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# food in canada

CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE

## CULINARY HEALING

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## THE Fruit & Vegetable REPORT

The food industry grapples  
with how to get Canadians  
to put more fruit &  
vegetables on their plates

PG.22



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Published by **BIG Magazines LP**, a division of **Glacier BIG Holdings Company Ltd.**  
80 Valleybrook Drive, Toronto, ON M3B 2S9

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*Food In Canada* is published 9 times per year by **BIG Magazines LP**, a division of **Glacier BIG Holdings Company Ltd.** To subscribe, renew or change your address or information, please send a fax to (416) 510-6875 or call (416) 442-5600, ext. 3552 or 1-800-387-0273.

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

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Publications Mail Agreement No. 40069240



PRINTED IN CANADA

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

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ISSN 1188-9187 (Print) ISSN 1929-6444 (Online)



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## The buzz about the bees



At this time of year, when our gardens are at their most abundant and supermarkets are filled with an assortment of ripe produce, it's easy to forget that an essential part of the production cycle of food and our natural ecosystem is slowly dying. And we are to blame.



Pollinators like bees, birds, bats and butterflies are responsible for pollinating 80 per cent of all flowering plant species, and together affect approximately 35 per cent of the world's crop production, says the Food and Agriculture Organization of the United Nations. Yet their numbers are dropping. Bee health is of particular concern, not only because they are considered the most important pollinator, but because bee populations have decreased so dramatically. In Canada, according to the Canadian Honey Council, bee population has declined by roughly 35 per cent in the past three years alone.

In June, the Task Force on Systemic Pesticides released its four-year scientific analysis on systemic pesticides and their threat to biodiversity and ecosystem services worldwide. The *Worldwide Integrated Assessment* (WIA) is an analysis of the 800 peer-reviewed reports available, making it the most comprehensive scientific review yet. The organization, which is partnered with the University of Utrecht in the Netherlands and which includes 50 independent scientists from around the world, concluded that systemic pesticides neonicotinoids and

fipronil (neonics) "are causing significant damage to a wide range of beneficial invertebrate species and are a key factor in the decline of bees."

Neonics are pesticides that are sprayed over crops or coated on seeds such as corn and soybeans, and which, says the analysis, are now the world's most widely used group of insecticides. But there is already concern with their use. Introduced in the early 1990s, they are designed to affect the nervous system of pests and cause chronic damage and death. Because these pesticides are systemic they are absorbed and transported to all parts of the plant. They are water soluble, and can build in the soil, increasing their toxicity.

Researchers have also identified other factors influencing bee health, including habitat loss, and parasites such as the Varroa destructor and the Nosema ceranae. Regardless, the Task Force is recommending that governments begin to restrict the use of neonics, with the goal of eventually phasing them out completely.

The European Commission has restricted the use of three neonics for two years — a limited but strong first step in the right direction. Now it's time that Canada follows suit, before it's too late. ●

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## Espresso expressly made for space

For Italian astronauts a good espresso was that one taste of home missing during space travel. So in conjunction with the Italian Space Agency, two Italian companies — coffee company Lavazza and Argotec, an Italian engineering company that specializes in aerospace system designs and also prepares foods for in-space consumption — have launched the ISSpresso. The system is the first capsule-based espresso system designed to work in space, where the principles of fluid dynamics differ from those on Earth. The machine will prepare espresso, caffè lungo, tea, infusions and broth.



# News > file

## Proposed changes to nutrition labels

After the first round of public consultations, Health Canada is proposing changes to how nutrition information is presented on food labels.

The proposed changes to the Nutrition Facts table include:

- > Emphasizing certain elements, such as calories.
- > Changing the ordering of the nutrients so that all of the nutrients with a % Daily Value (DV) listed in the upper part of the table are the nutrients that Canadians may want less of. Nutrients with a % DV listed in the lower part of the table are the nutrients that Canadians may want more of.
- > Requiring information about the amount of “added sugars” in a food product and/or adding a % DV for “total sugars” to help consumers identify if there is a lot of sugar in a food product.
- > Requiring the declaration of potassium and vitamin D, nutrients that many Canadians are not getting enough of. Vitamins A and C would no longer be required on the label because there is no evidence of a deficiency of these vitamins in the general population, though manufacturers could declare them voluntarily.
- > Adding a message at the bottom of the Nutrition Facts table that would read: “5% DV or less is a little, 15% DV or more is a lot.”

Health Canada will also require ingredients lists to have a consistent look,

such as a distinctive box with a title, using black type on a white or neutral background for contrast, using upper and lower case letters, and having a minimum font size.

Health Canada is also proposing guidelines on serving sizes, which should be consistent on similar foods, making it easier for consumers to compare products and make healthier food choices.

## Retail Council of Canada unveils Grand Prix winners

The results are in and the names of the winners of the Canadian Grand Prix New Product Awards are out. The Retail Council of Canada (RCC) announced the winners in June.

The Grand Prix program honours the top new food, non-food and private-label products across 24 categories, as well as five special awards.

Here are all the national brand food product winners:

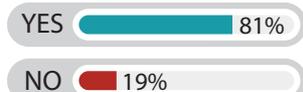
- > **Bakery:** Première Moisson — Mini pastries 189 Harwood by Première Moisson
- > **Baking Needs:** Smucker Foods of Canada Corp. — Robin Hood Nutri Flour Blend
- > **Beverages:** A. Lassonde Inc. — Del Monte World
- > **Condiments & Sauces:** B&G Foods, Inc. — CrockPot Seasoning Mixes
- > **Confectionery:** Tree of Life Canada ULC — Green & Black's Organic Chocolate
- > **Dairy Products:** Finica Food Specialties



- Ltd. — Zerto Fresh Mozzarella Pre-Sliced
- > **Deli, Egg, Meat & Seafood:** Clearwater Seafoods — Clearwater Scallops & Sauce
- > **Dessert:** Unilever Canada — Fruttare Frozen Fruit Bars
- > **Frozen or Refrigerated Prepared Food & Entrées:** Happy Planet Foods, Inc. — Happy Planet Fresh Soups
- > **Fruits, Vegetables & Produce:** Garden Protein International — gardein
- > **Shelf Stable Prepared Food & Entrées:** A&V 2000 INC. — NuTerra Granola
- > **Snack:** Dare Foods Ltd. — Boulangerie Grissol Sweet Thins

## WE ASKED YOU...

In our most recent online poll we asked readers about the U.S. Food and Drug Administration's changes to nutrition labelling. Does Health Canada need to re-examine our nutrition facts table? Here's what readers said:



To take our next poll, visit [foodincanada.com](http://foodincanada.com)



**Winning entrepreneurs**

In late June the Business Development Bank of Canada (BDC) announced the winner of the 2014 BDC Young Entrepreneur Award. Shep Ysselstein, owner of Gunn’s Hill Artisan Cheese (also a *Food in Canada* Top 10 Innovator in 2013) of Woodstock, Ont., is this year’s winner. Ysselstein gets to take home the \$100,000 grand prize.

The award pays tribute to remarkable Canadian entrepreneurs between 18 and 35. To enter, contestants must submit compelling stories about how their businesses stand at a crucial crossroads.

**Eat this powerhouse food now!**

We’ve all heard about powerhouse foods — fruits and vegetables that are good for us and that we should eat often. But scientists at William Paterson University in New Jersey set out to create a better definition of these fruits and vegetables, and defined them as providing on average 10 per cent or more daily value per 100 kcal of 17 qualifying nutrients. Of the 47 foods the team studied, 41 of them met the powerhouse criteria. But you may be surprised to learn what made the top of the list: watercress, which received a nutrient density score of 100. The other top nine include: Chinese cabbage (91.99), chard (89.27), beet greens (87.08), spinach (86.43), chicory (73.36), leaf lettuce (70.73), parsley (65.59), romaine lettuce (63.48), and collard green (62.49).



Ysselstein submitted his plan, called Cheese Champs, detailing the need for an expansion that would double production capacity to meet increasing demand.

BDC opens the competition up to Canadians to vote for their favourite project. The second prize winner was Toni Desrosiers of Bee Wrapped in Victoria, B.C., who manufactures beeswax wrap that keeps food fresh.

**MFPA 2014 AGM emphasizes food business basics**

This year, for its 8th annual general meeting in early June, the Manitoba Food Processors Association (MFPA) took a different approach.

“We decided to give out our Industry Excellence Awards at a later date,” says Dave Shambrock, the MFPA’s executive director. “We also dispensed with a keynote speaker.”



Company owners and senior managers meet with facilitators during the Speed Networking Sessions at the 2014 MFPA AGM for in-depth discussions on industry issues.

Shambrock describes the event — which attracted 80 participants — as a course in “Food Business 101,” saying “It was speed networking. Our focus was on providing useful information for smaller start-up processors.”

Among the topics were intellectual property ownership, branding and trademark patents, workplace health and safety, trades support programs, and how to work with retailers and distributors.

The award presentations will take place in the fall.

— Myron Love



**FROM OUR LIBRARY**

Why do we eat what we eat? That’s the question at the heart of a new book called *The Tastemakers: Why We’re Crazy for Cupcakes but Fed Up with Fondue* by Toronto writer David Sax.

Consumers are constantly bombarded with messages about the healthfulness of certain foods, foods that will make us healthier, happier or even somehow smarter, says Sax. So he decided to look at where those food trends come from, how they grow and where they end up.

Sax travelled from the South Carolina rice plot of America’s premier grain guru to Chicago’s Baconfest and found a world of influence, money and activism that helps shape what we eat. Along his journey Sax meets entrepreneurs, chefs and data analysts to discuss what’s behind food trends. Something to think about next time you order a kale salad, add sriracha sauce to your dish, bite into a Honeycrisp apple or pick up a cupcake for dessert.



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**Monetary penalties take effect**

The Canadian Food Inspection Agency (CFIA) can now issue monetary penalties to businesses that do not meet Canada's meat safety requirements. The new regulatory amendment expands Administrative Monetary Penalties (AMPs) to the *Meat Inspection Act* and the *Meat Inspection Regulations, 1990*.

The federal government made the announcement in July and said the regulations were to take effect immediately. The CFIA will be working with the Canadian meat industry to help gradually transition to the new regulations. The amendments to the *Agriculture and Agri-Food Administrative Monetary Penalties Regulations* were published in *Canada Gazette, Part II* on July 16, 2014.

AMPs do not replace existing inspection and enforcement tools, but instead offer the Agency an additional tool in managing non-compliance situations.

**GEORGE MORRIS CENTRE TO CLOSE**

The board of the Guelph, Ont.-based George Morris Centre announced in June that it plans to dissolve the agriculture and agri-food think tank due to challenging financial straits. As a result the board says it will transfer the centre's net assets back to the University of Guelph's Ontario Agricultural College.

The centre operated as a department of the University of Guelph from 1990 to 1998, when it registered as a non-profit charitable corporation. Today the centre offers research, consulting and custom education programs to the private sector, government, producer groups and organizations with commercial interest in agriculture, food and related policies.

**IN BRIEF**

**> Chicken Farmers of Canada**

has introduced a new brand to help connect consumers to the people who produce their food. "Raised by a Canadian Farmer" seeks to tell consumers the story behind their food by highlighting the fact that grocery chicken is raised in Canada.



