

food in canada

THE VOICE OF THE FOOD & BEVERAGE INDUSTRY

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in marketing
to millennials

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Eat your veggies



Proponents of a vegetarian diet now have one more reason to celebrate, according to a new study published earlier this month on Online First by *JAMA Internal Medicine*. The study, conducted by researchers at California's Loma Linda University, reveals that vegetarianism is associated with reduced death rates.

The study followed more than 73,000 U.S. and Canadian Seventh-day Adventists — including non-vegetarians, semi-vegetarians, pesco-vegetarians, lacto-ovo-vegetarians and vegans — for a mean follow up time of just under six years. The team found that the mortality rate for vegetarians was 12 per cent lower than for non-vegetarians.

Researchers also found a link between vegetarianism of all types and the reduction of specific cause-related deaths, including cardiovascular, renal and, for men, ischemic heart disease mortality. In addition, vegetarians in the study had lower blood pressure and LDL cholesterol, they exercised

more, drank less alcohol and smoked less, and were generally more educated and thinner.

While the study links a plant-based diet with overall lower mortality, there are clearly still questions that need to be asked. Is the reduction in mortality for these illnesses due to a lack of meat in the diet, or less saturated fat in general? What is the role of fish, fibre or certain other protein substitutes? How does the amount and types of foods consumed affect disease prevention? And how does diet compare to lifestyle as a factor in mortality?

Current data suggests that between four and five per cent of North Americans follow some pattern of vegetarian eating. Rather than cut out meat completely, as more research appears most health-conscious consumers will likely continue to lower their meat intake and increase the amount of plant-based protein in their diets. This will open a wide range of opportunities for food producers to market new products and nutrition solutions, including those that target specific health concerns. It's this latter category — meals, meatless or not, that aid in specific disease recovery or prevention — that may ultimately be the way forward when it comes to the link between diet and health. ●

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Mint brand gets fresh

Tic Tac Canada wants your vote. The miniature breath freshener brand is asking Canadian consumers to vote on three flavours, one of which will become the company's new, limited-edition offering. The three flavours are fresh and juicy Green Apple, icy-cold Wintergreen, and sizzling apple Cinnamon Spice. Canadians can vote until June 25 by logging onto www.tictacfaceoff.com. For every vote cast fans will be entered to win instant prizes such as coupons, product samples or Tic Tac t-shirts, and have a chance to win the grand prize draw of \$5,000 and a year's supply of the winning Tic Tac. Consumers can find Tic Tac Flavour Faceoff updates at www.facebook.com/tictaccanada



News > file

USDA issues its final rule on COOL

The U.S. Department of Agriculture (USDA) issued its final rule on its own Country of Origin Labeling (COOL) on May 23.

The USDA ruled to modify the labelling provisions for muscle-cut covered commodities to require the origin designations to include information about where each of the production steps — such as where an animal was born, raised and slaughtered — occurred. It also removes the allowance for commingling of muscle cuts, reports Agri-Pulse.com.

This ruling, say industry stakeholders in Canada, amounts to discrimination against Canadian and Mexican livestock imports. This is despite the World Trade Organization's (WTO) ruling last summer in favour of Canada and Mexico.

The Canadian Cattlemen's Association (CCA) issued a statement saying that it is "dismayed" that the U.S. is not complying with the WTO's deadline to bring COOL requirements into compliance with the U.S.'s international obligations and eliminate the discrimination against imported livestock. The CCA adds that the WTO ruled last summer that COOL is in violation of WTO rules.

The CCA says that the requirement that meat produced in the U.S. from imported livestock bear a different label



from meat produced from U.S.-born livestock causes segregation, with additional handling costs inflicted disproportionately on imported livestock. This discrimination is costing Canadian cattle producers approximately \$25 to \$40 per head, totalling around \$640 million per year. These losses have been incurred since COOL was implemented in late 2008 and continue to this day, says the CCA.

"It is extremely frustrating that the U.S. is continuing to inflict these costs on Canadian producers," says Martin Unrau, CCA president. The "USDA has demonstrated that it has no intention of attempting to end the discrimination and it is time it experiences some consequences."

Gerry Ritz, Canada's Agriculture minister, and Ed Fast, Canada's International Trade minister, agree. In a statement, both Ritz and Fast say that Canada would consider all its options, including the use of retaliatory measures on U.S. exports to Canada

if the U.S. does not comply with the WTO ruling.

The USDA has indicated that the amendment will be effective immediately, but that enforcement will be delayed for six months to allow for industry education.

TRANSPLANTING GRAINS

Quinoa and amaranth are two grains that are both gluten-free and offer a slew of nutritional benefits. So far, though, they're only grown in South America.

But scientists at Agriculture and Agri-Food Canada (AAFC) in Guelph, Ont. are studying the nutritional properties of Ontario-grown versions of both grains. The Ontario Soil and Crop Improvement Association is leading the research project, which will determine how different varieties of quinoa and amaranth can be adapted to Ontario's climate, soil and environment.

Dr. Rong Cao, a scientist at AAFC's Guelph Food Research Centre, says producing quinoa and amaranth in Ontario would give "local farmers lucrative new crops to grow and give consumers a healthy local product to buy." The research will continue for the next two years.





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Video game maker tries his hand at chocolate

Is Dominique Brown the world's coolest dad? His kids must certainly think so.

Recently retired from Beenox, a video game-making company he founded in 2000 at age 21 and later sold to multinational video-game giant Activision for mega bucks, the Quebec City entrepreneur is now busy developing a unique chocolate business he bought last year. And like his video game company, which churned out such world-class hits as Spiderman and Prince of Persia, he is intent on turning Chocolats Favoris into a global sensation. "I want to make it a brand that goes across borders," says Brown. "The potential is huge."

Founded in Levis in 1977 as a small family owned business that produced high-end chocolate products for Easter, Chocolats Favoris became regionally famous for the dark liquid chocolate it made to dip cones at the three ice cream counters it owned in the Quebec City region.



A lifelong lover of the company's dipped cones, Brown decided to buy the business last May after learning it was up for sale. "I was looking for a company with an established brand that I thought I could develop," he recalls.

During his subsequent research into chocolate, Brown said it dawned on him that most companies make it in solid form — but that liquid chocolate is what fires people's imagina-

tions. "Liquid chocolate is so expressive," says Brown. "People's eyes pop out of their heads when they see big vats of liquid chocolate." He also decided to focus on the fondue market, which he says features mostly low-quality brands of hard chocolate that require "very complex, annoying and troublesome" preparation processes.

In an effort to exploit what he calls Chocolats Favoris' "unique edge," Brown asked the company's chocolate makers to develop a new range of flavours. The result was a dozen varieties, from classic dark and white chocolate to an orange flavour and a

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Mmm...you can taste the injustice

Finding your situation at work just a little unfair? On the bright side, your dinner will be that much more delicious. A new University of British Columbia (UBC) study from the Sauder School of Business found that experiencing unfair treatment at work can sharpen your taste buds. The study had participants recalling fair or unfair workplace events, followed by a test in which they rated how strong a food tasted. Those who recounted a situation of injustice rated the taste as much as 10 per cent stronger compared to those who recounted an act of fairness. The authors of the study found that experiencing or observing injustice led to feelings of moral disgust, which subsequently related to a stronger sense of taste. UBC says the study also provides evidence that stress does have a physiological effect on people.

sparkling variety that crackles on the tongue like kids' candy. "They are very cool," says Brown, who sometimes got his three young children — nine-year-old twins and a six-year-old — to taste-test recipes.

Brown then spent several hundred thousands of dollars on a new manufacturing facility and retail outlet that opened in Quebec City in late April. The new location features stylish counters for selling hard chocolates and ice cream products, including dipped cones. Notably, the location also features brew pub-like pipes that are designed to carry, in full view of customers, liquid chocolate from vats to valves that dispense the 12 varieties of liquid chocolate. The chocolate is then poured into two choices of tin cans (a four-serving size and

an individual size) that are then sealed on the spot for customers.

"The chocolate stays liquid in the can for a few hours," explains Brown. "If you want to have it later, you don't need to store it in the refrigerator. And when you want to have it all you have to do is put the can in hot water for 20 minutes and voilà, you've got the best-quality fondue ever, whether you're at home or on a camping trip."

For now, Brown says he's focusing on putting the same design in the company's three other sites in Quebec City. Once that's done, he plans to expand to other locations in the province and beyond. "I want to open and operate a chain of these stores," he says. "I see them across Canada and eventually around the world."

— Mark Cardwell

PRINTING THAT'S OUT OF THIS WORLD

NASA has issued a US\$125,000 grant under its Small Business Innovation Research program to Texas-based Systems & Materials Research Corporation (SMRC) to build a prototype of a 3-D food printing system. As NASA explains, one of the issues for a mission to Mars is having enough food for the trip.

In an article on Quartz.com, Anjan Contractor, a mechanical engineer at SMRC, explains that food needs to have at least a 15-year shelf life for long-distance space travel. "The way we are working on it is, all the carbs, proteins and macro and micro nutrients are in powder form," he tells Quartz. "We take moisture out, and in that form it will last maybe 30 years."

Pizza is an obvious candidate for 3-D printing because it can be printed in distinct layers. This way it only requires the print head to extrude one substance at a time. At this point, printing pizza is still at the conceptual stage.

Allard Beutel, a NASA spokesperson, told ABCNews.com that SMRC's 3-D food printing system has "merits in addressing NASA's advanced food system technology needs as we prepare for long duration human space exploration."



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Corrugated is first choice for food safety

By David Andrews

Periodic reports of *E. coli*, *Salmonella* and *Listeria* in food make news because they can cause serious illness and death. Recent reports, including the horsemeat scandal in Europe, have raised warning flags about what we are consuming. The bottom line is that Canadians want to know their food is safe. And their trust is wavering.

One way to build trust is to have high standards and maintain them in the field, during transportation and in retail environments. Packaging and handling play a significant role in maintaining product integrity and the Canadian Food Inspection Agency (CFIA) has specific rules for packaging meat, poultry, fruit and vegetables. For example, fish must be packed in new, clean, sound containers. Containers for fresh fruits and vegetables must not be stained, soiled, warped, broken or otherwise damaged as to affect the shipping quality.

