TREAT

Raw goat milk yogurt with chia and coconut from Steve's Real Food can add raw nutrition to dry, canned or raw pet food. The hormone- and antibiotic-free raw goat milk contains whole chia seed and finely ground coconut flour as a gluten-free fibre source, and is packed with proteins, vitamins and minerals. www.stevesrealfood.com

Easy data integration

WeighSync DC is a new data integration software from Mettler Toledo that allows operators to easily integrate weighing transaction data from multiple terminals into PC databases. It can be configured for nearly any industrial process needing easy data management, and allows users to collect data to create reports and meet compliance tracking requirements. The flexible system also allows operators to create custom templates for other devices attached to the PC running WeighSync. www.mt.com/IND-WeighSync



Natural oil

Grizzly Pollock Oil is a new natural omega-3 supplement for dogs with skin issues. Made from wild Alaskan Pollock, the omega-3 oil is a co-product from the production of high-quality seafood products for humans, making it a sustainable and premium-quality product with a natural flavour. www.grizzlypetproducts.com

NATURAL RECIPES

Innova Nature's Table from Natura Pet Products, Inc. is a line of holistic dog and cat food and snacks made from high-quality protein and fresh, whole fruits and vegetables such as apples and carrots, without grain or white potatoes. The line also features novel proteins like bison and venison. www.innovapet.com

Healthy cat

Sassy Cat treats for cats from Herbsmith Inc. are a real food treat containing 85 to 100 per cent meat, with no grains, additives or preservatives. The freeze-dried treats are available in nine flavours that even picky eaters will love, including Wild-caught whitefish; Turkey with sweet potato & ginger; Pork with green beans & peas; and Rabbit & Duck with broccoli & cranberry. www.herbsmithinc.com



A CALMING CHEW

Relax & Calm chews for cats and dogs by Tomlyn Veterinary Science are ideal for anxious pets during stressful times such as during travel, separation from owner, storms and loud noises. The treats feature chamomile and ginger, and contain a high level of L-tryptophan in two formulations — 66 mg for cats and small dogs, and 120 mg for medium and large dogs. The chews are available in resealable packages suitable for a one-month supply. www.tomlyn.com

PALATANT SOLUTIONS

AFB International has introduced six new high-performing palatant solutions in North America for dry and wet pet foods, treats, snacks and supplements. Among these are non-GMO palatants, protein-specific palatants designed for synergy with a target diet, and palatants that contain no corn, soy or wheat. AFB palatants are available as dry powders, liquids, and as systems using both dry and liquid components. www.afbinternational.com

Energy to share

Mudd & Wyeth's YaffBars are the first energy bar made for dogs and their owners. The grab-and-go bars are made of all-natural ingredients, and do not contain wheat, dairy, caffeine or refined sugar. YaffBars come in three flavours: Honey Almond Cranberry, Blueberry Crunch, and Banana Peanut Butter.

www.muddandwyeth.com



Meat analyser

The GEA MultiTrack from GEA Food Solutions is a meat analyser that measures fat, moisture and protein in unprocessed meat, mechanically deboned meat and raw pet food materials. The unit is made for mounting on mixers, mixer-grinders and piping systems, and measuring is performed continuously, either in the mixer or in a screw conveyor during filling. The unit offers real-time analysis, and can improve yields with faster processing time and consistent product quality. www.gea-foodsolutions.com

BISON FLAVOUR

Pure Treats Inc. has added bison to its line of freeze-dried Pure-Bites dog treats. The 100-per-cent natural snack is made with just one ingredient — bison liver — that has been freeze-dried to lock in aroma, texture and freshness. The Pure-Bites line includes eight varieties for dogs, and five varieties for cats.

www.purebites.com



Smaller bites

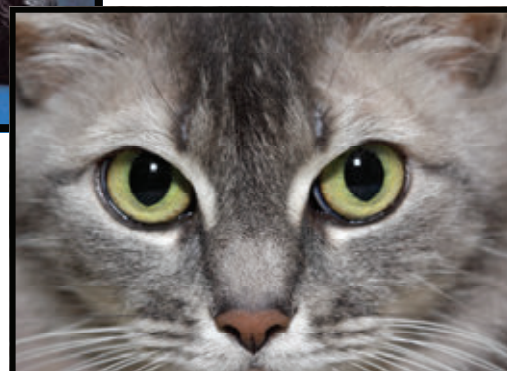
Bistro Bites are healthy, appropriate-size treats based on buckwheat that can help smaller dogs maintain a healthy weight. The treats are gluten-, grain-, wheat-, oat-, rice-, soy- and preservative-free. Varieties include Berries & Almonds, Chicken Livers, Peanut Butter & Carob, Sweet Potato, Vegetable and Peanut Butter & Applesauce.

www.bistro-bites.com

Advertisers' index

AFB INTERNATIONALpg. 7	LEO-CHEM ENTERPRISES INC.pg. 23
CLAYTON SALES & SERVICE LTDpg. 15	ROBERT REISER & CO.pg. 2
CPM ROSKAMP CHAMPIONpg. 3	SUMMIT RIDGE FARMS 17
GENEQpg. 11	TIPPER TIE INC.pg. 9
HT GRIFFINpg. 18	UNIVAR CANADA LTD.pg. 10
JBT FOODTECHpg. 24	

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