**> Montreal companies Loblaw Companies Limited, Boulangerie St-Méthode and Hypo Délices** — an allergen-free and gluten-free food processing company — have joined the Melior program. The program means the companies commit to reducing the amount of sodium in their products, among other improvements.

**> This summer Campbell Canada**, makers of Goldfish crackers, helped support Free The Children's week-long Take Action Camps in Bethany, Ont. Starting in June limited-edition packages of specially marked Goldfish crackers helped drive awareness of Free The Children's anti-bullying campaign.

**> Fairmont Hotels & Resorts** has introduced its first pollinator bee hotel at its Toronto Fairmont Royal York. The project is an effort to provide solitary bees with a place to rest and help save the pollinator bee population. The project is also part of a larger partnership with **Burt's Bees** and its annual Wild for Bees campaign. The two companies, along with **Sustainable.TO Architecture + Building** and **Pollinator Partnership Canada**, have teamed up to design and construct five sustainable bee hotels — four in Toronto and one in Guelph, Ont. — with the first hotel launching at The Fairmont Royal York. Fairmont plans to roll out more bee hotels at its other sites next year.



*Pizza hub opens in London, Ont.*

Dr. Oetker officially opened its new frozen pizza production facility in London, Ont. this spring. The plant will act as a production hub for the company's North American pizza operations.

"Canada is an excellent market for Dr. Oetker," says Dr. Christian von Twickel, executive vice-president at Dr. Oetker Canada. "Canadians are particularly receptive to our type of innovative and high-quality products and we are excited to have opened our first North American frozen pizza



plant in London." The plant houses production of the company's pizza lines, including Ristorante, Casa di Mama and Panebello. The facility is expected to produce up to 50 million frozen pizzas every year for both the Canadian and U.S. markets and will source millions of pounds of raw ingredients from Ontario farmers and food processors.

Dr. h.c. August Oetker speaking at the grand opening of the company's new pizza plant in London, Ont.

> **Food and Beverage Ontario** is the new name of the Alliance of Ontario Food Processors. Members voted in June on the new name, logo and strategy. With the new name and logo comes a change in governance for the board and a change in membership structure (processor-based but with associate memberships for supplier businesses, associations, agencies, individuals and other stakeholders that have an interest in the food and beverage industry).

> Aurora, Ill.-based OSI Group LLC has joined forces with **Select Ready Foods** of Edmonton, Alta. to create a joint venture company named OSI Select Ready Foods. The addition of OSI Select Ready Foods to the OSI Group portfolio brings the total number of countries in which OSI operates to 17. OSI Group LLC supplies value-added protein items and other food products to leading foodservice and retail brands.

> **Cott Corporation** has acquired U.K.-based food and beverage processor **Aimia Foods** for approximately US\$130 million.

> **Lunches with Love**, a Winnipeg-based non-profit organization that provides paper-bag lunches for those in need, has received a \$2,000 donation from Coca-Cola Canada. The donation helped to provide more than 1,500 lunches.

> Leamington, Ont.-based **Orangeline Farms** won two first place awards in the Perfect Pepper competition at the 7th Annual Greenhouse Competitions held in Leamington in June. Zing! took the top prize in the Best Specialty Mini Pepper and the Best Specialty Hot Pepper categories. ➔

MNP, RBC Royal Bank and **Miller Thomson LLP**, all sponsors of *Food in Canada's* Annual Food Industry Report, held a complimentary information seminar for food industry professionals on June 26 in Toronto. The session was called Food Processors: Going Global and the Productivity Imperative. The seminar is part of a series of cross-country events organized by the three sponsors.



(Left to right) Jack Meli, publisher of *Food in Canada*; Glenn Fraser, MNP; Andrew Lam, MNP; Theresa Albert, vice-president of Integrated Marketing with BCS Communications Ltd.; Daniele Bertrand, Dufflet Pastries; David Magier, RBC; and Jeff Grubb, Miller Thomson LLP.

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- > Lunenburg, N.S.-based **High Liner Foods Inc.** won the Best New Foodservice Product Seafood Excellence Award at the 2014 Seafood Expo North America in Boston. High Liner won the award for its Flame-Seared Guinness Barbecue-Glazed Atlantic Salmon.
- > The winners of the **2014 Saskatchewan Agriculture Student Scholarships** are Josee Monvoisin, Sara Grassick, Hannah Friesen and Miranda Heidecker. The students will share \$10,000 in scholarships.
- > Canada's mandatory **national pig traceability system** came into effect on July 1.

The traceability system requires reporting on the movement of pigs between sites with animal identification as one of the system's components. The regulations cover all domestic pigs farmed for food production, including those that die on farm and cannot enter the food chain. On July 1, 2015, the regulations will include farmed wild boars.



**Farm Credit Canada (FCC)** officially launched its 11th annual FCC Drive Away Hunger in May in Steinbach, Man. FCC is the largest employee-led food drive in Canada. It involves driving a tractor and trailer through various communities to collect food and cash donations for food banks across the country. This year FCC Drive Away Hunger tours will take place the week of Oct. 13 in Alberta, Manitoba, Nova Scotia, Ontario, Quebec and Saskatchewan. FCC is also collecting food and cash donations in field offices across Canada from May 5 to Oct. 17.



Greg Stewart, CEO of Farm Credit Canada, at the national launch of FCC Drive Away Hunger in Steinbach, Man.

> **Skittles**, a group of Canadians and Melinda Shankar from Canadian TV show Degrassi broke a world selfie record on Canada Day. In Toronto on July 1, Shankar posed for selfies with other Canadians at a rate of five per minute to break the record. Consumers can visit [www.SkittlesSelfie.ca](http://www.SkittlesSelfie.ca) for more information and to upload their selfies.



## NATURE IN A BOX

NatureBox Inc., which is based in San Carlos, Calif., is expanding into Canada. Canadian consumers can now visit [www.naturebox.com/canadabeta](http://www.naturebox.com/canadabeta) to join. The brand delivers an assortment of unique, nutritionist-approved snacks to people's doors each month. It's perfect to receive a variety of tasty snacks in a convenient way before hosting a party, going on a summer road trip, serving up office snacks, or packing kids' lunches.

NatureBox Inc. co-founders (left) Gautam Gupta and Ken Chen.



- > The **Egg Farmers of Canada** donated \$10,000 to Food Banks Canada after hosting a successful Downtown Diner in Ottawa in June. The organization's 1950s-inspired diner served egg sandwiches created by chef Marc Doiron to members of parliament, senators, staffers and the public, and accepted donations to Food Banks Canada.
- > The **B.C. Pork Producers Association** received more than \$600,000 from the government of B.C. and Canada to put towards increased surveillance and preventative measures to stop livestock diseases from spreading.
- > The **Alberta Wheat Commission** has invested \$1.5 million in 10 agronomic and breeding/genetic research projects as part of the Agriculture Funding Consortium, a group of 14 funding organizations that have partnered together to collaborate on agriculture research funding.

**Nestlé Waters Canada** has donated \$10,000 to the Friends of Mill Creek Stewardship Rangers program in Ontario, which works to rehabilitate fisheries and streams. Since 2003 Nestlé has donated \$111,350 to the initiative. The Rangers will complete its work effort for this year on Aug. 22.

Mill Creek Stewardship Rangers undertake stream rehabilitation work in an effort to maintain the stream's natural ecology for future generations.



PEOPLE ON THE MOVE



> Toronto-based CK Ingredients has announced the addition of **Kyle Godon** to its sales team. Godon will be responsible for inside sales and customer support, managing accounts across Canada.

> **Janet Clendenning** has joined Kerry as Western Canada Sales account manager.



Tierney

> Vancouver-based Daiya Foods — the creator of dairy-, soy- and gluten-free cheese — has appointed **Terry Tierney** as its CEO.

> **Richard Doyle**, executive director of the Dairy Farmers of Canada (DFC), is retiring this summer.

> Food and Beverage Ontario has appointed **Alan Grant** as the director of Membership and Industry Relations.

> **Anand Pawa** is now the CEO of Vancouver-based Doi Chaang Coffee Company.

> LycoRed of Israel has appointed **Rony Patishi-Chillim** as its new CEO.



Patishi-Chillim

> **Cory Parr** has joined Henderson, Colo.-based Birko as its director of Sales, East Region.

> **John Kelly** is the new executive vice-president of the Guelph, Ont.-based Ontario Fruit and Vegetable Growers Association.

> Vineland Station, Ont.-based Paul Boers Manufacturing has appointed **Sam Shroyer** as its new Sales consultant for the U.S. Paul Boers manufactures commercial production greenhouses and greenhouse systems.

> Waterloo, Ont.-based Handtmann Canada Ltd. has appointed **Jeremy Felps** to the new role of Customer Service manager.

> San Antonio, Texas-based Food Safety Net Services Certification and Audit has appointed **Lori Ernst** as vice-president of Audit Services.



Ernst

> The Washington, D.C.-based North American Meat Association has elected new executive officers and board of directors. The board co-chairs are **Tony Gahn**

Jr. from Gahn Meat Co., and **Mike Hesse** from Beef Products Inc. The co-presidents are **Brian Coelho** from Central Valley Meat Co., and **John Vatri** from Cardinal Meat Specialists.

> Irwindale, Calif.-based Ready Pac Foods Inc. has named **Robert Prystash** as its new vice-president of Continuous Improvement.

> Kansas City, Mo.-based Hostess Brands LLC has named **William Toler** as president and CEO. **Rich Seban**, who most recently was president and COO, has been named vice-chairman.

> The Natural Products Association has hired **Corey Hilmas** as its new senior vice-president of Scientific and Regulatory Affairs. In recent weeks the association has named **Daniel Fabricant** as CEO, and **Devon Powell** as senior vice-president of Member Services and COO.

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## Marijuana edibles market soars following Colorado legalization



This year in the U.S., Colorado and Washington State allowed marijuana to be sold through licensed shops

for recreational use. Colorado legalized recreational pot and allowed sales starting Jan. 1 of this year, generating millions of dollars in taxes, say various reports. With the move, food processors got in on the act, creating a thriving edible marijuana cottage industry.

In Canada, only licensed commercial producers can sell marijuana in dried form, says Health Canada. There are 20 producers in Canada now and only 13 are licensed to sell to the public. You can find them on Health Canada's website at [www.hc-sc.gc.ca](http://www.hc-sc.gc.ca). Under the *Marihuana for Medical Purposes Regulations* (MMPR) other forms of marijuana, such as edibles or oils, are not permitted to be sold by licensed producers. However, the MMPR do not restrict how dried marijuana is to be ingested or inhaled.

In Colorado, reports *USAToday.com*, the marijuana edibles market has become far more popular than anyone expected. It's also brought to light some safety issues. For consumers who've never tried marijuana at all, an edible might be far more potent than they realize, leading to some serious side effects. Experts are calling for more education on how doses and potency affect the body with edibles. Edibles can also pass for kids' treats. In Colorado, for instance, there have been cases of children consuming gummy bears and cookies. Even dogs have fallen for the treats.

Food safety is another issue, but these manufacturers are being monitored. Julie Dooley, the owner and baker at Denver-based Julie & Kate Baked Goods LLC, says her company is regulated by the city and the Colorado Marijuana Enforcement Division. The Food and Drug Administration does not monitor the business but commercial kitchens, says Dooley, must be health department certified.