In short, the regulations prohibit selling food from a package that could contain substances harmful to people.



Canadian growers and farmers have wholehearted respect for these regulations. They are committed to producing and distributing the safest food possible, from the farm to our tables. As such, packaging and shipping is always top-of-mind. Some retailers mandate the use of one kind of shipping container over the other, while some allow the farmer to choose. The two most prevalent options are the corrugated box and reusable plastic containers (retrippers).

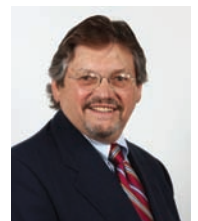
The most widely used and trusted option is the corrugated box. Growers have voiced concerns over the sanitary standards of retrippers, as they have to come from the U.S. and periodically arrive at Canadian farms soiled. This raises questions about the quality of the cleaning process.

Corrugated has a long history of safe use in the food industry, across a wide range of applications. The industry has been around for over a century and is continuously updating its food safety standards and procedures. While mostly made of recycled content, corrugated paperboard is always new and is manufactured into finished containers using high temperatures that eliminate bacteria.

Certifications acquired by corrugated industry members include American Institute of Baking and HACCP. The latter is a systematic preventive approach recommended by the United Nations to find, correct and prevent hazards throughout the production process. Corrugated manufacturers are also subject to strict third-party and customer audits. Preventive measures undertaken by the corrugated industry ensure accountability at the source.

The objective of the farmer, the packaging industry, and the retailer is to provide the safest food possible, and corrugated products are the best way to arrive at their destination.

David Andrews is the executive director of the Canadian Corrugated Containerboard Association. For more information, visit www.cccabox.org



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Spotlight on hunger

Over the past year, almost one in three Canadian consumers has worried about how they would afford to buy food for themselves and/or their families. That harsh statistic comes from Food Banks Canada, which commissioned Angus Reid to conduct the survey. The survey results were released in time for Hunger Awareness Week, which took place May 6 to 10.

As in past years, Farm Credit Canada (FCC) was also involved in the campaign. FCC and its partners are collecting five million pounds of food for Canada's food banks this year to mark the 10th anniversary of the FCC Drive Away Hunger program. FCC's program involves driving a tractor and trailer through various communities to collect food and cash donations. All donations go to Canadian food banks. Consumers can also visit www.driveawayhunger.ca to make a donation.

At the launch of its program on May 7 the FCC donated \$100,000 to Food Banks Canada. Half of the amount will be used by Food Banks Canada to support families and individuals who use its services, while the

rest will be split between Hunger Awareness Week and the Rural Support Program. This year FCC Drive Away Hunger tours will take place the week of Oct. 14 in Alberta, Ontario, Quebec, P.E.I. and Saskatchewan. Canadians can also visit the FCC's field offices until Oct. 18 to drop off food and cash donations.



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SIMIAN APPLE

Scientists at the Atlantic Food and Horticultural Research Centre in Kentville, N.S. have produced a new apple called Orangutan. So far there are six apple trees in the centre's orchard producing the new fruit.

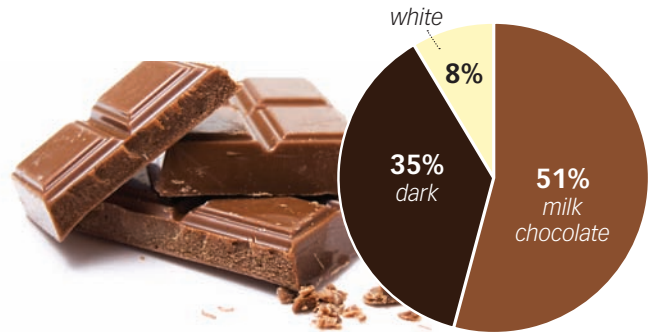
The Orangutan is a larger apple that has a tangy, citrus flavour like an orange, and the bushy branches of the tree hang like the "swooping arms of its tree-climbing namesake." The apple is available for nurseries and apple farmers to apply to grow it.



Milk chocolate still rules

Milk chocolate has always ruled when it comes to the chocolate category. But new research from Chicago-based market research firm Mintel shows that dark chocolate is increasing in popularity.

The research found that for just more than half (51 per cent) of all adult consumers the favourite type of plain chocolate is milk chocolate, followed by 35 per cent who



favour dark chocolate, and eight per cent who prefer white chocolate. In contrast, Mintel's 2011 report found that 57 per cent of consumers favoured milk chocolate and 33 per cent preferred dark chocolate.

The research also found that when deciding to purchase chocolate, some 89 per cent of consumers buy it as a treat or reward and 87 per cent buy it as a snack option. Meanwhile, 83 per cent of consumers look carefully at the size of chocolate candy packages to determine the best value for the money, and 72 per cent buy chocolate to improve their mood or provide an energy boost.

Overall, the chocolate confectionery market has fared seemingly well in a lagging economy, growing 19 per cent from 2007 to 2012. This growth can be attributed to consumers' demand for affordable luxuries or indulgence, as well as the foodie culture that has increased interest in premium, high-quality and artisanal varieties of chocolate. However, due to countering trends, Mintel expects slower growth for the chocolate confectionery category in the next five years, with sales growing 15 per cent from 2012 to 2017.

KALE JUMPS IN POPULARITY

New market data from Innova Market Insights finds that kale is being used in more food and drink products around the world. The firm says new food and beverage products with kale have more than tripled in the five years leading up to 2012. The U.S. has seen the largest number of products with kale, accounting for more than 60 per cent of global 2012 food product launches featuring kale.



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1. Research conducted by IPSOS-ASI Ltd., January 2010
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News File



INBRIEF

- **Chicken Farmers of Canada** has made a financial contribution to Swimming Canada. In turn, Swimming Canada is recognizing this support by becoming the first Canadian sport to name fresh Canadian chicken as the official protein of swimming in Canada. Chicken Farmers of Canada has also created four mascots known as the Pool Peeps as part of the partnership. Two of them have names, Kicker and Splash, but two of the mascots don't. Both organizations are running a contest to find names for those two mascots.
- Regina, Sask.-based **Viterra Inc.** is investing \$20 million to upgrade four of its Saskatchewan grain terminals at White Star, Humboldt, Waldron and Ituna.
- **High Liner Foods Inc.** of Nova Scotia is investing US\$6.6 million to modernize and expand its manufacturing plant in Virginia. The aim is to increase production for products from its U.S. foodservice brands. The expansion will create 57 new jobs.
- **Prince Edward Island Brewing** has officially opened the doors to its new brewing facility. The Charlottetown-based brewery has been under construction since last fall. The new facility has fermentation and cold storage space, meeting rooms, a 700-person event space, a retail showroom and a bar.
- The **University of Guelph** in Ontario has acquired the Sleeman Collection for its McLaughlin Library's Archival & Special Collections. The collection contains historical family photographs, correspondence, business records, newspapers and promotional materials from more than 150 years of the company's history. **Sleeman Brewery Ltd.** is based in Guelph and was established in 1834.
- **Natra**, a Madrid, Spain-based manufacturer of chocolate products for industrial usage and for end consumers, is now renting a production facility in Ontario. The company has invested

US\$15.4 million in the plant. Once fully operational in early 2014, the new plant will add 12,000 tonnes of chocolate products to the company's annual production. Natra says it will also open a new sales office in Toronto next June.

- *Atlantic Business Magazine* has named **John Griffin**, CEO and president of **W.P. Griffin**, one of the Top 50 CEOs in Atlantic Canada. Griffin also won Entrepreneur of the Year 2012 — Atlantic Winner in the business-to-consumer products and services category. W.P. Griffin grows, packages and ships potatoes from P.E.I.

- **Pillitteri Estates Winery** received a Gold Medal and the Red Wine of the Year award in the Ontario Wine Awards. The awards honour the winery's Pillitteri 2010 Exclamation Reserve Cabernet Franc. The awards recognize VQA wines.

- **Jones Soda Co.** has released a poutine-flavoured Jones Soda as a special, limited-release item, exclusively in its Canadian markets.

- **Cott Corporation's** U.K./Europe division has acquired **Cooke Bros Holdings Ltd.**, which includes the subsidiary companies Calypso Soft Drinks Ltd. and Mr Freeze (Europe) Ltd.

- **Nestlé** has made it into the list of top 10 most reputable companies in the Global RepTrak 100 study on corporate reputation. This is the first time the company has entered the top 10.

- **Dr. Martin Gooch**, CEO of **VCM International** and director of the **Value Chain Management Centre**, was recognized by Bayer Inc. for his contribution to science and innovation. Gooch received an award for his contribution to Food Chain Partnership.





PEOPLE ON THE MOVE

- Kerry Ingredients & Flavours

Americas has promoted **Guylaine Trachy**, a



Trachy

senior flavourist, to account manager. She will take over regional and global accounts.

- The Canadian Organic Growers (COG) has a new board of directors. The new executive board

includes: president, **Rochelle Elsen**; vice-president, **Tegan Renner**; secretary, **Janine Gibson**; and treasurer **Vlad Skotar**. COG also has new staff directors. **Ashley St Hilaire** is the new director of Operations; and **Candace Battig** is the new director of Outreach.



Reissmann

- **Karen Reissmann** has joined Toronto-based raw material supplier CK Ingredients as National Sales manager. Reissmann will be responsible for promoting CK's range of functional

and nutritional ingredients to the wholesale bakery trade.

- Ohio-based Intelligrated, an automated material handling solutions provider, has appointed **Bob Wilson** as vice-president, International Division.
- The Massachusetts-based American Institute for Packaging and the Environment has named **Donna Dempsey** as its new executive director.
- Rochem International Inc., a New York-based provider of pharmaceutical, food and nutritional ingredients, has promoted **Rick Peterson** to senior vice-president of Nutritionals, Food and Beverage.
- **Bob Lim**, vice-president, West Area, at Kraft Foods Group, is retiring in July.
- Artiste, a New Jersey-based flavour and fragrance ingredient company, has promoted **Tracy Raimondo** to director of Customer Service.
- **Philip Snellen**, vice-president of Sales at Colorado-based Birko, has been elected to the board of directors of the Canadian Meat Council. Birko provides antimicrobial process aids and sanitation chemistry to the protein industry.