Dooley says her company began to research marijuana edibles in 2009. When the market opened up, she says, "we decided to tailor our product line exclusively for adults by developing a healthy product line as natural as cannabis." Julie & Kate produces gluten-free edibles such as fresh granola, granola bars, nutty bites and bars, and roasted sunflower and pumpkin seed mixes. There's also a cannabis-infused butter. The products are sold to licensed dispensaries throughout the state.

Dooley says there are challenges in this market. For one thing, regulations continue to change and she says it's difficult keeping up with labelling standards and packaging requirements. To deal with this she orders labels and packaging in smaller amounts. A unique challenge for Dooley, especially as a mom, is that she's creating products so that they don't appeal to children and teenagers. But it's not like the adult market hasn't been a boon. "With the new legal adult use," says Dooley, "our company has seen exponential growth in a very short period of time."

— Deanna Rosolen

## SUPPLIER NEWS

> Toronto-based **CK Ingredients** has been appointed Canadian distributor for **Smart Salt**, a sodium reduction system based on a patented taste enhancement technology platform from Finland. Smart Salt can reduce sodium content in bakery products, processed meat and poultry, snacks, cheese, savoury items and other foods by up to 60 per cent while maintaining taste and texture characteristics, and at a highly competitive cost-in-use. Under the terms of the multi-year agreement, CK Ingredients will supply Smart Salt to its food and beverage manufacturing clients across Canada.

> The Netherlands-based **Marrone Bio Innovations Inc.** has signed a collaborative agreement to work on early stage research with DSM Food Specialties B.V. Marrone develops and markets biological pesticides and biological plant health products. With the DSM collaboration, Marrone will work on several biological active ingredients with the end goal of improving crop production and food safety.



> **DuPont Nutrition & Health** and **AB-Biotics** have signed a global collaboration and licensing agreement on AB-Life, a probiotic that is clinically documented to maintain healthy levels of cholesterol in

at-risk individuals. Under the agreement, France-based DuPont will have exclusive rights for the production, marketing and sales of AB-Life; and Spain-based AB-Biotics will continue to conduct clinical research. AB-Life is a patented probiotic formulation developed by AB-Biotics. DuPont is integrating AB-Life into its documented HOWARU probiotic range for the dietary supplement and food and beverage industries.

> Toronto-based **Solutions4CO2 Inc.** has changed its name to **BlueOcean NutraSciences Inc.** to better reflect its industry focus. BlueOcean is a Canadian company that develops specialty oils targeted at the health and wellness, and animal feed markets.

> Henderson, Colo.-based **Birko**, a provider of food safety solutions, says its U.S. Department of Agriculture-approved processing aid Beefxide has been validated as equally effective against strains of pathogenic organisms including *E. coli* and *Salmonella*.



- > Oakville, Ont.-based **Continental Ingredients Canada** celebrated its 20th anniversary in July. The company specializes in the design and application of functional food ingredient systems. CIC offers a full line of ingredients to impart the desired flavour and texture in food products, beverages and dairy products. The company also offers ingredients for shelf life stability.
- > Decatur, Ill.-based **Archer Daniels Midland Company (ADM)** is acquiring **WILD Flavors GmbH**. The acquisition expands ADM's ability to serve customers. WILD provides natural flavour systems to the food and beverage industry.
- > Norway, Iowa-based **Frontier Natural**

**Products Co-op** says its family of vanilla flavourings and extracts has received third-party verification by the Non-GMO Project to confirm that no genetically modified organisms are used in the products.

> **Edlong Dairy Technologies**

of Elk Grove Village, Ill. has awarded **Hayley Potts** the Edlong Dairy Technologies Scholarship through the Institute of Food Technologists. Potts is a senior in Food Science at Virginia Tech.



> **GanedenBC30**, a patented probiotic ingredient from Cleveland, Ohio-based Ganeden Biotech, has received numerous international regulatory approvals. The company says GanedenBC30 is now available in more than 60 countries.

> **Naturex** has acquired the Quillaia and Yucca business activities from **Berghausen**, a U.S.-based company. The deal includes the transfer of a comprehensive line of Quillaia and Yucca extracts, conveniently formulated

in liquid or powder for the industry.

> Elmwood Park, N.J.-based **Sealed Air Corporation** has completed the acquisition of Virox Technologies' **Accel** brand and its related healthcare businesses in Canada and the U.S.

> The Netherlands-based instrumentation and controls company **Spectris** (parent company of PANalytical) has acquired the business and assets of **La Corporation Scientifique Claisse Inc.**, a Quebec City-based company offering sample preparation for atomic spectroscopy (including X-ray) analysis.

> The Ohio Edison Technology Centers recently awarded its Crystal Award for Excellence to **Crown Equipment**. The annual award recognizes Ohio companies that have created significant economic impact in their communities and the state.

> Torrance, Calif.-based **Aiya America**, a producer of matcha green tea, has received the Food Safety System Certification (FSSC 22000). The certification is recognized by the Global Food Safety Initiative.



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# AOFP becomes Food and Beverage Ontario

By Steve Peters

The only provincial organization representing the common interests of food and beverage processors across Ontario is undertaking a new strategy to reflect the fact that processing is now the new engine of Ontario's economy.

Food and Beverage Ontario (FBO) unveiled its new name, logo and governance at its annual general meeting in late June. Known formerly as the Alliance of Ontario Food Processors, the fresh new name and logo support an extensive review of the industry resulting in a dynamic strategy titled "Ontario's Food and Beverage Processing Industry Strategy: The New Engine of Ontario's Economy."

Food and Beverage Ontario is focused on being the leadership organization for more than 3,000 companies in this sector, which employs more than 125,000 persons and generates \$39 billion annually.

These key recommendations are part of the new strategy:

- > The establishment of a Food and Beverage Innovation Centre that connects capacity with already existing infrastructure and additional infrastructure where needed, to provide processors with business and market development resources.

- > The development of talent and a Future in Food program to raise awareness of the sector as an attractive career destination, and to support the people and places necessary to develop the talent.

Further, the strategy outlines the need to raise the profile of processors, strengthening Ontario's ability to expand domestic markets and better leverage op-

portunities in emerging export markets.

FBO will also continue to better align industry and government for regulation development and reform to simplify and modernize the industry.

Let's take a closer look at the Food and Beverage Innovation Centre concept. From a budding entrepreneur with a brand new product idea, to a well-established company seeking to expand its markets, the centre will help processors up their game. A special component will be the online innovation network, which will provide a rich resource of the world's best technologies, innovations, market information, manufacturing processes and product packaging.



The FBO will also help develop talent and the Future in Food with a comprehensive communications and marketing campaign to reach and develop the next generation of employees. The industry offers an exciting and diversified career environment, and this plan will develop onsite training and recruiting programs.

This industry has the people, the history, the innovation, the talent and the infrastructure to become Ontario's leading manufacturing sector. By the year 2020:

- > This sector will be the largest manufacturing employer in Ontario, and the sector of choice for experienced professionals, young people and new Canadians;

- > Be the number-1 customer of Ontario's primary agriculture sector, generating wealth and employment for local farmers;

- > Be recession-resistant, growing its revenues and exports year after year;

- > Be an engine for the development of new high-quality products and technologies, and advance development, processing, distribution and consumer health innovations from discovery to commercialization;

- > Be the driver of local economies, growing wealth, generating employment and training opportunities and attracting new businesses and residents to communities across Ontario; and,

- > Be a critical part of ensuring continuity in the supply of healthy, high-quality products to consumers worldwide.

The governance portion of the new strategy enlarged the number of board members to provide more varied expertise, and restructured the membership fees to reflect the new direction.

FBO is now undertaking the development of teams and coordinators to address its new strategy.

As the need to build collaborative partnerships and tap into the innovators, academic researchers, government, entrepreneurs, the agricultural community and other important stakeholders grows, so do the challenges and opportunities facing the industry.

This is an exciting time for the FBO. The re-invigoration of a common voice for this economically significant industry would not be possible without a dedicated board of directors and staff who have demonstrated enthusiasm and innovative thinking about the future of the food and beverage processing industry. ●

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Steve Peters is the executive director of Food and Beverage Ontario. Contact him at [speters@aofp.ca](mailto:speters@aofp.ca) or at 519-650-3741.

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## COMMENTARY — PIGS FLY HIGH

Remember those pig farmers who were going broke, or getting bailed out in 2008 while grain producers were smiling and pouring excess profits into land purchases? Well, hog producers who survived that are smiling now. Chris Hurt of Purdue University outlines it well in a recent article on [Farmdocdaily.com](http://Farmdocdaily.com).

Hog producers are benefiting from three factors. First is the decline in feed prices, as outlined below. They use corn and soybean meal, which have both seen prices fall roughly 25 per cent. So their costs are down. Secondly, beef prices are at record highs for a whole set of reasons specific to that industry. Consumers are switching to pork, because it's still cheaper.

Paradoxically, the third reason is that the pork industry suffers from a disease commonly called PEDv, a virus that affects baby pigs before, during and after birth. This has resulted in large pig losses, and in turn means a substantial decline in pork supply, and therefore an increase in price. Many people thought the major effects of PEDv were over, but the June 27 USDA report indicated that pig losses were

still running at roughly seven to 10 per cent as late as May. Many analysts also expected to see growth in the breeding herd in that report, but there was actually a marginal reduction from last year.

The immediate result was an increase of about \$18 per hog in expected profit from the rise in futures prices. Overall, profits per hog are probably at record highs.

We have said for several years that price volatility will increase. This is another manifestation that manifests extreme risks. Ontario's second-largest pork packer, Quality Meats, recently declared bankruptcy. We don't know the specifics, but can imagine the stress a processor feels when caught in the drill press of rising commodity prices and powerful retail chains who don't want to pass on price increases. It will get worse! 🍎

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

## MARKET HIGHLIGHTS

Sideways grain markets dropped with a vengeance as near-ideal growing conditions developed in the U.S. corn belt. Conflicts in the Middle East, meanwhile, kept energy prices high, taking the loonie with them. Recent USDA reports added materially to actual and expected grain supplies. The pace of exports slowed down and a few holds of imported soybeans from Brazil made sure the U.S. would not run out during the current crop year.

**> Corn** – On July 11 the USDA raised U.S. carry over for 2014/15 to 1.8 billion bushels, raising the stocks/use ratio to over 13 per cent, the highest since 2006, without raising this year's expected yield of 165 bushels. The market clearly expects something closer to 170. An already bearish corn market sank deeper, taking out the 2013 low of \$4.06. New crop December futures plummeted to \$3.84. The only clear support below this level is \$3. Buyers should be buying hand to mouth and enjoying the lower prices. Sellers aren't!

**> Soy oil** – The USDA put 2013/14 soybean stocks at 415 million bushels and forecast a stocks/use ratio for 2014/15 at almost 11 per cent, in contrast to the four per cent this year

and last. Add to this an abundant supply of palm oil, another big South American crop, and you have a bear market. September oil dropped from \$0.41 to \$0.36 since late June, not far from major support at \$0.285. We are no longer buyers at \$0.37, but would prefer to stay open until we see where this shakes out. Like the corn market, it will likely take a major problem with the U.S. crop to create a significant rally from current levels.

**> Wheat** – Wheat prices hung in until the USDA report. Apparent abundant supplies in Russia and sympathy with the corn and soybean pits crashed wheat prices through contract lows and below any support since mid-2010. September is currently trading at \$5.26. The next major support is \$4.25! Buyers should be open and wait until a new bottom is found.

**> Sugar** – Sugar prices also took a licking as production improved in Brazil and demand remained lacklustre. October futures dropped from a quadruple top of almost \$0.19 to the current \$0.17. There's no major support until 15.8 cents. Let it find a new low before forward pricing.

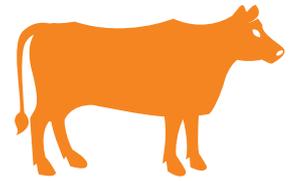
**> Natural gas** – Natural gas injections into storage were over 100 million ft.<sup>3</sup> per week for eight weeks, giving rise to higher stocks and lower

prices. The August contract dropped from 4.9 cents to the current 4.1 cents, taking out major support at 4.4 cents. Next support is at 3.9 cents, with major support at 3.1 cents. Consider pricing gas forward at the lower level.

**> Crude oil** – Brent crude peaked just over \$116 before falling to the current \$106. Fears created by the conflict in Iraq have been offset by increased production elsewhere. There is obviously considerable uncertainty, especially now that Israel is in conflict. Some support is around \$104; stronger support is just under \$100. The latter would be a great place to buy if the market gets there. We still like to protect above \$112.

**> Canadian dollar** – The loonie continued with better performance than "experts" suggested, largely based on strong energy and gold prices, as well as relatively good job growth performance in the U.S. However, an unexpected drop in job creation in Canada, outside of Alberta, on July 11 sent the loonie into a full penny swan dive. This will likely give impetus to the experts' opinions and trigger a sell off. Next levels of support are around \$0.92 and \$0.91. We suggested buying \$0.89 Puts to protect against a falling dollar. If the premiums make sense, roll that up to \$0.91.





## Traceability today

There are a number of excellent reasons why processors are adopting some degree of traceability

The concept of traceability has been around for thousands of years arising from a need to identify property by way of unique markings and/or features. The concept has evolved from this age-old practice to become the program that weaves together every element of our agri-food supply chain.

There are a number of well-known reasons why food processors are adopting some degree of traceability. These include:

- » Customer requirements
- » Regulatory requirements
- » Risk and/or loss mitigation
- » Process control
- » Cost control
- » Defense of brand equity

Most producers and processors adopt traceability measures for some or all of the above reasons, each in their own unique way to comply with the perceived current and potential future needs. But in doing so, many have encountered some real challenges in implementing their programs.

Customer requirements are rarely spelled out clearly and, in my experience, leave the supplier wondering to what degree ingredients and process variables need to be controlled and monitored. Substantial investments in human resources, process engineering, equipment and software may be the result. Although

these investments are usually proportional to the size of the firm, the costs are always significant.

Older establishments with legacy paper programs also have considerable difficulty migrating to digital systems. They lack the computer systems expertise that newer plants have from day one. Older equipment is not easily retrofitted with sensors to collect data. Despite advances made in improving computer hardware durability and portability, input-terminals (PCs, tablets, pads and smart phones) are still fragile and

“The more risk averse a company is, the more sophisticated its traceability program will need to be.”

regularly fail at the worst of times. Going digital requires the development of new forms to capture data and the grudging acceptance of new protocols which seem to need continuous tweaking for a wide variety of good reasons. In the end, good people skills are as critical as computer savvy to the successful introduction of digital traceability in older plants.

Global Food Safety Initiative (GFSI) program requirements for traceability vary by program, as do an auditor's interpretation of the standards. Canadian Food Inspection Agency (CFIA) requirements are likely to evolve in the next few years under the inspection modernization program. Thus, really knowing what current audit requirements are now and what they are likely to be in the future further add to the challenges food processors face in developing a traceability

solution. Regardless of these uncertainties, processors and importers will all be required to have a traceability program in order to do business in Canada.

The extent to which a firm can assume the risk of losses arising from a recall, product destruction and the consequent loss of customers and market share, all play a large part in designing the company's traceability program. The more risk averse a company is, the more sophisticated its traceability program will need to be. Another factor that often comes into play is underwriter requirements to secure reasonable liability insurance premiums. The more you appear to be on top of your game, the lower your premium.

Those selling traceability programs are adamant that the programs pay for themselves in ways other than mitigating losses due to recalls and the need to be in regulatory compliance. These benefits arise from process control resulting in lower waste, better and more consistent quality, and lower variable operating costs resulting from ingredient and process data that can be collected from sophisticated software applications. This is true in cases where the right data is collected and when the company's staff and management can mine the data for improvements and cost savings.

Good traceability programs connect all the important components and weave a stronger food safety net for your firm. When done correctly, there are many benefits beyond complying with customer and regulatory demands. ●

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## Recent research on third-party audits

Until recently there has been little serious research on the most significant food safety advance in the last decade, a development that has been entirely outside the realm of public law — the extraordinary growth of third-party supplier audits. There are now over 500 food safety audit firms, many of which have global operations.

The Food Safety Service Providers, an industry association representing nine leading private food safety audit firms, asserts that its members alone conduct more than 200,000 audits and inspections in more than 100 countries each year. It has been estimated that in the U.S. the scale of private food law auditing activity is now 10 times larger than that of the federal government, more than all federal and state efforts combined. Two recently published academic studies provide interesting insights into several aspects of this important new area of food law.

*Audits and Inspections Are Never Enough: A Critique to Enhance Food Safety* (Food Control, vol. 30, issue 2) by Douglas Powell et al. identifies the many limitations of third-party audits and documents several cases of major foodborne illness outbreaks linked to food processors that have passed third-party audits. Audits need to be supplemented by other measures such as microbial testing, and companies must have in-house capacity to meaningfully assess the audit results. Third-party audits are part of “a shift in food safety governance away from

government regulation and inspection towards the development of private food safety standards.” This study represents a cogent caution to the audit industry that they must improve their systems, and a warning to the food industry that audits are never enough.

In the latest *Wisconsin Law Review* American law professors Timothy D. Lytton and Lesley K. McAllister (*Oversight in Private Food Safety Auditing: Addressing Auditor Conflict of Interest*, 2014) provide the first comprehensive analysis of one of

“In the U.S. the scale of private food law auditing activity is now 10 times larger than that of the federal government.”

the most serious problems with private food safety auditing — auditor conflict of interest. Auditors are paid by the company being audited. Suppliers have an interest in finding the cheapest and least intrusive audit that will provide a certificate, and auditors have a financial incentive to reduce the cost and rigour of audits to get business in a very competitive environment. This study analyzes several oversight mechanisms that have been developed to mitigate the conflict problem, but concludes that at this time there are still too few financial incentives to assure more rigorous auditing.

Considering how few inspections are actually carried out by the Food and Drug Administration (FDA) relative to the number of businesses it is responsible for, it is ironic that the U.S. has been so reluctant to embrace more fully the advantages that third-party audits

represent. Perhaps this is because President Obama is so beholden to consumer activist groups that do not trust the industry, believe that only FDA inspectors can stop big bad food companies from poisoning consumers, and who refuse to recognize that it is private audits that are increasingly the drivers of enhanced food safety. Obama has declared that it is the state that has the primary responsibility for food safety, and the former FDA commissioner dismissed audit schemes as being merely “a business strategy, not a public health strategy.”

In Canada we have always recognized that while it is a shared effort, practically and legally it is food producers that have the primary responsibility for food safety. Industry recognized some years ago that they couldn't meet this responsibility adequately just by complying with government regulations — that they could protect their brand from recalls, minimize foodborne illness law suits, source ingredients widely and trade internationally only if, among other things, they insisted on warranty agreements from suppliers and that these were backed up by independent third-party audits. There are many legal and other problems with these relatively new instruments at this still early stage in their development, but they've come a long way in the last 10 years.

Finding ways to better integrate public law-based food safety regulations with private law-based certification systems may prove to be one of our more interesting challenges in the decade ahead. ●

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](mailto:Ronald.doering@gowlings.com)



## What do Canadians want on food labels?



A label is a place to communicate. There is a need for information such as the name of the food, net contents, ingredient list, allergen information and the name of the legal agent of the food. There is voluntary information like nutrient content claims or health claims, as well as highlighted ingredients. But one of the largest underappreciated facts about food labelling is that government has a very tight grip on all aspects of it. Federal authorities like Health Canada and the Canadian Food Inspection Agency (CFIA) have legislation that requires the declaration of certain information and prohibits others. Everything on a food label is potentially subject to some type of food law or regulation so as to support enforcement of non-compliant and misleading food labels. So what's the problem?

"Consulting Canadians to Modernize and Improve Food Labels" is a recently completed Health Canada survey which, not surprisingly, exposes some misunderstandings, but also shows that consumers do get much of food labelling. For instance, the Canadian nutrition facts table, modelled largely after that in the U.S., appears to be generally liked by Canadians. Yet interestingly, the U.S. Food and Drug Administration (FDA) thinks its format is no longer adequate and is due for some major upgrades. Clearly what consumers like and what

authorities deem to be information with relevance to public health may not be in total alignment.

Many consumer recommendations in the study involved ingredient labelling. Collective names like "natural flavour" or "colour" are no longer enough, and consumers now want to know what these actually are. And they want similar ingredients grouped together, like sugars. Colours, or at least those of particular interest, might have to be declared by name. Ingredients like glucose syrups, sugars and other similar sweeteners may end up having to be grouped together, resulting in their appearance higher up in the list of ingredients. Canadian ingredient labelling is largely based on decades old regulations that really do not serve the high information demands of modern Canadian consumers.

Also a concern is the fact that claims like "natural" and "nutritious" might infer that the food overall is a better choice nutritionally. This may lead Health Canada to set up guardrails for certain types of claims. Foods governed by the FDA, for example, are required to provide disclosure statements when nutrient content claims are made but where the level of certain "undesirable" nutrients are exceeded. Products are prohibited from being represented as healthy if certain nutrients are not present in specified amounts.

Also not surprising is the fact that consumers wish to know more about where their food comes from, something that will clearly point Health Canada and the CFIA in the direction of more uniform country of origin labelling. Consumers are now keenly interested in the methods of production their food has undergone as well. This might include knowing poultry is free range, wanting the use of pesticides identified, and most controversial of all, wanting genetically engineered foods to be labelled. Certain claims, like non-use of antibiotics, are currently covered under CFIA guidelines, although clarity and the assurance of accuracy regarding such claims can be enhanced. Canada might not be ready nor benefit from legislation like California's Proposition 65 (the *Safe Drinking Water and Toxic Enforcement Act of 1986*), however consumers do want more assurances that the foods they purchase are safe. Maintaining control over food labelling is Health Canada's way of connecting consumers to its public health policies, but it will need to work harder to maintain trust.

One other interesting comment from consumers is that they do not just expect food labels to provide more information; they also want to see better information on company websites. Will Health Canada create labelling for which supplemental information could be included on a website? Does everything have to be on the label? We know food labelling modernization is coming, but at this point in time we can only speculate about what that may look like. ●

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

# What's your number? [of fruit & veg]?





# The food industry grapples with how to get Canadians to put more fruit and vegetables on their plates

BY REBECCA HARRIS

Everyone knows mom was right: fruits and vegetables are good for you. But the health benefits of a produce-rich diet are even more remarkable than previously thought. A study of 65,000 people by University College of London in London, U.K. found that eating at least seven portions of fresh fruit and vegetables a day was linked to a 42-per-cent lower risk of death from all causes. It was also associated with a 25-per-cent lower risk of cancer and a 31-per-cent lower risk of heart disease or stroke. Consumption of vegetables proved to offer more protection against disease than fruit.