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When in doubt, abstain!

By Louis Giguère

Looking back at 2012, we recall how the European community banned all health claims referring to the presence of probiotics in product formulations. The decision made an impact worldwide, and led many to challenge the potential appeal that functional foods can command if the possibility of conveying the benefits they offer is denied. At the recent Pro- & Prebiotics Event, held at the end of April, the question was asked clearly: Can the functional foods category leader maintain its leading position as regulatory systems clamp down on marketing tools? If regulations mute functional products, it is clear that processors' interest in these products will decline. Consumers will in turn be less exposed to these products and, as a result, are less likely to adopt them in their daily nutrition, despite their quest for products that are good for them.

The problems associated with communicating health claims on food products goes beyond probiotics-related issues. Instead, they impact all products that offer extrinsic benefits, that is, which were obtained through the addition of "foreign" ingredients to the formulation required for a product in its class. In fact, the challenge does not consist exclusively of what the regulations authorize to be displayed, but in what the public is ready to receive.

Let's take a claim such as this one, that was very close to being released: "This product is clinically proven to promote better fat metabolism and weight loss, as well as reduce high blood lipid and glucose level." For a public health specialist, this is music to the ears! For consumers suffering from a condition related to this claim and who understand what they are suffering from, it's highly relevant. But for the general public, it isn't an appealing message...in a smoothie!

In reality, the complexity observed in claims generates skepticism: we wonder what could very well have been added to an ordinary consumer product for it to be boosted to this point. Faced with this complexity, consumers tend to embrace simplicity, a trend that appears to be increasingly irreversible. This simplicity is reflected in a short list of ingredients — bearing short names, preferably — providing the maximum nutritional benefit.

A new paradigm

I've conducted interviews recently with many R&D specialists — all moving to this new paradigm — which revealed the following truth: the strongest technical abilities of the R&D senior managers, together with their scientific approach, are used rather than their PhD-level specific scientific abilities. The challenge is still no small task. This means finding crispiness

without frying, tenderness and juiciness without brine, taste with less salt, smooth textures devoid of high fructose corn syrup, or food products that last longer without preservatives. Basically, the industry's classic cookbook needs to be rewritten. This approach hinges on expertise, cutting-edge equipment and technology.

Greek yogurt is part of this cutting-edge playing field — say bye-bye to corn starch, gelatin and artificial flavours. Instead Greek yogurt offers unparalleled firmness, a short list of ingredients, an unbeatable calorie/protein ratio, incredible flavour and a "back to the basics" halo. This new class of products also includes tender, juicy poultry that has undergone minimal salting, products preserved through the cold pasteurization process High Pressure Processing, vegetable proteins extracted through new processes, and exciting tastes created from natural flavours and spices. These products have "intrinsic" qualities, associated with products in their classes that offer simple claims of nutritional quality related to their composition. This is where both mainstream and premium products are heading.

Navigating the apparent complexity and the absence of engaging marketing language about functional foods, consumers tend to veer towards what they trust, towards simplicity, and relying on the old saying: When in doubt, abstain! This approach carries the daunting challenge of reviewing how food products are formulated, a complex puzzle to say the least. ●

Louis Giguère, M.Sc., is senior director at Enzyme, Food & Health Marketing Agency. Contact him at LGiguere@enzyme.ca



On the Market

Danone's two-per-cent fat plain Greek yogurt features three simple ingredients: milk, cream and active bacterial culture.

Company: Danone **Country:** Canada



These organic essential oil crystals are natural flavours designed for cooking.

Company: Florisens **Country:** France



This line of organic breakfast cereals offers all the "intrinsic" nutritional benefits of simple ingredients, without the use of complex health claims.

Company: Nature's Path **Country:** Canada

With only two ingredients, these sodium-free organic sweet potato chips bring the pleasure of eating back to basics.

Company: Nicolas Dusfour **Country:** France



Canned nutrition

A study from Oregon State University has found that canned peaches are as nutritious as fresh ones. In fact, the team of researchers behind the study, says NPR.org, found that in some cases the canned peaches “pack more of a nutritional punch.” For instance, researchers found almost four times more vitamin C in canned than fresh peaches. Canned peaches also had comparable levels of vitamin E and more folate than fresh ones. Christine Bruhn, a food scientist at the University of California, Davis, told NPR.org that the “canning process opens the cell walls of the fruit’s flesh, and it makes nutrients such as vitamin A more readily available to our body.” The key is choosing canned peaches that are packed in their own juices, not in a syrup.



SUPPLIER NEWS

- > **BNEO**, a provider of ingredients for food manufacturers, says a recent study proves that the use of its Orafit Synergy1 (oligofructose-enriched inulin) in infant formula is safe, well-tolerated and shows a prebiotic effect in infants during the first four months after birth.
- > The Packaging Machinery Manufacturers Institute is now **PMMI: The Association for Packaging and Processing Technologies**. The association launched the new descriptor and a new logo in May.
- > **MOCON Inc.**, a manufacturer of package integrity instrumentation, has created four global business units. The units and their headquarters are: Permeation (Minneapolis), Package Testing (Ringsted, Denmark), Industrial Analyzers (Lyons, Colo.) and Microbial Detection (Minneapolis).
- > The DuPont Packaging Innovation Awards have recognized **Amtcor** for its

leadership in delivering innovation excellence for more than 25 years. Amtcor also won the Diamond and Silver awards for packaging innovation.

> **David Michael & Co.**, a manufacturer of flavours, natural colours and stabilizers, has signed a distribution agreement with **Acacia Special Chemicals**. Acacia will now be the company’s distribution partner in Sub Saharan Africa.

> U.K.-based **Tate & Lyle PLC**, a provider of specialty food ingredients and solutions, has acquired **Bivelop**, a Swedish manufacturer of oat beta glucan.

> **Archer Daniels Midland Company (ADM)** has opened a soybean processing facility in Villeta, Paraguay, creating 160 new jobs.

> **Cargill Inc.** has started construction on its cocoa processing plant in Gresik, Indonesia. The facility is the company’s first cocoa processing plant in Asia.



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Market Outlook

By Larry Martin

There is more clarity in the grain markets than has been seen for a while.

There is a very large crop of soybeans and corn in South America, and planting progress is good in the U.S., with better soil moisture, but with patches of drought left. Many forecasters are adjusting their estimates of production upward for a number of major countries, especially Canada. India is a current exception, but there seems little risk of shortages of grains.

The U.S. remains tight on soybean stocks and is importing from Brazil to make soybean meal, but there is plenty of oil out there. With normal to good weather for the summer there should be no supply problem, but stocks are tight enough that a sudden negative turn in the weather could send prices soaring. This is why we try to chart points that indicate where to protect in case of a reversal of the trend.

The factor that grain markets overlook is export demand. It's unstable and unable to be forecast. It appears to be insipid for North American product recently, but we need to remember that the U.S. had a terrible crop last year and Brazil just had a record month of soybean exports, so somebody's buying. So, a little good economic news can affect demand, or a little poor weather in China can have huge significance. If the underlying supply and demand parameters remain as they seem now, we will likely see grain markets continue to skid. But be alert in your risk management strategy for a reversal.

Speaking of good economic news, the U.S. is spitting out some good numbers on employment, the stock market, corporate profits and a recovering housing market. Republicans, of course, say this is despite Obama. We would suggest it's despite all of them. This is driving oil up and the loonie down as the world is regaining some trust in the greenback. We are cautiously optimistic that these trends will continue, hence the suggestion to protect against a declining Canadian dollar. And can interest rates be far behind? 🍀

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

Grain futures moved sideways during the last month as the market tried to assess the size of New World crops and import demand. It appears they are beginning to find direction. Similarly, energy prices moved sideways in reflection of a continued sluggish world economy.

- » **Grains and Soybean oil** – Although estimates continue to vary, it's clear that South America has a very large crop of soybeans and corn. Brazil set a record for exports in April and, although Argentine farmers are holding soy as a hedge against another round of inflation, they will turn them loose eventually. After considerable hand wringing in the U.S. about crops being planted late because of cold wet weather, planting progress was at a record pace the third week of May and the soil moisture is making crops grow (funny how that works). Corn and wheat prices are under pressure, as is new crop soybeans. Old crop soybeans are holding up because of tight supplies and strong demand for soybean meal.
- » **Corn** – July futures traded in a tight sideways channel between \$6.19 and \$6.69 (currently \$6.38) after the USDA's huge stocks adjustment in March. Meanwhile, the new crop December contract is making new lows. So, a large potential new crop is pushing price down, still low old crop stocks are pushing up and export demand is not clear. There is very strong resistance above \$6.79. Buyers should protect above it.
- » **Soy oil** – While short stocks of soybeans result in rising soybean meal prices, the market has no shortage of oil, especially palm. After trading between \$0.483 and \$0.532 cents since last September, the August contract tested the lows and got down to \$0.4797, but couldn't go lower. We continue to suggest that buyers buy the bottom and cover against the top. This remains a major support plane.
- » **Wheat** – December Chicago wheat futures dropped to \$6.69 following the March USDA fiasco, rallied back to the \$7.20 to \$7.30 area and dropped again to the current \$6.80. We would buy just above \$6.70 with futures and use tight stops or buy \$7 calls.
- » **Sugar** – Sugar continues to join the grain markets in trending downward. Continued strong supply in several major countries is feeding the downtrend. The July contract continues to make new three-year lows and is now at \$0.1675. We would continue to buy hand to mouth but protect against either \$0.1725 or the \$0.18 area.
- » **Natural gas** – As suggested last month, the natural gas market finally did a turnaround after three-and-a-half years of trending downward. Extra demand from the extended cold weather into April is the immediate reason for the turn. That demand has abated and so have prices. July futures found resistance at \$0.045 before backing off slightly. We have suggested for three months that buyers should price ahead. If you did it with futures, we would hold to \$0.05, but protect above it.
- » **Crude Oil** – As we expected, crude oil futures rallied back \$10/bbl to the current \$97.50. If you bought around the \$88 mark, this is a good place to take profits. There is considerable resistance around \$100 and we would be protected there with calls, but be prepared to buy again on the next reaction downward.
- » **Canadian dollar** – The loonie, for once, is not tracking oil prices. Oil rallied and the loonie dove from \$0.99 to the current \$0.971 with recent lows under \$0.97. There is some technical support at \$0.9631. We have suggested that buyers short the loonie. If you did, we would take profit below \$0.968, but be covered again below \$0.9631.



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Food inspection modernization — round II

By Ron Wasik

The Canadian Food Inspection Agency (CFIA) published “The Revised Draft Improved Food Inspection Model” on its website on March 28, a little over six months after the agency released the first draft last September. This second draft provides much more detail in many but not all areas of interest to the industry. It also provides a much stronger case for a modernized inspection program than was made in the first draft.

Industry feedback on the first draft asked the CFIA for more details; stressed the need for the CFIA to provide adequate training and guidance to inspectors; emphasized the need to transition slowly to the new regulations; recommended that the final program be open and transparent; and suggested that the agency needs to work openly as well as closely with industry in modernizing Canada’s food inspection program to achieve success for all. The second draft has addressed some, but not all, of these concerns.

Added information

• **Oversight** – The first draft pointed out that the new program will use the

level of risk and compliance to determine the level of oversight. This latest draft makes it clear that the level of oversight will also evolve with science and global developments. So regulations will continuously change to address emerging food safety concerns, to incorporate best food safety practices, and to react to global food safety crises (real and frequently political).

• **Outcomes** – The second draft describes in broad terms what outcomes are to be achieved by adopting a modernized food inspection program. The specifics of how to achieve these performance outcomes is up to industry. However, all of these measures must be validated, verified and monitored in a manner acceptable to the CFIA. Once the new program is in place, the agency will benchmark and trend the outcomes in a number of areas, such as

Regulations will continuously change to address emerging food safety concerns.

overall compliance and the number and nature of food safety occurrences.

• **System performance** – This latest draft proposes to measure the consistency and quality of program execution at ground level, the effectiveness of the infrastructure-supporting program and to assess compliance as well as the number and nature of food safety outbreaks.

• **Licensing** – The new draft clarifies the rules of engagement and expands the options available to those needing licenses. Applications can be made for each physical location, for a number of physical locations or by activity. Applicants should carefully evaluate which option provides them with the most flexibility.

There are also many operations that will not require a license. Primary producers such as farmers will be exempt

for now, but may be required to have licenses in the future. Retailers, transporters and processors not shipping outside of their province are also exempt.

• **Preventative controls** – This draft elaborates on what the CFIA expects in the form of food safety programs and lists eight required “elements” that most applicants will need to have in place to qualify for a license. Established food processors will have all of these requirements in place today, while most importers will not. However, importers that do no processing or packaging of low-risk goods will only be required to produce records of the exporter’s processes and their own validated traceability, recall and complaint management programs.

What details are missing?

• **Inspector training** – Although this draft provides CFIA inspectors with several proposed protocols to use when onsite for a number of inspection scenarios, there are no details of the training inspectors are to receive to ensure that the protocols are carried out in a competent, professional and unbiased manner.

• **CFIA’s expanded portfolio** – There are five activities that are classified as “redesign in business function or new delivery mechanisms” which the CFIA will undertake. These are risk oversight, licensing, centres of expertise, border control and integrity and redress. No details are provided as to how the agency will staff these functions and where the funding will come from.

This latest draft is a significant step forward. I applaud all who participate in this process and I encourage everyone in industry and government to continue working hard toward developing a modernized food inspection program. ●

Ron Wasik, PhD, MBA, is president of RJW Consulting Canada Ltd., www.rjwconsultingcanada.com



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Can't cut the mustard — it's everywhere

By Ronald Doering

Since Canada's new food allergen labelling regulations came into force on Aug. 4, 2012, the most common category of recalls has been undeclared mustard. There have been eight national voluntary Class 1 product recalls on a broad range of products, including kosher frankfurters, macaroni and potato salad, pizzas, barbecue kabobs, various wiener products and, just this month, another frozen pizza product.

Why are we seeing so many mustard recalls? Mustard is now one of the 10 priority food allergens that must be declared in the ingredient list or have a clear statement that begins with "Contains..." on their labels. Even under the old rules, mustard had to be listed if it were a primary ingredient, but now, under the new rules, priority allergens must be listed even if they are merely a component of an ingredient. This long overdue reform corrects past situations in which manufacturers didn't need to disclose the presence of an allergen if it were contained within what they listed as spices, flavourings or seasonings. Mustard is widely used in most salad

dressings, barbecue sauces, vinaigrettes, curries, pickles and processed meats. Manufacturers of these products will now have to change their labels so the mustard-allergic consumer can finally know of the mustard's presence. As Marilyn Allen, a consultant on the issues of allergies and anaphylaxis for Anaphylaxis Canada, has noted, until these new regulations were brought into operation the presence of mustard was "very, very difficult to ferret out" in literally hundreds of food products.

The new rules will not be as problematic for food manufacturers that have been exporting to Europe, as mustard has been a prioritized allergen for food labelling there for many years. For others, complying with the new labelling rules is proving to be quite a challenge. Often suppliers of prepared soups, sauces, gravies and spice combinations have not even disclosed the various ingredients to the food manufacturer.

Mustard is probably the world's most common condiment. An ancient food, it was the Romans who introduced prepared mustard by grinding the seeds and adding wine to create a paste that is very similar to modern mustard. French monks at Dijon refined the process for creating prepared mustard, and by the 17th century Dijon became the mustard centre of the world. It was also there in 1777 that a M. Grey arranged funding from a M. Poupon to allow him to expand the production of his mustard processing facility, solidifying Dijon as the mustard capital of the world. It was not until 1904, at the St. Louis World's Fair, that R.T. French added turmeric and introduced bright yellow mustard as a condiment for that other new American invention — the hot dog.



Most Canadians would be surprised to learn that we are the largest mustard seed producer in the world. The Canadian

Grain Commission establishes and maintains quality standards for mustard seed under Section 5 of the *Canada Grain Regulations*, allowing it to be traded around the world with the highest reputation for quality. Nearly all those famous British and French mustards are made with Canadian mustard. This is another Western Canadian agricultural success story that deserves to be better known, just as we should all know that Canada, in just a few years, went from nowhere to being the largest producer of lentils in the world, thanks to the genius of our agricultural scientists and our highly innovative and efficient Western Canadian farmers.

Because mustard belongs to the *Brassica* family, and canola oil can be made from both rapeseed (*Brassica Napus* and *Brassica Rapa*) and mustard seed (*Brassica Juncea*), the question has arisen whether canola oil should be considered a risk for people with a mustard allergy, and allergen labelling required. Health Canada has announced that because the oil has been highly refined, it does not contain appreciable amounts of the protein that could cause an allergic reaction.

Because mustard is so widely used in spice preparations, flavourings and sauces, we are likely to see many more recalls until food manufacturers get better organized to meet the new labelling rules. 🍷

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

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In the mood for something different

By Gary Gnirss

April showers bring May flowers. This May the Canadian Food Inspection Agency (CFIA) did a bit of pruning in its own garden, cutting out the pre-market registration of labels and recipes (formula and processing procedures) for meat and domestic processed fruit and vegetable products subject to the *Processed Products Regulations*. This took effect May 1. Amendments to *Meat Inspection Regulations 1990* and the *Processed Products Regulations* were registered April 24, and the amended regulations were published May 8.

In past years there have been several attempts to do away with label registrations, and each time that activity was saved at the last moment. This time was obviously different. There is a reshaping happening with the CFIA's inspection model. This change would have eventually come about with the CFIA's inspection modernization and the repeal of the *Meat Inspection Act* and the *Canada Agricultural Products Act*, which are in the direct weed whacker path of the *Safe Foods for Canadians Act*.

This remodelling was also specifically

targeted by the federal government's "Red Tape Reduction Action Plan," which started to take shape in 2011 and for which a final report was issued in October 2012. This is a broad based plan affecting not only the CFIA, but all other federal sectors of responsibility as well. It builds on the "Cabinet Directive on Streamlining Regulation," introduced in 2007, by placing further agency responsibility on streamlining regulations and on how these agencies may better relate to stakeholders and deliver services. It is a very bold plan.

The specific recommendations of the "Red Tape Reduction Action Plan" related to the CFIA were to: improve

There is a reshaping happening with the CFIA's inspection model.

the agency's performance; reduce compliance burden; improve coordination with other regulators; improve transparency and predictability; and improve service responsiveness. One small step has already been taken — the elimination of label registrations. The plan also expects the CFIA to work more closely with other federal agencies and the province. Greater streamlining of meat hygiene requirements, as well as recognizing dairy equivalency with provinces, is another focus. In addition, the CFIA is expected to work with U.S. authorities to develop sanitary standards for dairy products.

Regulatory simplification is another key feature of the agenda. This not only involves regulatory reform, but the provision of consistent interpretations and guidance. The latter has been a struggle for the CFIA. Simplifying the underlying regulations might just help everyone in that regard.

One of the more fascinating concepts of the plan is the "One for One" rule. In simple terms this rule means that when an agency (regulators) introduces new regulations that create administrative burdens on business, it will need to offset those burdens by removing others. To ensure the "One for One" rule is respected, the government will pin bonuses for senior government officials to compliance with the rule. Extra bonuses might be available where reductions beyond the "One for One" rule are implemented.

So now that label registrations are history, how will this affect food safety? While for years the CFIA has touted label registration as an important part of food safety, it now says safety is not affected. The truth is that if this was a safety issue, all labels should have been registered. The lack of effectiveness of label registrations in view of food safety was finally realized, and as a result no longer had a contemporary purpose.

Now industry is responsible for the compliance of their labelling. The truth is that this was always the case. A label registration was never an official approval of a label — that has and remains the responsibility of industry. The only big difference is that companies now have no affirmation that they are on the right track of compliance. That rests now on their sole expertise. The CFIA will expect labels to be compliant and will use the appropriate enforcement where non-compliance occurs.

This is the first of many changes that will be coming over the next few years. There is more pruning, seed planting and, of course, bonuses up for grabs. ♣

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



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What's on the outside counts: packaging for millennials

By Suley Muratoglu

Due to shifting demographics the millennial generation has become a valuable segment of the population for food manufacturers as a growing consumer base for packaged goods. Given their sheer numbers it is critical for manufacturers to understand the needs, wants and mindset of these consumers.