It's enough to make anyone head straight to the leafy corners of the produce aisle. Yet despite renewed interest in healthy eating — and the scientific proof to back it up — many consumers still struggle to eat enough fruit and vegetables each day. While *Canada's Food Guide* recommends that women eat seven to eight servings a day and men eight to 10 servings, women are eating just 4.3 servings and men only 3.5 servings, according to the 2013 Fresh Produce Purchase benchmark study by the Canadian Produce Marketing Association (CPMA).

Why aren't Canadians getting enough fruit and veg? Kitchener, Ont.-based dietitian Jane Dummer says the challenge for consumers is planning, shopping for and preparing fruit and vegetables. "When I teach my clients to take half an hour and make a stir-fry, they're not willing to do that, which is really frightening to me," she says. "It kills me because so many people just don't know how to put together a meal."

Dr. Yoni Freedhoff, founder of the Bariatric Medical Institute in Ottawa and author of the popular blog [weightymatters.ca](http://weightymatters.ca), says the "non-use of our kitchens" has been normalized. "Regular home-cooking from fresh, whole ingredients, including fruit and vegetables, has become much less common," says Freedhoff. "We have been taught that restaurants and boxes can provide us with the health and nutrients we need. So that's where we look because it is now normal to believe it's possible to do so."

While the food processing industry may have a hand in keeping people out of their kitchens, it's also trying to make it easier for consumers to boost their fruit and vegetable intake. "Our industry plays a very important role in helping Canadians eat a balanced, fulsome diet," says Maisie Vanriel, vice-president of Scientific & Regulatory Affairs — Food Policy, at Food & Consumer Products of Canada. "From fresh to frozen to canned, ➔



IN A STUDY OF **65,000 PEOPLE** IT WAS FOUND THAT EATING AT LEAST **SEVEN PORTIONS** OF FRESH FRUIT AND VEGETABLES **A DAY** WAS LINKED TO A **42-PER-CENT** LOWER RISK OF DEATH FROM ALL CAUSES. IT WAS ALSO ASSOCIATED WITH A **25-PER-CENT** LOWER RISK OF CANCER AND A **31-PER-CENT** LOWER RISK OF HEART DISEASE OR STROKE





there are many different options available for people to include more fruits and vegetables in their diets.”

There are also more stealth ways too. An increasing number of products are now made with “undercover” fruit and vegetables for those picky eaters. For example, in 2012, Canada Dry Mott’s launched a new line extension to its Mott’s Fruitsations fruit snacks: Mott’s Fruitsations + Veggies. The product, which is made by adding various vegetable juices to applesauce, contains one serving of fruit and vegetables (two-thirds fruit and one-third vegetables) in each cup, as per *Canada’s Food Guide*.

“As manufacturers, we owe it to consumers to be transparent about what’s in our products and at the same time, make sure kids enjoy tasting them,” says Carol-Anne Gower, vice-president of Marketing and Business Development for Canada Dry Mott’s Inc. “On our packaging, we call out what’s good, we call out the serving of fruit and vegetables. I’m not going to say it’s huge, but it’s a lot more than 90 per cent of the other snack options that are out there for kids these days.”

But products like these are not without critics. Freedhoff argues that products containing puréed fruit or vegetable juice are neither fruit nor vegetables. “We allow food manufacturers to suggest that their product is fruit when it was made indirectly from fruit once upon a time,” says Freedhoff. “Evaporated cane juice and concentrated fruit purées are not

fruits. These are sugars masquerading as fruit, but promoting themselves as the same as fruit.”

It’s the same story with vegetables. “We’re seeing products now contain one serving of vegetables when the vegetable is just a distant remote DNA relative and not actually the vegetables that we’re talking about in the first place,” says Freedhoff.

“An increasing number of products are now made with “undercover” fruit and vegetables for those picky eaters.”

Sue Lewis, director of Market Development at CPMA, agrees that many consumers have trouble understanding labelling and the nutrition facts panel. “You have to be careful because you look at some of those products that are supposedly fruit based and you’re hard-pressed to find a fruit on the ingredients list.”

Naturally, CPMA, which represents companies in the fresh produce business, encourages consumers to choose fresh fruit and vegetables. In April, CPMA launched a new consumer outreach program called “Half Your Plate” to help people get their daily fruit and veggie requirements. The campaign is similar to the U.S. initiative “My Plate” that launched in 2007.

“Rather than people counting servings or worrying about serving size, our premise is that at every meal, make half your plate fruit and vegetables. By the end of the day, you’ll have your recommended number of servings,” says Lewis. “That also translates when you’re at the grocery store. Half your cart should be fruit and veggies.”

The program aims to offer a simple, consistent way to help consumers navigate the many different messages out there, from grocery retailers’ own



## The battle of the smoothies

**By Daniel Scholes**

Powered by the escalating demand for healthy, on-the-go meal solutions, the smoothie category is a very active one. For some, it is the perfect way to get a daily dose of the latest and greatest “superfood,” while to others it’s a fast and easy breakfast or lunch solution. With a growing number of brands competing for a share of the smoothie pie, we wondered, do they all pack an equally good punch?

### **Judges and contenders**

We recruited 50 females who are regular users of smoothies and asked them to taste and evaluate six strawberry-banana flavoured samples — five off the grocery shelf and one from a quick-serve outlet, the latter of which was always tested in the last rotation because of its more distinctive profile. The samples were evaluated blind and served chilled in a five-ounce plastic cup.

### **It’s a knock-out**

First off, the quick-serve brand smoothie was in a league of its own. With top scores in overall liking and purchase intent, it also had the best taste, it was the most refreshing, and it was the closest in taste to what our group of consumers thinks “a real smoothie should taste like.”

### **The consolation round**

Although none of the five off-the-shelf smoothies performed as well as the quick serve-style smoothie, there were winners among them. One brand outperformed the others in overall appeal – particularly driven by liking of the flavour. It had a greater presence of both strawberry and banana flavours, and was also sweeter than the others.

In contrast, the number-2 product in overall ranking was weak in strawberry flavour and not very sweet, but it had the creamiest, smoothest and thickest texture. The product with the lowest

appeal, which by the way had a dismal purchase intent of 36 per cent (65 per cent is considered a good benchmark in this category), did not meet the mark for either flavour or texture.

In summary, although overall flavour emerged as the most important driver of liking — driven by the strength of the strawberry and banana flavours as well as sweetness — the textural attributes of creaminess, smoothness and thickness were also important.

### **The punchline**

Our consumers told us that the main reason they buy smoothies is because they are a nutritious, healthy choice. But when it comes to the choice of brands on the grocery store shelf, they are mainly looking for a brand they like, while the healthiness of the brand is not a particularly relevant factor (for example, all smoothies are perceived as healthy).

Being the “brand consumers like” means delivering both a taste and textural profile with strong appeal — and our research suggests that not all brands in this competitive arena are doing just that. So in the interest of winning the battle for market share in this growth category, it may be worthwhile to check in with consumers...or someone might just beat you to the punch. 🍌

Contract Testing Inc. is an industry leader in sensory evaluation and consumer product testing, and is the only sensory evaluation and consumer product research company

with corporately managed test sites in both Canada and the U.S. For questions about this research, or how you can leverage consumer taste buds in your business, contact Dan Scholes at [info@contracttesting.com](mailto:info@contracttesting.com), or at (905) 456-0783.

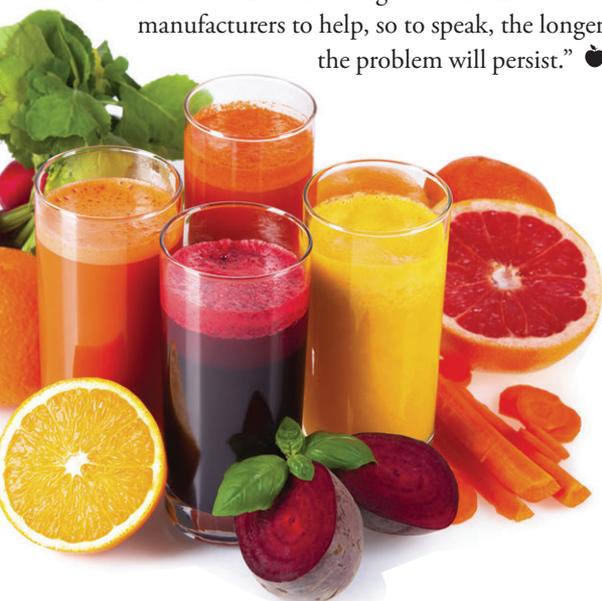


healthy-eating programs to front-of-pack claims, to *Canada’s Food Guide* recommendations. In 2007, for example, the guide was revised to include the amount of food people need based on their age and gender. “It’s a bit more confusing for some consumers,” says Lewis. “What we hear most from consumers is that they’re struggling with what a serving is in a lot of instances.”

CPMA is also putting a big emphasis on encouraging school kids to eat fruit and vegetables. Its “Freggie” school program includes curriculum that teachers can download from [freggietales.ca](http://freggietales.ca), as well as Freggie Tales games, jokes and recipes. “Research suggests that sometimes kids need to try things six, seven, eight times before they like it,” says Lewis. “As parents that’s frustrating...but schools are great places for kids to try things. You have that peer support and it’s okay to be eating this if all your friends are eating it.”

Dummer believes the government needs to bring back life-skills training at schools. “Kids are getting to university and think throwing a pasta container in the microwave is actually cooking,” says Dummer. “We need to fund programs for teaching cooking in schools. If parents are neglecting that skill set at home, where are kids going to learn?”

Freedhoff agrees that we should bring back home economics. But he asserts that food manufacturers have no role to play in helping Canadians eat more fruit and vegetables. “The governance of the food industry is profit,” he says. “And that’s not bad, it’s not evil — it’s what a corporation is and does. But the longer we look to food manufacturers to help, so to speak, the longer the problem will persist.” 🍌



Deanna Rosolen



## Horticulture mash-up

Hybridization is about doing what bees already do and have done for eons — naturally crossing fruits and vegetables to create novel new flavours

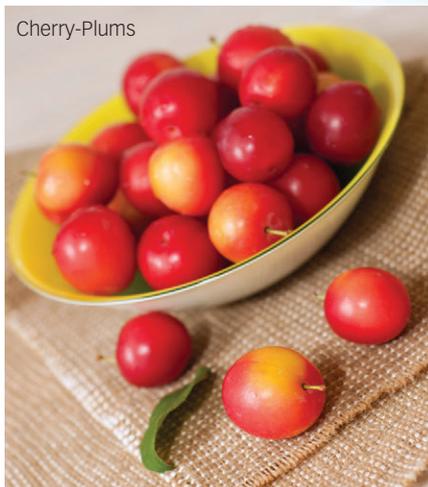
**a**pricots, peaches, pears, nectarines, plums and cherries. The glorious colours and tastes of summer. And how about those Plumcots or Pluots or Apriums, Peacotums, Mango-Nectarines, Cherry-Plums or Plierries? These hybrids (or complex hybrids if there are more than two fruits involved) are also in many produce departments, adding a variety that can sometimes stop you in your tracks.