Understanding the attitudes and lifestyle habits of millennials is an important first step to developing products that will inspire brand and product loyalty among the generation.

In numbers, millennials represent 25 per cent of Canadians. Demographically represented by young adults who are 16 to 34 years old, this group has surpassed Generation X at seven million and, according to Statistics Canada, is second in size to the almost 10 million baby boomers. The millennial generation is now a large portion of the market and manufacturers need to appeal to their attitudes and habits.

The millennial generation is radically

different from the preceding one, distinguished by their online proficiency, unprecedented diversity and high levels of education. They are marketing savvy, environmentally conscious and socially empowered consumers who express their opinions with ease and immediacy. They like, share, tweet and post their thoughts on a regular basis and are changing the way we shop, spend and communicate.

A changing marketplace

As a result, food manufacturers need to offer products that satisfy the generation's unique attitudes towards food, health and the environment. New packaging formats can be the perfect vehicle for that. Research shows that traditional packaging designs do

Millennials believe they consume healthier, more natural and less processed foods than their parents, and so look for packaging that keeps their food fresh without preservatives.

not always fit with "the millennial lifestyle and this generation's unique attitudes towards food, health and the environment," notes market research firm Brand Amplitude. Millennials believe they consume healthier, more natural and less processed foods than their parents, and so look for packaging that keeps their food fresh and that protects food without preservatives.

Convenience is also key for millennials. Sixty-five per cent of Canadians between the ages of 20 and 39 report drinking while walking or driving, or eating on-the-go at least once a week. This trend among millennials has driven Canada to sixth worldwide



in terms of on-the-go consumption, according to Roper Reports Worldwide. As a result, millennials use convenience foods that require little preparation and come in packaging that has become mobile, smaller and lighter to help meet their needs. For example, Brand Amplitude found that more millennials would choose soup in cartons over traditional packaging for a variety of reasons, including portability, storability, pourability and environmental benefits.

By listening to the millennial market and observing their behaviours, food producers can drive sales further by delivering food in packaging solutions that are free of preservatives, easy to use, portable and minimize environmental impact. ♡

Suley Muratoglu is vice-president of Marketing and Product Management for Tetra Pak, U.S. and Canada. Contact him at Suley.Muratoglu@tetrapak.com

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Getting better *with age*

Functional foods and beverages may be the answer to chronic health issues for Canada's older population

BY NATALIE CAJIC

Statistics Canada reported last year that the median age of the Canadian population was 40 years, an increase of 6.4 years from 20 years ago. It's no shock that the bulk of the population continues to age, but what is surprising is the fact that the number of seniors is fast approaching the number of children.

An aging population changes the health status of Canadians as age escalates the risk of chronic disease. Major age-related chronic diseases like cancer, cardiovascular disease, and type 2 diabetes are increasing, according to various health organizations. Other conditions such as arthritis/rheumatism, cataracts, glaucoma, dementia and osteoporosis are on the rise too. While these age-related diseases and conditions will add strain to an already burdened health care system, there are a number of different approaches to the issue, one of which is functional foods.

Line of attack

Prof. Alison Duncan of the Department of Human Health and Nutritional Sciences at the University of Guelph, says functional foods have a lot of potential as a strategy to help optimize health. "It is exciting to consider our food choices as an opportunity to contribute to lifelong health," she says. Duncan and a team of researchers created a toolkit that helps dietitians communicate information about functional foods to older adults, a group that is fast becoming the primary clients of these health professionals. Launched in January, the toolkit is available on the Agri-Food for Healthy Aging's website (aha.the-ria.ca).

Food processors have a great opportunity to create innovative products that target the age-related concerns of older adults. In fact, healthy aging is a key product trend for 2013 and beyond, according to research firm Innova Market Insights. "Health optimization has become *pg.34* ➔

→ from pg.33

an increasing focus for an aging population,” states a recent Innova media release, “primarily driven by a rising consumer understanding of the role of a healthy diet in extending the active years.”

The time is now

Opportunities for innovative products that speak to the older adult have never been more favourable. The amendments to the *Food and Drugs Act* in 2012 have reduced the amount of red tape and hurdle-jumping food and beverage manufacturers must go through, making for a more efficient and flexible food regulatory system. More regulatory changes are expected in the next year, particularly in the area of fortification, as Health Canada is anticipated to review current standards around vitamins, minerals and amino acids.

From small start-ups to multinational enterprises, Canadian processors are responding to the changing marketplace and pioneering new functional food and drinks. Blu-Dot Beverage Company Inc. in Oakville, Ont. is one such company. Since launching Protein Tea last fall, Blu-Dot has had tremendous success in a short period of time, with distribution expected in the grocery channel across the country this year. Kevin Stratton, Blu-Dot president and CEO, says his inspiration was a gap in the marketplace, coupled with his interest in health and fitness. “I was always perplexed that there was this wide assortment of products in the functional food space, but nobody had really crossed the chasm of a protein drink from the sports



nutrition world into the everyday health and wellness realm,” he says.

While Stratton initially thought his target market was the 30-plus female health enthusiast, he says Protein Tea has resonated with a wider audience, from teens looking for a healthier alternative to sugary sports nutrition drinks, to elderly customers looking at alternatives to meal replacement

beverages. Blu-Dot Protein Teas are currently available in five flavours and two different sweetener types, organic cane juice or stevia. Each 473-mL bottle contains 12 g of protein and six grams of fibre from chicory root inulin.

Rougemont, Que.-based A. Lassonde Inc. has a long history of innovation that has won the fruit and vegetable juice and drink company many accolades. Most recently, the company’s Oasis Smoothie Strawberry-Banana and Tropical Mango flavours won top awards for the juice category in the 2013 Product of the Year Canada competition.

When Health Canada gave the green light in 2010 for food companies to fortify certain foods with plant sterols, A. Lassonde developed Oasis Health Break CholestPrevent. Plant sterols can help reduce or lower cholesterol, as high cholesterol is a risk factor for heart disease. The innovative product garnered a prize at the 2011 Canadian Grand Prix New Product Awards, a program that celebrates new products in 26 food, non-food and private-label categories.

On the food side, Kitchener, Ont.-based Dare Foods Ltd. recently launched a snack option packed with whole grains that it calls a cracker chip. Health Canada recommends Canadians eat at least half their grain products as whole grains. Breton Popped! contains 10 g of whole grains in a serving of 18 cracker chips. In addition to the whole grain corn and wheat, the cracker chips contain a blend of super grains, including amaranth, barley, buckwheat and millet.

Room for new categories

While Canadian processors are creating innovative functional foods for a broad audience, there is a clear opportunity to move into new categories, specifically those that target healthy aging.





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Innova Market Insights monitored the top five health claims for functional foods and drinks marketed to older consumers and found them centred on digestive/gut health, energy/alertness, heart health and immune health. However, chief editor Robin Wyers suggests that there are other more specific concerns that are often overlooked, including brain and cognitive function, bone, joint, skin and eye health.



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In addition, there are ingredients that may be beneficial for certain conditions that are not currently being capitalized. For example, omega-3 fatty acids feature strongly for brain and cognitive health, Wyers says, but what about B vitamins, Coenzyme Q10 (CoQ10), ginkgo biloba, polyphenols, acetyl L-carnitine and green tea? There's also room for better communication with consumers. Marketing messages — where allowed — make few specific references to aging, he says, noting that labelling of ingredients simply highlights their use and relies on consumer awareness of the benefits.

Canadian researchers continue to make breakthroughs in developing and manufacturing healthy ingredients, such as soluble fibre from oats, barley and pulses; omega-3 fatty acids from fish and flax oil; unsaturated fatty acids from canola oil; plant sterols and stanols from vegetable oils; and protein from soy. With that research as a basis, processors will increasingly have the ability to reach out to an aging demographic looking for health optimization. ●



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Plugged *in* marketing to millennials

Millennials
will purchase
food online

Move over baby boomers, moms and dads may still be the target for food companies, but millennials have a huge influence over what they buy

BY DEANNA ROSOLEN

If you read anything at all about millennials, they're a complex bunch. That's why food processing companies and food marketers may find it daunting trying to reach this group — it's like trying to hit a moving target.

This is a demographic that is completely plugged into every trendy device and all facets of social media, but they likely won't notice an online banner ad. They watch TV, but they don't want ads that just sell to them. They want marketing that is meaningful and engaging, unique and entertaining, even interactive. In order to learn about what they need and want, you must be online, listening intently, but also respecting their privacy. If you want to reach them, you have to do it on their terms. And that means researching where your target audience lives and breathes online, then figuring out which social media tool works best for your product.

There's no doubt about it, millennials are changing the marketing landscape, something that is affecting the food processing industry, too.

Who are they?

Millennials, also known as Generation Y, are born between 1980 and 2000, but today are often categorized as people between the ages of 18 and 34. Robert Carter, executive director of Foodservice at NPD Group in Toronto, says they're "highly educated, highly connected and technologically savvy consumers."

Millennials are used to instant gratification based on the access they have to technology. And they have short attention spans. In fact, Carter calls them a group with multiple personalities: they have a real world personality and an online one. So there are different behavioural traits to be aware of when you're trying to target them. Millennials also document everything with their mobile devices — including events around them and the foods they eat. They love to snack and want bold and exotic flavours, says Euromonitor International. [pg. 40](#) ➔

48%

of millennials like to try new kinds of ethnic cuisines and anything new and different



Millennials buy
only 41% of their
food at traditional
grocery stores

Corporate social responsibility is important to millennials, and they read labels and care about what goes into their bodies. So to succeed with this group, brands need to be open and transparent. Carter adds that this group tends to get married later in life and live at home with their parents in the meantime. They are strongly influenced by their peers and technology and make many decisions based on these. But they're also strong influencers.

Jeff Fromm, executive vice-president at Kansas, Mo.-based advertising agency Barkley, and co-author of *Marketing to Millennials*, says this is a demographic that influences purchasing decisions. And at home that means the decisions their parents make. When it comes to any household or family purchase, "they have a big voice. And they have a desire to influence other generations, which is new. We haven't seen this before. They're just really big on pure information and on sharing it."

According to Fromm, in the U.S. 21 per cent of consumers' discretionary purchasing power is "contained by millennials, at about US\$1.3 trillion." That doesn't include the purchasing they have a direct influence over. There are about 84 million millennials south of the border, while in Canada this group represents approximately nine million Canadians, or more than 25 per cent of Canada's population. Millennials and their children will represent more than 50 per cent of the Canadian population in five years.

Those are massive numbers, and a huge amount of spending power to tap into. Some food companies have done it. The question is, how?

35%

of meals consumed
by millennials are
really snacks

Millennials identify less
with brands, unless a
brand enhances their
own image



Customized and on the go

Campbell's looked at millennials' interest in new packaging and adventurous flavours, says Brand Amplitude, and developed Go Soup, a line of pouch-packaged soup. Martin Predd of Brand Amplitude writes that the packaging has more advantages over cans, including graphics, microwaveability and portability. Companies producing soups and other foods in cartons are experiencing growth, says Predd, because they are portable, resealable and recyclable, and many millennials perceive the products to be healthier and fresher.

PepsiCo Canada realized that millennials love its Doritos products. Adam Day, Doritos Marketing manager, says the company runs millennial focus groups regularly and ensures that the demographic is included in all product testing. PepsiCo also runs marketing programs that are close to millennials' "passion points, such as gaming, including our large-scale Halo 4 campaign in 2012," says Day.

General Mills Canada is launching Nature Valley Protein Bars this year. Catherine Jackson, director of Corporate Communications, says Nature Valley "is a product appropriate for this target market. It's single offering, they can throw it into their purse or car or desk." Jackson adds that protein is a key word for millennials. It speaks to their interest in health, wellness and working out.

Jackson also notes that millennials have grown up with many of General Mills' brands, including Nature Valley. So for the company it's been about reconnecting millennials with brands they enjoyed as young children. For example, an ad the company is currently running shows a young professional going into a cafeteria and rediscovering Lucky Charms cereal.



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Marketing to millennials



At Kraft Foods Canada, the Mio brand has been a huge hit with millennial men, says Kristi Murl, director of Cold Beverages. Murl says it appeals to men because the packaging is small and portable and they can use how much they like, so it's customizable. To support the brand Kraft created an interactive ad for YouTube, to complement a TV ad. "People didn't just want to see it one time on TV," says Murl. "So lots of people were seeking it out online." Using YouTube stats the company discovered that their viewers were men within the 18-to-34-age range, the company's target market. "We know these men drink water, they like to change things up, they love customization. So really it was a huge opportunity to stand out. That's what really resonated with them," says Murl. This year the company launched Mio Sport and new Mio flavours, as well as launching a liquid version of Crystal Light.

Four in 10
millennials snack
more than once
per day

A new era

These food processing companies and many others are taking their cues from their consumers, a trend that the millennial demographic is helping to establish.

Doug Stephens, founder of Retail Prophet and the author of *Retail Revival: Re-imagining Business for the New Era of Consumerism*, says the baby boomers shaped the retail and food industry we have today. But that era is coming to an end. Millennials know cultural diversity and ethnic foods, they want convenience, small portions and brands they can feel good about. They want to know what's in their food. In fact, Stephens says millennials will photograph an ingredient list and use an app to interpret it. But most of all millennials are forcing food companies to re-evaluate their products and strategies. "It's incumbent now on all brands to go back to the drawing board and say, 'Why do we exist again? What's the fundamental purpose of our brand and why should anyone care about us?'" says Stephens. "If we can figure that out, it makes a very clear statement to this generation." ●

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The skinny

Canada's food industry has made good progress with reducing "**bad fats**," but still has room for improvement

on healthier fats and oils

BY TREENA HEIN

Most of us in the food industry will recall the creation of the Trans Fat Task Force in 2006, co-chaired by Health Canada and the Canadian Heart and Stroke Foundation. The task force recommended that trans fats be limited to five per cent or less of total fat in all products sold to Canadian consumers — two per cent for margarines and spreads. To ensure that industry made adequate progress in meeting these recommendations, Health Canada set up a Trans Fat Monitor Program (TFMP). It also created plans to impose regulations on industry in 2009, but backed off due to the progress being made, and noted in early 2012 that three-quarters of pre-packaged foods under review met trans fat reduction targets.

According to Health Canada, the estimated trans fat intake of average Canadians is now less than 1.42 per cent of total calories consumed, which is close to the World Health Organization (WHO) recommendation of one per cent. Researchers reported in the April 2013 issue of the *Bulletin of the World Health Organization* that for most food products available in North America — but not baked goods or popcorn — trans fats have been replaced by mono- and polyunsaturated fats. Total fat levels have tended to remain the same.

These changes are some of the many factors that have contributed to a 40-per-cent decrease in heart disease and stroke-related deaths over the last decade, notes Carol Dombrow, a dietitian

with the Heart and Stroke Foundation of Canada. “The biggest factors are improvements in detection of problems, control of blood pressure, advances in diagnosis and treatment. Things like less smoking and more exercise also play a role, as does healthier eating.”

Even so, Carol Culhane believes we should be seeing much better results. “Levels of trans fats in some foods are still too high,” notes the owner of Toronto-based consulting firm International Food Focus Ltd. “Total calorie intake is also a factor in overall health and obesity, and further government and industry action into further reducing trans fat and saturated fat levels in food is needed. Saturated fat has not received the attention it needs.”

Health Canada does not seem concerned, stating that Canada is estimated to have already achieved an average saturated fat intake close to 10 per cent of total calories consumed — the WHO target. And for its part, the Heart and Stroke Foundation of Canada says the focus of its current recommendations to the food industry is on reducing trans fat and sodium before saturated fat. However, saturated fat remains a risk factor in heart disease and stroke, and many studies suggest that saturated fat also negatively affects brain health. For example, results of a multi-year study on 6,000 women age 65 and over, recently published in the journal *Annals of Neurology*, show that those who consume more saturated fat scored worse on cognitive function tests than those who ate less of it.

According to Health Canada, the estimated trans fat intake of average Canadians is now less than **1.42 per cent** of total calories consumed.

New oils to the rescue


The good news is that it is getting easier for food producers to reduce both trans fats and saturated fats. The use of sunflower oil — trans-fat free, not genetically modified, and possessing a longer shelf life than most oils — has expanded to a wide array of snack applications, says John Sandbakken, executive director of the U.S.-based National Sunflower Association. “Sunflower oil has a lower saturated fat content (nine per cent) than many other oils, and is classified by Health Canada as ‘low in saturated fat,’” he notes.

High oleic sunflower oil contains a high percentage of monounsaturated fat, which Sandbakken says may reduce the risk of heart disease and obesity.

Indeed, Dow AgroSciences, the maker of Omega-9 canola oil, is working on a sunflower oil that will qualify for the U.S. Federal Drug Administration (FDA) zero saturated fat claim. Dow’s grains and oils commercial leader David Dzisiak says it will hit the market within a couple of years. “It will be ideal for high-fat content products, such as cooking oil, salad dressings and mayonnaise,” he says, “the first oil that will allow manufacturers to offer products with zero trans fat and zero saturated fat.”

Dzisiak says there is also interest in creating zero-saturated fat canola oil. “Use of canola oil in North America has gone up 100 per cent in the last five years as hydrogenated oils are being phased out,” he notes. “Our Omega-9 canola oil contains a high level of monounsaturated fat and is trans-fat free. It’s cost-effective, highly stable for freshness and provides good taste, meeting the needs of a large spectrum of the food industry.” Dow’s Omega-9 oil is sometimes blended with palm oil, allowing food companies to reduce product saturated fat content by up to 50 per cent.

Omega-9 canola oil replaced quantities of corn, sunflower and low linoleic soybean oil in PepsiCo Canada’s Lay’s potato chips in early 2010, and many of its corn snack products in early




Results of a multi-year study on **6,000 women** age **65 and over**, recently published in the journal *Annals of Neurology*, show that those who consume more saturated fat scored worse on cognitive function tests than those who ate less of it.

2011. “A lot of other packaged food companies across North America have also switched to Omega-9,” Dzisiak says. “And foodservice companies such as Kentucky Fried Chicken, Red Lobster and Olive Garden have also done so.” High oleic Omega-9 canola oil offers additional benefits, such as a higher smoke

point and longer fry life. Viterra recently launched verraUltra9 canola oil, which is the first non-GMO (genetically modified) omega-9 canola oil in North America. It also offers an extended fry life and shelf life.

Seed and oil company Cargill developed Clear Valley 65 High Oleic Canola Oil and Clear Valley 75 High Oleic Canola Oil in the early 1990s. “Cargill’s Clear Valley CV65 is primarily used as frying oil in foodservice operations delivering high stability and a clean

taste,” says Rick Wiebe, Cargill’s specialty seeds and oils marketing manager. The company has since developed Clear Valley 80 High Oleic Canola Oil, which it says has the highest oleic acid content and stability of any high oleic canola oil. Recently, Cargill partnered with BASF Plant Science to develop a new canola oil with EPA and DHA omega-3 polyunsaturated fatty acids. Cargill says this oil will be available for use in food products by the end of the decade. ●



“Use of canola oil in **North America** has gone **up 100 per cent** in the last **five years.**”

RESEARCH CHEFS IN CANADA



News > file

Community cooking

Last month Longueuil, Que.-based Ultima Foods launched its “iögo, supporting goodness” campaign in support of Community Kitchens and Community Food Centres Canada (CFCC). The initiative is aimed at helping consumers discover the essential role these kitchens play in their communities.

The Community Food Centre model was developed at The Stop Community Food Centre in Toronto. While the CFCC offers resources and ideas to partner organizations across the country to help them establish Community Food Centres, the centres themselves offer low-income consumers healthy meals, a food bank, cooking classes, gardens and food markets. Together their goal is to reduce hunger and social isolation, while

improving health and creating social change.

“We believe that eating well should be within everyone’s reach,” says Gerry Doutre, president and CEO of Ultima Foods. “This is why we are proud to support the mission of community kitchens, which foster learning and encourage independence when it comes to daily nourishment.”