The breeders behind these hybrids — and in vegetables, too — are passionate about what they do. They must be since this kind of work demands a lifetime commitment before you'll see the, um, fruits of your labour. Floyd Zaiger, the California breeder behind Zaiger Inc. Genetics and the famous Pluot (a plum-apricot hybrid) began work on the hybrid back in the late 1950s, according to his daughter Leith Gardner, and didn't produce a commercial Pluot fruit tree until 1992.

### How does it happen?

It begins simply enough. You dust the pollen from one flower onto the stigma of the other flower. Then the hard part — in stone fruits — begins. You let the flower grow into a fruit and collect the seeds, says Jay Subramanian. The associate professor of Tree Fruit Breeding and

Cherry-Plums



Pluots, a plum and apricot hybrid

Biotechnology at the University of Guelph, who also works at the Vineland Innovation Research Station, says the seeds often take about a year to germinate. Once they germinate, you can plant them in the field where it will take another four or five years before they flower and fruit. Breeders are private about how they work, adds Subramanian, but he estimates they conduct thousands of crosses before they get a decent fruit and seeds they can use.

With vegetables, the process is much shorter because of the plants' short life spans. Most vegetables, says Subramanian, will go from seed to seed in about a year.

Most cucumbers, tomatoes, eggplants and peppers on the market today are hybrids. Green and orange cauliflower are also the result of ambitious hybrids.

So is this type of plant crossing the same as genetic modification? Not at all, says Doug Phillips of Visalia, Calif.-based Phillips Farms, which grows Peacotums (a peach-apricot-plum mix). “[Hybrids] are what you call open cross pollination. It's strictly coming from an open cross between a flower and a pollen source,” he says. “You certainly don't go in and inject a new gene or modify a gene.”

### Why does the market need hybrids?

In Leith Gardner's opinion “you can't beat a really good [hybrid] plum.” Gardner works at Zaiger Inc. Genetics in Modesto, Calif. with her brothers, extended family and dad Floyd. She adds that hybrid apricots, for instance, are more adaptable and can be grown in different zones. She explains that her father's motivation when he first began breeding was “to improve the flavour, and to create something new and unique.”

The uniqueness and novelty of these fruits and vegetables does pique consumers' interest. And although there's often a premium price attached, many consumers don't seem to mind.

What crossing can't do is boost the nutrition content of fruits and vegetables. Zannat Reza, a Toronto-based registered dietitian and nutrition consultant, doesn't think they're nutritionally better than regular fruit. “There's nothing magical about hybrids,” she says. “My bottom line is people need to eat enough fruits and vegetables (seven to 10 servings) a day.” 🍓

# News



## 40 years of keeping it cold

Confederation Freezers of Brampton, Ont. is celebrating 40 years of keeping food cold. Along with ambient, cool and frozen storage capabilities, the firm offers current technologies in inventory control, EDI and customized reporting.

The business has also grown from a 1.2-million-cubic-ft. facility in Brampton to 20 million cubic feet over four locations in Ontario.

## From air to sea

A new study from Seabury, an Amsterdam-based shipping consultancy firm, has found that a shift is taking in place in the industry from air cargo to ocean transport. The study found that about 100,000 TEUs per year are transported by ocean carriers instead of airplane. The shift is more pronounced in certain perishable commodities such as tomatoes, capsicum, fresh fish, lettuce and pineapples. ➔



## HAPPY 40TH!

In June, the GS1 barcode — formerly known as the UPC code — celebrated its 40th birthday. Today the GS1 barcode is scanned as many as five billion times, from warehouse loading docks to small retail shops. The very first product scanned was back in 1974 and was a 10-pack of Wrigley's Juicy Fruit gum.



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SEA > YVR > PEK  
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**IN BRIEF** 

> **Crown Equipment Corporation** has announced that **J.H. Ryder Machinery Ltd.** is joining the organization's global network of Crown Lift Trucks sales and service locations.

> Toronto-based **A.C. Simmonds and Sons Inc.** has acquired Brampton, Ont.-based **Direct Reefer Services Inc.** (DRS). DRS operates a refrigeration- and temperature-controlled fleet of 18 53-ft. trailers and 15 power units.

> In May in Canada, the **Fair Rail for Grain Farmers Act** (Bill C-30) came into force. The Act identifies clear and achievable measures to get Canada's agricultural products and other commodities to market in a predictable and timely way.

> Toronto-based **Food Freshly North America Inc.** has expanded into the Mexican marketplace with **AERSA** as its distributor.

> **Walmart Canada** has approved **PECO Pallet Inc.** as a pallet participant, giving vendors the option to use PECO's wooden block pallets when shipping into Walmart Canada locations.

**NEW PRODUCTS**

**Efficient storage**

Carrier Transcold of Athens, Ga. has launched the engineless Vector 8100 all-electric trailer refrigeration unit. The unit consumes less electricity and is designed for supermarkets, produce warehouses, food distribution centres and other businesses that use refrigerated trailers. The Vector 8100 achieves 15 to 25 per cent more Btu of cooling per kilowatt consumed at typical rating conditions than previous designs.  
[www.transcold.carrier.com](http://www.transcold.carrier.com)



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## Nanotechnology in packaging

Is there a safety concern?

**n**anotechnology involves very small materials that have dimensions in the range of one to 100 nanometres (nm) in length — for reference, a sheet of paper is about 100,000 nm thick! There has been much research in this field in recent years in many areas, including food and food packaging applications. Active packaging uses nanotechnology techniques.

Nanotechnology's main application is for plastic and paperboard packaging due to its poor barrier properties. Use of nanotechnology in packaging offers lightweighting opportunities to support sustainability and cost-cutting measures.

Nanocomposites are mixtures of nanomaterial fillers such as clay or fibres (including cellulose and silica) with polymers, which are integrated into or coated onto the packaging. The filler materials create a "tortuous path" for the gases, making it harder for water vapour and oxygen to diffuse through the package wall. It is also believed the nanoparticulate filler influences the barrier by changing the polymer matrix.

The most widely used nanoscale fillers are clays with typical levels of one to five per cent added. The clay platelets are highly dispersed or "exfoliated" structures with a large surface area to volume ratio. There are a number of companies that offer nanoclay formulations that can be used in multi-layer applications for plastic packages and films to protect oxygen-sensitive beverages and foods. Paperboard can also be coated with



nanocomposite that has the added benefit of providing extra strength and rigidity as well as an enhanced barrier.

New regulation issued in 2011 on plastic food contact materials in the European Union (Commission Regulation EU No 10/2011) now includes the use of nanoparticles. The regulation states that the use of nanoparticles is prohibited unless they are specifically authorized in their nano form, and the European Food Safety Authority (EFSA) recommends that "risk assessment of engineered nanomaterials has to be performed on a case-by-case basis."

Countries outside the EU are using existing legislation to cover the use of nanomaterials. In the U.S., the FDA issued draft guidance in April 2012 that recommends a prior safety assessment of product involving nanotechnology using tests that have been validated for nanoscale materials. These materials may not be considered generally recognized as safe (GRAS), so that a full review and approval on a case-by-case basis is likely warranted.

Health Canada has issued a policy statement on the Working Definition of Nanomaterial, and there is a Nanotechnology Work Plan to develop joint

initiatives to align regulatory approaches for consumers and industry in Canada and the U.S. Use of nanomaterials in packaging falls under Health Canada's food packaging regulations, with pre-market assessment available for the packaging material's chemical safety.

Concern about migration of nanoparticles from the packaging into the foods is a deterrent to development and widespread use. Nanomaterials can have different chemical, physical or biological properties than their macro-sized counterpart materials. More studies need to be conducted to ensure consumers are protected from any potential hazards caused by compound migration.

Biopolymer-based nanocomposites are also currently under development to incorporate nanoscale additives for controlled or accelerated compostability in plastics. A new area of research is sensor and indicator technology for food safety and quality (such as non-invasive gas detection or microbiological detection methods). Security inks or nanobarcodes can be used to protect against counterfeiting. Another area of development is for edible coating application on perishable foods to provide a moisture barrier, gas exchange, and delivery for antioxidant and enzymes, colourings and flavours.

Although there is huge potential for nanotechnology applications in food packaging, they have not become mainstream. The industry has stalled in large part due to consumer wariness, as well as environmental and regulatory concerns and high development and manufacturing costs. ♡

Carol Zweep is manager of Packaging and Food Labelling Services for NSF-GFTC. Contact her at [czweep@nsf.org](mailto:czweep@nsf.org)

# Culinary Healing



BY CAROL NESHEVICH

As Canada's population ages and we gain a better understanding of food's role in the healing process, the healthcare sector could represent great opportunities for food and beverage manufacturers

**P**icture this: you're in the hospital, recovering from surgery or perhaps trying to regain strength after a lengthy illness. The nurse brings you a plate of rubbery meat, a small portion of wilted vegetables and some tasteless mashed potatoes. Do you gobble it up with enthusiasm? Not likely. Historically, this has been the stereotypical meal that many imagine when they think of hospital food. But as Canada's population ages, and we learn more about the role of nutrition in the healing process, healthcare institution food is slowly but surely evolving to meet the demands and requirements of today's patients.

"You really need tasty food, food that patients will eat," asserts Winnie Chiu, director of the Food Innovation & Research Studio at Toronto's George Brown College. "Because if it's not enticing, they just won't



eat it." And if patients don't eat, they simply won't recover as quickly. "High-quality food can be an important part of healing," says Chiu.

According to Peter Todd, business development manager at Brampton, Ont.-based *apetito Canada* (which primarily produces food for the healthcare and homecare markets), a food's visual appearance and plate presentation go a long way toward stimulating appetite. "Plate presentation is something that we're focusing on at *apetito*, so we can help [healthcare facilities] deliver something that is eye-catching to look at, but also tasty as well," he says. "We develop a lot of puréed food for hospitals and long-term care," explains Todd. "When you attempt to make your own purées for those on a specialized diet, there's a definite risk that you won't get the consistency that is safe for someone on that diet, either because it's too thick, or too thin, or a combination of both, or because you're using equipment that doesn't actually allow you to remove all the particles, which can cause a choking hazard. So a lot of people will turn to our product range of purées because we have the right equipment and we are a federally inspected facility, which allows us to guarantee the safety of our product."

On the taste side, it's also becoming more evident that patients want the type of food they're used to eating at home — and increasingly that



**LEFT:** Premium thick carved chicken breast strips. **RIGHT:** Grilled chicken thigh.

includes ethnic fare, from Thai to Japanese to Indian. “Baby boomers are more demanding than any generation in the past and expect variety. They are also well travelled and like experimenting with different ethnic flavours. Senior living homes will be looking for multiple menu ideas to ensure more variety can be offered on their menu without necessarily increasing their inventory or product mix,” explains Denise Paul, a registered dietician and the director of Healthcare at Maple Leaf Foodservice. To help its healthcare clients with these evolving demands, “Maple Leaf Foodservice has developed the Menu MAXimizer recipe program, which teaches our clients how to use

nutritional profile so that one product can be served across various diet types such as healthy heart, renal and diabetic diets. Our Healthy Selections line was designed specifically for hospital patient feeding. All nine products [in the line] are low in sodium, low in fat, high in protein and contain few to no allergens,” says Paul, noting that the most popular products in the line are the Grilled Chicken Thighs and the Sliced Roast Pork Loin.