Through the program Ultima, makers of the iögo yogurt brand, will contribute funding and products to The Stop in Toronto, two community kitchens in Quebec, and CFCC start-up kitchens in Calgary and Halifax. A share of proceeds from the sale of the iögo cookbook through



Celebrating the launch of the “iögo, supporting goodness” program: (left to right) Gerry Doutre, president and CEO, Ultima Foods; Rachel Gray, executive director, The Stop Community Food Centre; Scott MacNeil, chef/kitchen co-ordinator, The Stop; Nick Saul, president and CEO, Community Food Centres of Canada; and chef Lynn Crawford.

www.renaud-bray.com will also go to the community kitchens. In addition, the company is launching a visibility campaign about community kitchens — including advertising spots featuring chef Lynn Crawford — and a corporate volunteer program to encourage employees to take one day off work each year to donate their time to a community kitchen.



IN BRIEF

• **Brenan Madill**, executive sous chef at the Atlantica Hotel Halifax, Seasons by Atlantica restaurant, will represent Canada at the **2013 Concours International des Jeunes Chefs Rôtisseurs Competition** in Istanbul this September. Hosted by La Chaîne des Rôtisseurs, the competition is open to chefs under age 27 from around the world. Each of the young chefs heading to Istanbul have already won regional and national-level competitions in their home countries. During the final competition participants will have four hours to prepare a three-course meal for four people using ingredients presented in a black box.

• NAPSI-certified maple water from this year’s harvest is now available under the SEVA, OVIVA and MAPLE3 brands. NAPSI certification by the **Federation of Quebec**

Maple Syrup Producers, available for national and interna-



tional distributors that meet the requirements, means that the products are certified to be natural, authentic, pure, sterile and integral. With a delicate scent, slightly sweet flavour, and more than 46 essential nutrients, the maple water can be served as a beverage, or used as a recipe ingredient.

• **Allegra Jimenez**, a student at the Culinary Institute of Vancouver Island, was the winner of the **2013 USA Pears “Pear Excellence” Canadian Culinary Student Recipe Competition**. Five student finalists from regional competitions across Canada met in Toronto at George Brown College’s The Chef’s House to prepare their pear recipes before a panel of judges. Jimenez won for her “Perfect Pearing” of savoury cheesecake on puff pastry with poached Bosc pears, pear chips and candied beet salad. The People’s Choice award winner was **Connie McKibbon** of Liaison College Durham, for her dish of Pear and Black Thai Rice Cakes with Pear Sage Pesto. Now in its sixth year, the event is presented by the Pear Bureau Northwest, a non-profit marketing organization that promotes pears grown in Washington and Oregon.





Live Below the Line: challenge completed

Five days worth of groceries for the Live Below the Line campaign.



BY JOHN PLACKO

My last article was about my impending challenge with hunger awareness campaign Live Below the Line — eating and drinking for five days on just \$1.75 a day. This article shares my reflections, learnings and thoughts about having successfully completed the challenge.

Live Below the Line is an innovative, global fundraising initiative that challenges Canadians to Live Below the (Extreme Poverty) Line for five days, April 29 to May 3, 2013. I spent only \$1.75 a day for food and drink, all while raising funds and awareness for the 1.4 billion people who live on this amount for all their needs, every day. Not only did I take the challenge myself, I also had the opportunity to create breakfast, lunch and dinner recipes for the campaign, costing approximately \$0.60 each. They're available at www.livebelowtheline.ca.

We were fortunate enough to gain additional awareness through media coverage, including a CP24 Breakfast Television Live Eye feature at Nella Cucina in Toronto. Every second of air time, every tweet, Facebook post and Instagram photo helped spread the word about the challenge and helped raise funds for this worthwhile cause.

My wife, Judie, and I pooled our \$8.75 budgets for the five-day challenge and with a total of \$17.50 we were able to purchase the following supplies: seven potatoes; eight onions; six eggs; two carrots; two apples; two bananas; one small plain yogurt; chicken stock

powder; rolled oats; dry parsley flakes; cornmeal; rice; lentils; and whole-grain pasta. All but the fresh produce were purchased from Bulk Barn, which allowed us to buy the exact quantity we needed for all five days of the challenge. My total for these items was \$17.02, leaving me just \$0.48 for salt, pepper and cooking oil.

It was challenging to create tasty and filling meals using limited ingredients and without adding items that were already in our pantry. Judie took on the bulk of the cooking during the five-day challenge, as I was busy with the SIAL Canada tradeshow. She created many delicious dishes, given her limited resources, including oatmeal with shredded apple and a bit of yogurt, lentil soup, lentils and rice, and pasta salad with carrot. Another tasty yet filling dish was my frittata with caramelized onion and potato, which can be consumed for both breakfast and lunch. Many of our dishes were seasoned using the onions, chicken stock and parsley flakes. I made sure that I had breakfast before leaving and took my lunch with me each day. Judie ate virtually no protein during this five-day period, as she is unable to consume eggs. In the end, we ate a lot of starch, with very little taste difference from meal to meal, and very little fresh fruit, vegetables and protein.

Two additional lessons I learned during the challenge were: don't sign up to do a three-day trade show where there are thousands of fabulous food products

available to sample, and don't offer to judge a culinary competition. I had to back out of the latter and really should have checked my calendar before agreeing to take on these events.

This campaign began in Australia in 2010, spread to the U.K., the U.S. and then New Zealand. This year marks Live Below the Line's first-ever Canadian campaign. I'm pleased to say that more than \$107,000 has been raised to date, which goes towards the incredible work of the four partner organizations, CUSO International, Spread the Net, RESULTS Canada and Raising the Village. All four Canadian organizations do very different work globally and locally to eradicate global extreme poverty.

What did I miss most? Chocolate and my nightly cup of tea. The trick to stay the course was to drink plenty of water and keep busy so you didn't think about eating. I must say that I thought it would be more difficult than it actually was, but I can tell you that the pizza at midnight on the fifth day never tasted so good.

To learn more about the campaign, visit www.livebelowtheline.ca, or follow on Twitter at @LBLECA. 🍎

John Placko is owner of the Modern Culinary Academy in Toronto. Contact him at johneplacko@gmail.com, or visit www.ModernCA.ca

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College applied research capacity — *a hidden gem*

BY WINNIE CHIU

Canada's companies, particularly small and medium size enterprises (SMEs), face challenges constantly to compete in established markets and emerging strong international rivalry. The need for innovation in new products, services and incremental improvements in processes, while deemed as a competitive edge, is often put on the back burner due to lack of resources.

The Food Innovation and Research Studio (FIRSt) is a unique applied research facility in the Centre for Hospitality and Culinary Arts at George Brown College in Toronto. Applied research is a key facet to the college's 2020 strategy, to foster innovation in teaching and learning and industry partners' collaboration. Combining expertise in culinary, food science and enterprise development, FIRSt offers local food companies primarily SMEs, an array of services that enhance their productivity, competitiveness and opportunities for effective transition to commercialization.

In 2012, FIRSt was awarded the Natural Sciences and Engineering Research Council of Canada, College and Community Innovation Program — Technology Access Centre grant (NSERC CCIP – TAC). George Brown College became the first college in Ontario to be awarded this grant of \$1.75 million, enabling the facility to provide technical services to industry. Regional college research funding, such as the Ontario Centres of Excellence programs, can also provide collaborative opportunities between colleges and industry.

As recognition of the food processing industry's contribution to southern Ontario's economy grows, Toronto's diverse and dynamic population of individuals and enterprises provides fertile ground for innovations in the food sector. As a Technology Access Centre, FIRSt has helped industry collaborators (80 per cent SMEs) work towards fulfilling the changing needs of consumers for tasty foods that correspond with cultural preferences, dietary priorities and busy lifestyles. By collaborating



with FIRSt, industry will have access to talent, state-of-the-art facilities, networks and capital.

Recently, at the Association of Canadian Community Colleges applied research conference, the Minister of State (Science and Technology), The Honourable Gary Goodyear stated "it is an important time in Canadian colleges, where the increased collaborative capacity in applied research partnerships could enable innovation for the country to be globally successful." There is no better time for Canadian colleges to engage in applied research initiatives with industry; as our federal budget emphasizes jobs and skills training, our government also recognizes that college innovation and applied research efforts are now part of the solution to close our country's innovation

gap. NSERC continues to support college innovation in applied research and has allocated \$50 million to its permanent CCIP program for various industry sectors.

It is not news that we are experiencing a global phenomenon of population aging that will eventually have a huge societal impact. The healthcare sector is continually searching for innovative products, programs and services to enhance the quality of life of the population by helping to modify their lifestyles for longer-term health benefits. Often a technical project will become much more meaningful when human factors are being built in.

The focus on aesthetically pleasing, great tasting, better-for-you products and recipes places FIRSt at the locus of a much needed gap to effectively integrate culinary knowledge and food science in all phases of product and menu development. Ninety-seven per cent of our industry clients have a focus on health and health promotion in their products, of which 30 per cent of them are directly linked to healthcare or are pursuing business opportunities with the healthcare sector. Seventy per cent of large organizations that collaborate with us are focused on providing healthy foods and menu items for end users with special dietary needs.

Examples of projects in this area include working with Toronto's Princess Margaret Cancer Centre — ELLICSR to design simple, delicious recipes to promote nutritious and mindful eating for cancer survivors. The project also provides education materials to optimize health and well-being post treatment. In addition, the team was involved in a project with Dr. Reinhold Vieth at Toronto's Mount Sinai Hospital to assess the effect of high temperature cooking on Vitamin D3 fortification and bioavailability in commercially produced fortified mozzarella cheese. A recently completed project on designing recipes for protein re-distribution diets for Parkinson's disease patients was conducted in collaboration with Dr. Galit Kleiner-Fisman from the Assistive Technology Clinic, of The Jeff and Diane Ross Movement Disorder Clinic within Baycrest Hospital.