“Senior living homes will be looking for multiple menu ideas to ensure more variety can be offered on their menu without necessarily increasing their inventory or product mix.”

our products in a variety of delicious and innovative applications, as well as create culturally diverse menu options.”

The aging boomer generation is, in fact, part of what spurred Maple Leaf to increase its focus on the healthcare market about a decade ago “after a market assessment revealed the immense size of the market and its growth potential, driven by the exploding senior living market,” says Paul. When it comes to the needs of seniors’ homes, “seniors are living longer with chronic diseases such as diabetes, hypertension, heart disease and renal disease. In the past, long-term care homes simply focused on ensuring that the seniors ate a nutritious meal that followed *Canada’s Food Guide*. But with more and more seniors having special diet restrictions, homes are demanding products that are lower in sodium and contain more natural ingredients,” says Paul. Similarly, regular hospitals are also looking for foods that can easily satisfy specific dietary requirements. “Hospitals seek products with a very strict

According to Paul, the biggest “hot button” in healthcare food right now is sodium. “Maple Leaf has reduced the sodium in more than 30 foodservice products in the past five years to better meet the needs of the healthcare market,” she says. “Our goal is to reduce sodium as much as possible while ensuring that the product still tastes delicious and is produced safely [since salt is used as a food preservative]. As an example, we reduced the sodium in our Schneider’s Fully Cooked Pulled Pork by 58 per cent to only 212 mg per 60 g serving.”

Creating and delivering the ideal meal for a hospital patient or seniors’ home resident is easier said than done, however, as the task is complicated by very ↗



restrictive financial concerns. Budgets remain the most difficult challenge for those in charge of healthcare institution food. With an allotment of less than \$8 per day per patient (which must cover breakfast, lunch, dinner and snacks) at most Canadian healthcare facilities, it certainly isn't easy to ensure that meals fulfill all the nutritional requirements while also being tasty and enticing.

“As healthcare costs continuously rise, budgets at healthcare institutions are being pinched. This can present a challenge as nutrition and food budgets are

often cut,” explains Alison McLean, vice-president, Nestlé Health Science (a wholly owned subsidiary of Nestlé, created in January 2011.) “This financial challenge reinforces the importance of working with healthcare providers to increase awareness of the therapeutic value of nutrition in improving patient outcomes. Therapeutic nutrition products must be prioritized into non-negotiable budget cuts, in order to provide the clinical nutrition therapy patients require.” Nestlé is taking a very scientific approach to its offerings in this area, as McLean explains: “A recent focus has been on the nutritional management of those assessed as being malnourished or at risk of malnutrition. This could include the use of food enhanced with protein or calories, oral nutritional supplements, or in a more severe state, tube feedings may be the preferred choice. Nestlé Health Science offers a variety of products to help with nutritional management for those with various medical conditions, including oral nutrition supplements like BOOST and Resource 2.0, and tube feeding solutions including Peptamen and Isosource.”

But while large companies like Nestlé and Maple Leaf now have a fairly solid foothold in the healthcare sector, and more specialized companies like apetito have also found their niche, is there a place for small- to medium-size food companies to break into today's healthcare food market? Kevin Stemmler believes there can be. His company, Stemmler's Meat & Cheese in Heidelberg,

““ As healthcare costs continuously rise, budgets at healthcare institutions are being pinched. This can present a challenge as nutrition and food budgets are often cut. ””

Ont., has been working on a pilot project to get its products into healthcare institutions for the past four years. Stemmler believes one of the great strengths of a smaller company like his is that it can offer good local food products to satisfy the increasing desire to serve local fare — a popular trend in all foodservice markets today, including healthcare. “Local food is really big right now; I can't see that changing. Larger manufacturers don't really have the same ability to provide that as we do,” he says. Stemmler also thinks his ability to offer more flexibility in the ordering process, in terms of both frequency and volume, could be a plus for some institutions.

Overall, “I don't want to compete against the big guys, because we'll lose,” admits Stemmler. “We want to complement them. I really think the fact that small- to medium-size companies like Stemmler Meats have some unique products, very different products, funky products — I think that's where we'll be able to offer some interesting menu items.” Stemmler is optimistic about his company's emerging role as a healthcare food supplier, and he views it as an important role: “Part of healing is sitting down to a meal, talking about what's gone on in your day — that's what people really have to look forward to. So we have to give [healthcare patients] things that they really enjoy and want to have in their life, and that includes a good meal.” ●



WITH AN ALLOTMENT OF LESS THAN **\$8 PER DAY PER PATIENT** AT MOST CANADIAN HEALTHCARE FACILITIES, IT CERTAINLY ISN'T EASY TO ENSURE THAT MEALS FULFILL ALL THE NUTRITIONAL REQUIREMENTS WHILE ALSO BEING TASTY AND ENTICING.

# RESEARCH CHEFS IN CANADA



## News > file

### IFT in the Big Easy

The Institute of Food Technologists (IFT) held its Annual Meeting & Food Expo in New Orleans from June 21 to 24.

During the show several companies were awarded Food Expo Innovation Awards. Arla Food Ingredients was recognized for its Nutrilac proteins for acid whey; PerkinElmer Inc. for its DairyGuard Milk Powder Analyzer; and Solazyme Inc. for its high-stability, high oleic oil derived from microalgae (for more products from



Karine Paradis

IFT see Product Showcase starting on pg. 36).

This year's IFT Student Association's Developing Solutions for Developing Countries award went to a team from Indonesia's Bogor Agricultural University for Floya, an instant porridge packed with easily absorbed protein. A 16-person

team from McGill University's Food Science program took third place in the IFT Student Association 2014 Competition for Frisson, a sorbet-like frozen dessert that can be stored at room temperature.

Frisson was selected as one of 16 finalists in the IFT Student Association's annual Food Product Development Competition sponsored by MARS, the first time in more than 25 years that a Canadian team has been selected to participate in the finals.

"We are really proud of Frisson," says team leader Karine Paradis, who graduated from McGill with a BSc(F.Sc)/

BSc(Nutr.Sc) this year.

The most innovative quality about Frisson is that it can be stored at room temperature in its original liquid form. This means consumers won't have to worry about containers melting, and there will be fewer containers taking up space in consumers' freezers. When consumers crave a frozen treat, all they need to do is pop and replace Frisson's lid to let a little air into the container, give it a little shake and put it into the freezer for a few hours. Current flavours include hibiscus-ginger and almond-pistachio.

In its original liquid form, Frisson remains stable as long as the seal is not broken. Frisson is also healthier than most ice creams. "We meet a lot of requirements of people who are on restricted diets," says Paradis. "Frisson is pasteurized, vegan, dairy-free, gluten-free and it has zero cholesterol. It also has a high-fibre content which is very unusual for frozen desserts."

### FOODIE NATION

A recent survey by food and lifestyle channel Gusto TV and Nanos Research reveals that 70 per cent of Canadians happily call themselves "foodies."

Characterized as having "an avid interest in food" and "new culinary experiences," 24 per cent of these self-described foodies "consider themselves to have serious culinary cred." Quebec was found to have the most passionate foodies (26.5 per cent), followed by B.C. (26 per cent) and Ontario (25.6 per cent).

In total, 96 per cent of consumers surveyed said they like to try new food experiences regularly (40 per cent) or occasionally (56 per cent), which is good news for the food industry.



### INBRIEF



> Chef **Stefan Strehler** has been named culinary specialist for Takasago Americas.

> Two Canadian food books came out on top at the recent **Beijing Cookbook Fair Gourmand Awards**. The *Complete Leafy Greens Cookbook* by Susan Sampson took first place in the vegetarian/vegan category, while *Les Saveurs Gastronomiques de la biere* by David Levesque Gendron and Martin Thibault was named number-1 in the drinks/beer category. Books from almost 200 countries competed in the annual awards.

> **IBM** and **Bon Appetit** have teamed up to launch Chef Watson with Bon Appetit, an app that helps consumers and chefs to discover new and unique recipes, or create their own, based on the magazine's vast archive of recipes and ingredients. IBM describes Watson as "a cognitive technology that processes information more like a human than a computer." Because Watson combines recipes with its knowledge of people's taste preferences



and how different ingredients interact, the app can help cooks predict which ingredients will offer the most novelty and best food pairing.

John Placko



A kitchen trainee prepping food.

## COOKS WITH A MISSION

In 2013 a new chapter of the Canadian Culinary Federation (CCF) was created under the Oakville branch banner, thanks to the driving force of chef Ryan Marquis of C.W. Shasky & Associates Ltd. The branch quickly grew, with many of the members being corporate chefs for large food manufacturers, distributors and hotels. However, any cook or chef can join the association by contacting [bobvilleneuve2@hotmail.com](mailto:bobvilleneuve2@hotmail.com). Everyone is welcome.

The goal of the CCF is to unite chefs and cooks across Canada in a common dedication to professional excellence. The association was founded in 1963 and incorporated in Ottawa as a non-profit association in 1972. Since its inception, the federation has enjoyed a deep and long-standing tradition as Canada's true representative of the professional chef and cook.

I was totally inspired by our guest speaker at a recent monthly meeting. This wasn't a celebrity chef but a junior member of the CCF, Candice Ekonomakos. But Ekonomakos is no ordinary young cook working in our industry — she's on a mission and wants people to jump on board. She's already held a number of impressive professional positions, including former president of the Humber Culinary Arts Club; national junior representative for the CCF — Central; junior member of the Toronto Escoffier Society; junior delegate for the World Association of Chefs Societies (WACS); and director of the Hunger and Poverty group for Community Footprints. And she works full time at the Ritz

Carlton Hotel in Toronto. Ekonomakos is also part of "Cooks with a Mission," a junior initiative of the Central region.

Cooks with a Mission is about giving back to the community. Junior cooks can donate time to less fortunate families by helping to prepare meals for hundreds of guests daily, including before and after school snacks, or by working in a food bank to organize and maintain food. Ekonomakos is passionate about helping to

“Every chef/cook is born with a gift, a passion for food. Let's share our gift.”

deal with the daily issues of hunger, poverty and homelessness by inspiring cooks and chefs to give back to the community. “Every chef/cook is born with a gift, a passion for food,” she says. “Let's share our gift.”

At this recent Oakville branch meeting, outgoing CCF Oakville president Marquis invited Todd Lamswood, Food Services manager for the Daily Bread Food Bank (DBFB), to listen in as Ekonomakos addressed the chefs about her mission. The roundtable discussion quickly gained momentum, and what began as a great idea from a junior member is now a full-scale food production day at the DBFB on Saturday, Sept. 5, 2014,

Photos: Daily Bread Food Bank



Daily Breads' garden produced more than 1,200 lbs of vegetables, fruit and herbs last year.



Volunteers sort food donations.

the first of many I'm sure. The members around the table from various food manufacturers and distributors will donate a variety of foods and will spend the day doing what they know best — preparing and cooking family-size meals that will be assembled to feed hundreds of people.

“As chefs most of us entered into this career because we have a passion for feeding people,” says incoming Oakville CCF president Bob Villeneuve. “That means a lot of different things at different times, but to come together and help feed some of the most vulnerable members of our society is the most important cooking any of us will ever do.”

One concern I have heard about donating food products is the issue of liability. However, the *Donation of Food Act, 1994* allows food to be donated without the donor being at risk of any penalty. Here's just part of the act referring to liability: “A person who donates food or who distributes donated food to another person is not liable for damages resulting from injuries or death caused by the consumption of the food unless: (a) the food was adulterated, rotten or otherwise unfit for human consumption, and; (b) in donating or distributing the food, the person intended to injure or to cause the death of the recipient of the food or acted with reckless disregard for the safety of others.” View the full Act at [www.e-laws.gov.on.ca/html/statutes/english/elaws\\_statutes\\_94d19\\_e.htm](http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_94d19_e.htm)

After the meeting Lamswood had this to say about the new association with the Oakville branch. “I'm absolutely thrilled about this new collaboration between CCF Oakville and DBFB. It's a great opportunity for chefs to give back to the community and make a really positive impact. This is just the beginning of a beautiful friendship.”

The DBFB is a leader in the fight against hunger, and is a non-profit, charitable organization that serves people through almost 200 food programs across Toronto. Last year, the organization provided food for 763,000 client visits to food banks and prepared and distributed almost 170,000 nutritious meals through its kitchen programs. More than a food bank, DBFB also works to support people struggling with hunger by providing job training, by researching and educating people on issues around poverty, and through innovative and realistic solutions that will help people break away from poverty. There were more than a million client visits to food banks in the Greater Toronto Area last year, and a third of those were children.

If you're a food manufacturer in the GTA and have excess food products, please contact me and I'll be sure to help get your products to the Daily Bread Food Bank. We can all make a difference in the fight against hunger. 🍎

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## Special Coverage: IFT14

The Institute of Food Technologists (IFT) held its Annual Meeting & Food Expo in New Orleans from June 21 to 24. This year also marked the association's 75th anniversary. Thousands of food scientists, R&D professionals, suppliers and marketers from around the world attended the show. If you missed it, here's a round up of some of the innovations *Food in Canada* saw at the show. IFT15 takes place in Chicago from July 11 to 14, 2015. For more IFT coverage, see [www.foodincanada.com](http://www.foodincanada.com)

### Food safety solution

Bio-Rad Laboratories Inc. highlighted its iQ-Check Prep Solution. The solution offers fully automated DNA extraction and real-time PCR testing, fully automated detection and data analysis, and e-mail notification of results. [www.bio-rad.com](http://www.bio-rad.com)

### Full colour

Chr. Hansen introduced its Ultra Stable Red, which allows producers to remove Red #40. Also new was the DairyMax 144, which was developed for double-layered yogurts. The company also highlighted its range of yellow to orange solutions for almost all applications. [www.chr-hansen.com](http://www.chr-hansen.com)

### Dairy concentrates

First Choice Ingredients showcased its dairy concentrates, which are available in paste, powder or liquid made from milk, yogurt, butter, cream and cheese. The concentrates are clean-label, kosher, rBST-free, non-GMO, organic and halal. [www.fcingredients.com](http://www.fcingredients.com)

### Trans fat-free

Bunge highlighted its Saturate Sparing all-purpose bakery shortening (functional when liquid expected). It also showcased its trans fat-free products that do not use partially hydrogenated oil, such as PhytoBake, which boosts beneficial phytosterols; and Nutra-Clear HS, an omega-9 canola oil, which delivers zero trans fat. [www.transfatsolutions.com](http://www.transfatsolutions.com)

### Better shelf life

Hawkins Inc. highlighted its new eLminate product line of liquid antimicrobials to benefit the meat and poultry industries. The line, which includes eLminate V vinegar, offers greater pathogen control and cleaner flavour. [www.hawkinsinc.com](http://www.hawkinsinc.com)

### Mask it

Virginia Dare introduced Pro-Mask, a new series of protein masking flavours. The company had ready-to-drink beverages, cookies and ice cream on hand to demonstrate the applications. All the foods were fortified with protein, either from whey, soy or milk. [www.virginiadare.com](http://www.virginiadare.com)



### Specialty hydrocolloids

CP Kelco highlighted its key product lines including Gellan Gum, Pectin, Cellulose Gum, Xanthan Gum, Carrageenan, Carboxymethyl Cellulose, Diutan Gum and Microparticulated Whey Protein Concentrate, and unique biopolymers. [www.cpkelco.com](http://www.cpkelco.com)

### Full flavour range

French's Flavor Ingredients showcased its French's Mustard, Frank's RedHot Sauce, French's Worcestershire Sauce, French's Dry Flavors, French's Mustard Flour, French's French Fried Onions and French's Potato Sticks. [www.frenchsflavoringredients.com](http://www.frenchsflavoringredients.com)

### Yeast extracts

Bio Springer highlighted its Springer 2000 premium yeast extracts, which are naturally rich in nucleotides, ideal for sodium reduction, clean-tasting and allergen-free. The company offers bakers, brewers and torula yeasts. Also on display was Springarom CH 7012/20-PW, a natural cheese flavour product without dairy. [www.biospringer-na.com](http://www.biospringer-na.com)

### World of flavours

Carmi Flavors highlighted its product lines with eight booths, each focusing on specific geographic locations and food applications. The company offers flavours, fragrances, essential oils, masking agents, ice cream products, bakery solutions and specialty solutions. [www.carmiflavors.com](http://www.carmiflavors.com)



## Functional ingredients

WTI Inc. highlighted its functional ingredients that help inhibit pathogens, extend shelf life, reduce sodium content, enhance product flavour, maintain yields and improve product quality. [www.wtiinc.com](http://www.wtiinc.com)

## Choices for meat products

Jungbunzlauer highlighted is Potassium Lactate for shelf-life control, Lactic Acid for pathogen reduction, sub4salt cure and Sodium Gluconate stabilizer. [www.jungbunzlauer.com](http://www.jungbunzlauer.com)

## Kitchen encounters

Newly Weds Foods unveiled a new service called Kitchencounters, which allows users instant access to the latest trends where and when they occur. It also allows culinary staff to collaborate with customers in real time. [www.newlywedsfoods.com](http://www.newlywedsfoods.com)

## World Cup flavours

Bell Flavors & Fragrances Inc.'s theme was Brazilian cuisine — and that's what was on hand to sample. The company also highlighted its masking flavours and bakery, confectionery, savoury, beverage and dairy flavours. [www.bellff.com](http://www.bellff.com)

## Health ingredients

Wild Flavors showcased its Sweetness Enhancers, which are designed to provide the perception of sweetness. Also on display from the company's H.I.T.S. line of healthy ingredients was Immunel, which supports immune health. [www.wildflavors.com](http://www.wildflavors.com)

## Unexpected twists

Sensient's theme at the show this year was Unexpected Twists. The company dished up several foods with specific ingredients that will pique consumers' interest. Sensient offers colours, flavours and fragrances. [www.sensientflavors.com](http://www.sensientflavors.com)

## Performance ingredients

Univar Food Ingredients and CP Kelco offer ingredients for gluten-free products and ingredients that will help reduce sugar, sodium and fat, and add calcium and vitamins. The company helps connect clients to ingredients from a multitude of companies. [www.univar.com/canada](http://www.univar.com/canada)

## Safe scene

Ecolab Inc. offers products that help food processors produce safe food products. The company highlighted Advantis FC, a self-foaming, chlorinated alkaline detergent; Boost FT, a water-activated, solid floor sanitizer; and a complete floor, drain and doorway sanitization program. [www.ecolab.com](http://www.ecolab.com)

## Data solutions

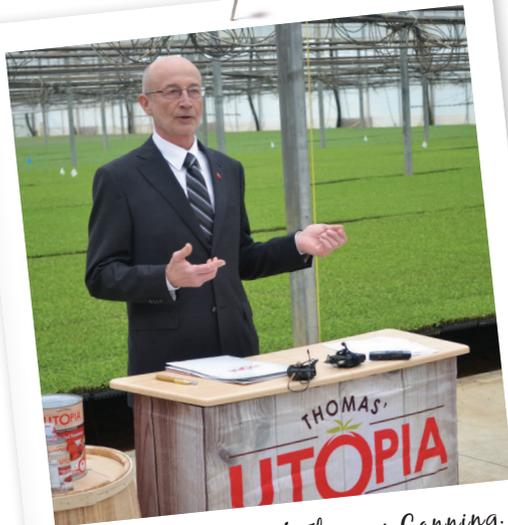
Silliker, a Mérieux NutriSciences Company, highlighted its TQIM solution, a system that collects data from multiple sources and organizes it to show deviations, compliance and overall performance. [www.silliker.com](http://www.silliker.com)



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Deanna Rosolen



Bill Thomas, CEO of Thomas Canning.



## Thomas Canning (Maidstone) Ltd., Maidstone, Ont.

**B**ill Thomas is a modest man. He speaks simply about his family's tomato processing company, Thomas Canning (Maidstone) Ltd., and the work involved in getting the company to where it is today.

This year the company, which produces canned and organic canned tomatoes under the Thomas' Utopia brand, made some significant announcements. It's working on a state-of-the-art plant and has a \$25-million export deal in place with Nigeria. As that and possibly other export arrangements fall into place, the company could begin to help fill the void Heinz left when it closed up shop in Leamington, Ont.

That's big news for the company and for Bill, who is CEO, and his brother Bob Thomas, who is vice-president. It was their grandparents, Will and Grace, who launched Thomas Canning during the Depression to earn a living. At that

time it was small scale, and not uncommon. "A lot of farmers grew a few acres of tomatoes. If all your neighbours grew a couple of acres or less, you'd put them all together," says Bill. "They'd deliver to one guy who volunteered to do all the processing, which was us. But there were a lot of people like us at that time."

The challenge in those days was that everything was done by hand — picking, peeling, filling the cans and cooking them. So you hired a lot of people. The cans often filled a truck and were sent to retailers in Toronto and even to Vancouver and Montreal. After the Depression, and with the onset of the Second World War, jobs opened up and many farm families left for the cities where there were more opportunities. Will stayed, which meant he needed a greater number of tomato growers to make the business work.

In 1933 the company moved into a plant and shortly after, says Bill, the race to technology began. Purchasing a lot of equipment wasn't an option for the family — which included Bill's father and uncle — so they rebuilt and redesigned equipment to improve efficiency. Fast-forward to today and the company is again modernizing to help it meet new demands. As Bill explains, it's

about being competitive, an issue many companies face.

"When we lost Heinz, we lost a large percentage of the industry, which affects all of us. Being able to get that mass back up will help pricing and competitiveness. The opportunity to put up a plant that is efficient in processing (and we're hoping it'll be a model in water, gas and energy conservation) will help overcome one of the big challenges we face in this area: to become well known again. The only way we can do that is through our efficiencies." ●

## Q&A



**Q: What other issues do you face?**

**A:** "The retail sector in Canada is very consolidated. A medium-size operator competing against multi-nationals and huge retailers doesn't have a lot of strength at the bargaining table. It didn't used to be this way. Throughout history there were a lot of small storeowners, so there were different places you could sell to and build your brand."

**Q: What opportunities are there?**

**A:** "We've got markets that we could use to replace a percentage of the Heinz acreage. We're exploring China too. The nice part about it is it's really been a community effort. People have come forward to help us. It's shown us how much expertise there is in our area and how much we can learn from other industries."



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