Student engagement is also our goal to help prepare diverse learners for successful entry or re-entry into the work force. Our creative students who work at the facility are able to apply what they've learnt in the classroom while gaining invaluable experience collaborating with our industry partners. Regular inter-professional collaboration amongst students from the culinary, health sciences, engineering, technology and business programs, provides industry with a holistic approach to service delivery. 🍓

Winnie Chiu, M.Sc., is director, Food Innovation and Research Studio (FIRSt), at George Brown College. Contact her at wchiu@georgebrown.ca. For more on FIRSt, visit www.georgebrown.ca/first



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Going beyond food safety with advanced food-grade lubricants

By Christie Longhurst

Operating conditions in food processing plants present a number of challenges when it comes to lubrication. With increased scrutiny on the industry, it's more important than ever for processors to employ effective food safety procedures and use food-grade lubrication products within their facilities. What those processors are finding, however, is that not all food-safe products are created equal.

It takes tough lubricants to stand up to the increased wear and intense conditions within food processing facilities. Wet and humid environments, from climate and cleaning methods, along with the start/stop operations encountered during everyday processing activities, provide challenges to the lubricant.

Using premium products, like Petro-Canada Lubricant's Purity FG line, to guard against the extreme conditions of food processing plants, can go a long way in protecting your equipment and your products, as well as your bottom line. When used in combination with proper maintenance procedures, they can

help to extend service life, lower fluid consumption and reduce operating costs.

There are several criteria to consider in choosing the right food-grade lubricant.

1. Food-grade hydraulic fluid

- **Fluid life: oxidative and thermal stability** – Resistance to oxidative and thermal breakdown helps keep systems free of sludge and varnish to ensure smooth and reliable operation of hydraulic valves and actuators. It can also result in longer fluid life, and reduce downtime in tough operating environments.

- **Wear protection** – A hydraulic fluid should protect metal pump parts from scuffing and scoring, and reduce overall maintenance costs by extending the life of the hydraulic system.

- **Resistance to foaming and air entrapment** – A hydraulic fluid should prevent reservoir overflow and eliminate “sponginess” from the hydraulic systems and damage caused by pump cavitations.

2. Food-grade compressor fluid

- **Fluid life: oxidative and thermal stability** – For a compressor fluid, resistance to oxidation and thermal breakdown guards against oil thickening, deposit and sludge formation. It also extends fluid life, which can help save on costly change-outs, downtime and oil disposal costs.

- **Wear protection** – Protection against wear will extend the time between compressor overhauls and reduce overall maintenance costs.

- **Low oil volatility** – Lower oil volatility and carryover helps minimize oil top-up, which ultimately lowers maintenance costs.

- **Rust and corrosion protection** – Fluids that provide rust and corrosion protection can extend compressor life, resulting in reduced downtime and possible repair savings.

3. Food-grade gear fluid

- **Load carrying capability and wear protection** – Higher load carrying

capability prevents seizure, scuffing and spalling, even under shock loading conditions.

- **Fluid life: oxidative and thermal resistance** – Keeping gearboxes free of sludge and varnish can result in longer fluid life and reduced downtime, even at high temperatures.

- **Resistance to foaming and air entrapment** – Foaming and air entrapment resistance helps prevent reservoir overflow and gear damage caused by insufficient lubricant film due to aeration.

- **Resistance to contamination** – A gear fluid should provide rapid separation from water.

4. Food-grade grease

- **Resistance to lubricant breakdown in harsh operating environments** – Food-grade grease should maintain consistency and lubrication and resist water washout.

- **Effectiveness across a wide range of temperatures** – Food-grade grease should not run from bearings operating at high temperatures, yet should remain pumpable at low temperatures.

- **Load carrying capability and wear protection** – Food-grade grease should prevent seizure, scuffing and spalling under shock loading conditions.

- **Rust and corrosion protection** – Food-grade grease should prevent bearing, gear and equipment damage in moist and wet operating conditions.

When selecting food-grade lubricants, it's important to work with your lubricant supplier. Start by explaining your operating issues to find a solution that works while ensuring strong HACCP implementation in your plans. 🍀

Christie Longhurst is Category manager, Food Grade Lubricants, for Petro-Canada Lubricants. Contact her at clonghurst@suncor.com, or for more information, visit <http://lubricants.petro-canada.ca>

NEW

PRODUCTS

Firming enzyme

Biocatalysts Ltd. has launched the enzyme Pectinase 872L, designed to increase fruit firmness. Soft fruits often break down or become damaged during processing. The enzyme improves shape, texture and firmness and helps to extend freshness of the product. Pectinase 872L is suitable for any soft fruit or vegetable that is being processed into fruit preparations, jams, yogurts or sauces. www.biocatalysts.com

Essential almonds

Don't miss Almonds at IFT. Visit **Almond Board of California** at booth 1016 to experience first-hand why consumers recognize almonds as the most "essential/irreplaceable" nut, according to the 2011 *Consumer Attitudes, Awareness and Usage Report* by the Sterling-Rice Group. Product developers can be confident that formulating with California Almonds not only satisfies consumer demand, it adds the distinct buttery flavour and satisfying crunch consumers crave and only almonds provide.

www.almondboard.com/foodprofessionals



Lower sodium

Tate & Lyle's SODA-LO Salt Microspheres is a salt-reducing ingredient that tastes, labels and functions like salt, allowing food manufacturers to reduce salt levels by 25 to 50 per cent in various applications without sacrificing taste. Soda-Lo Salt Microspheres work by turning standard salt crystals into free-flowing crystalline microspheres. These smaller, lower-density crystals can efficiently deliver salty taste by maximizing surface area relative to volume. SODA-LO works well in baked goods, breadings and coatings, and salty snacks.

www.tateandlyle.com

Food safe weigher

WeighPack Systems Inc.'s PrimoWeigher 360 is a food safe unit with a sleeker, cleaner and less cluttered design and more features and benefits than previous models. The machine has an open frame scale that can reduce wash-down time by 50 per cent, and its design produces a clean and uncluttered machine with no nooks or crannies for bacteria to hide. The state-of-the-art advanced electronics can also significantly reduce the footprint of the electrical circuitry.

www.weighpack.com

Baby food rice starch

BENE0, a manufacturer of functional ingredients, has launched a baby food rice starch that is ideal for use in fruit- and vegetable-based products. The company says it exceeds market and regulatory standards, and offers a wide range of nutritional and technical benefits. The naturally sourced texturizer qualifies for hypoallergenic, clean label, organic, as well as non-GMO products. Test trials show improved product stability in terms of viscosity, syneresis

control and shelf-life. In addition, the ingredient's small particle size creates a creamy texture without any effect on the end product's taste or colour.

www.beneo.com

Extract it

Supercritical Fluid Technologies has introduced the SFT-NPX-10. The new pilot scale supercritical extractor performs supercritical fluid extractions on botanicals, herbs, spices and other natural product materials in either single or dual 10-L sample vessels with single or dual separators. The supercritical fluid has many characteristics of a liquid solvent, but also offers high diffusivity, pressure tunable solvency power and no residual

solvents in either the extract or remaining biomass. The extracted material is pure and in its natural state. The CO₂ may be safely vented or recycled.

www.supercriticalfluids.com

Containers with force

Rubbermaid Commercial Products' BRUTE series square containers and lids and BRUTE series round containers and lids now have Canadian Food Inspection Agency acceptance for food contact. The containers come in multiple colours and sizes, and offer a number of different lids and accessories. The containers are all plastic, professional-grade construction that are dent resistance, and will not chip or peel, making them recycling friendly, food contact safe and cleaning ready.

www.rubbermaidcommercialproducts.com





Daniel Dendy, owner of Dendy & Co.

Dendy & Co., Richmond Hill, Ont.

By Carolyn Cooper

When Daniel Dendy was working as a chef, his delicious polenta crisps piled with gourmet toppings like goat's cheese and roasted tomato received enthusiastic praise from his clients. Dendy began wondering why there was nothing like the crisps — which were thick enough to hold toppings, but still healthy, crispy and light tasting — already on the market.

When Dendy moved to Toronto from London, England in 2010, he saw the opportunity to market his gourmet polenta crisps to a wider audience. After selling out of the crackers during an initial stint at a Toronto farmers' market, Dendy subletted a small bakery in Whitby. Just two months later the company expanded into its current

3,000-sq.-ft. Richmond Hill facility.

Dendy & Co. now offers seven products — four flavours of polenta crisps and, starting this March, three varieties of polenta cookies — with the help of 10 employees. The crisps are naturally gluten-free, and contain no additives, preservatives or food colouring, something Dendy says helps differentiate them. "Over 90 per cent of our ingredients are sourced from Ontario farms," he adds. "We have a great mill that sources awesome-quality corn and then dry mills it to perfection."

The company has grown rapidly in the past three years. Today Dendy & Co. products are sold in more than 500 stores across Canada, about 300 of those in Ontario, retailing for between \$4.99 and \$6.99 per box. In fact, the company is already expanding into a neighbouring space "to allow for more creativity and production." Products will soon begin shipping to the UAE, as well as to "a very large customer in the U.S." before the end of the year. "We're also currently looking at dehydrated goods," adds Dendy, noting that the company should have something new out by the end of 2013.

"Owning a business is risky and a lot of work, and some days I feel exhausted and slightly deflated," says Dendy. "That's when I stand back and look at the big picture — the work being done by my staff, the consistent orders coming in, the quality of our products being produced and enjoyed in households each day, and I feel a great sense of satisfaction." ●

Q&A



Q: What has been the most challenging part of starting your business?

A: "Perfecting the taste and commercializing our products. My experience as a chef enables me to make great products, but turning them into a quality, mass-produced, shelf-stable product was not so easy for me. I consulted with food scientists for some of my queries, but as I was creating a new type of cracker I found that they didn't have all of the answers. Ultimately, the onus was on me to get the taste, texture and shape just right. It took a lot of time, sleepless nights and patience!"

Q: What do you enjoy most about your work?

A: "I love that I'm able to provide a tasty gluten-free product to consumers, and I feel satisfaction knowing that not only gluten-free consumers enjoy my products. I get very excited about the potential for my business...My business is not just about getting a product out on the market, this is about using my creativity and culinary expertise to produce delicious products. I pride myself on creating products that will make your palate smile."

Q: What are some of the issues currently facing your sector?

A: "What I see happening in the [gluten-free] sector is an over-kill of products trying to get some market share. This increases competition and only the best products will survive."

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