

# food in canada

CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE

## TOP



## Canadian food & beverage processors pg.48

pg.34



2013 GRANT THORNTON EXECUTIVE ROUNDTABLE



*“Our products may be healthier, but our margins aren’t.”*

**People who know Food & Beverage, know BDO.**

## The Consumer Business Practice at BDO

Food processors throughout Canada face an increasingly challenging business environment: changing consumer demands, ever-stricter regulations, and new competitors in a sector that's already over capacity. BDO's professionals offer significant industry-specific experience, providing an exceptional range of partner-led services to help you grow your business – no matter what the market conditions.

**Assurance | Accounting | Tax | Advisory**

[www.bdo.ca/consumer-business](http://www.bdo.ca/consumer-business)

BDO Canada LLP, a Canadian limited liability partnership, is a member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms. BDO is the brand name for the BDO network and for each of the BDO Member Firms.



# food in canada

THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY



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



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



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



**ART DIRECTOR** | Melissa Crook  
(416) 442-5600 x3260  
MCrook@bizinfogroup.ca



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



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



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



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

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

#### BIG Magazines LP

President of Business Information Group | Bruce Creighton  
Vice-President of Canadian Publishing | Alex Papanou  
Executive Publisher | Tim Dimopoulos  
Editorial director | Lisa Wichmann

*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 \$82.95 per year; \$122.95 for two years. Outside Canada \$157 per year. Single copy, most issues \$15; outside Canada \$32.65. Group/bulk \$65; student \$52.

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

**Phone:** 1-800-668-2374 **Fax:** 416-442-2191

**E-mail:** jhunter@businessinformationgroup.ca

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

Publications Mail Agreement No. 40069240

#### PRINTED IN CANADA

We acknowledge the financial support of the Government of Canada through the Canada Periodical Fund (CPF) for our publishing activities.

Content copyright ©2013 by BIG Magazines LP, may not be reprinted without permission.

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

Canada



## Get the first look at Eriez' Xtreme Metal Detector



It sets the standard for "Best in Class" and offers the greatest dollar-for-dollar value of any detector on the market. See it at PackExpo.



Sept. 23-25<sup>th</sup>, 2013  
Booth C4308



888-300-3743 • Purity.Eriez.com

## ECKERT MACHINES



Still using compressed air for dewatering or cleaning applications?

Having difficulty getting products where you want them?

Dynamic processes require dynamic solutions.



Quality machinery for food processing and materials handling.

phone 905 356 8356

fax 905 356 1704

info@eckertmachines.com

www.eckertmachines.com

# contents



## 60

### Canada's "clear" choice

Vodka rules the Canadian spirits marketplace, with whisky a close second, as innovation and premium, flavoured brands drive sales.

## features

- 34 Executive Roundtable**  
This year's roundtable, sponsored by Grant Thornton LLP, focuses on growth in the Canadian food industry, with input from executives representing various sectors of the market.
- 49 Top 100**  
Our 22nd annual ranking of the Top 100 Canadian food and beverage processors.
- 56 Trends, impacts and responses**  
The future is going to be highly competitive but rewarding for Canadian food and beverage producers who proactively respond, collaborate and innovate.
- 64 Healthier by design**  
New technologies expand options for manufacturers to fortify their products with vitamins.



## 66

## in this issue

### Accent Alimentaire sur le Québec

- 67** Nouvelles
- 68** Profil d'entreprise:  
Produits Alimentaires  
Berthelet

**77** AD INDEX



Sign up for our newsletters at  
[www.foodincanada.com](http://www.foodincanada.com)

Follow us on Twitter  
[@foodincanada](https://twitter.com/foodincanada)



## departments

- 6** Editorial
- 8** News File  
**20** Global Food Innovation
- 26** Market Trends  
Market outlook and highlights from Dr. Larry Martin and Associates.
- 28** Focus on Food Safety  
Inspection modernization: The final model.
- 30** Food Law  
Antibiotics in meat: Does the science matter?
- 32** Regulatory Affairs  
Halal labelling requirements are coming to Canada.
- 66** Packaging  
Good things come in small packages.
- 76** Product Showcase
- 78** Industry Insider  
Dillon's Small Batch Distillers in Beamsville, Ont.

**ON THE COVER:** Inset image of our executive roundtable participants (*L-R, backrow*): Jim Menzies, Global Food and Beverage Industry leader, Grant Thornton LLP; Peter Neal, co-owner, Neal Brothers Foods, Concord, Ont.; John Rowe, owner, Rowe Farms, Toronto; and Alon Ozery, co-owner, Ozery's Pita Break, Vaughan, Ont. (*L-R, frontrow*) Jamie Slingerland, director of Viticulture, Pillitteri Estates Winery, Niagara-on-the-Lake, Ont.; and Sandra Kim, director of Marketing, Ronzoni Foods, Toronto. Photo: Stephen Ferrie.



**Angela Pettigrew**  
Mom's Best

**Rae Lindsay**  
Mom's Best

**Carol Speirs**  
TD Account Manager

**Think of us as an ingredient  
in your recipe for success.**

**Large scale growth requires large scale thinking.** When sisters Rae Lindsay and Angela Pettigrew launched their gourmet cookie company, Mom's Best, neither predicted they'd soon become one of Canada's largest biscotti manufacturers. Now they export around the world to the USA, Mexico, Asia and the Middle East. As their company grew, so did their relationship with TD Commercial Banking Account Manager, Carol Speirs. Carol's in-depth knowledge brought customized banking, like flexible financing solutions, that always kept them ahead of their rapid expansion. When a TD representative is working with you, we'd like to think it's a recipe for success. To find a representative in your area, visit [tdcommercialbanking.com/representative](https://tdcommercialbanking.com/representative)





## To boldly eat what no one has eaten before...

*“Science fiction is any idea that occurs in the head and doesn’t exist yet, but soon will, and will change everything for everybody, and nothing will ever be the same again.” — Ray Bradbury*

Last month science fiction became science fact with the successful unveiling, and consumption, of the first hamburger made from cultured beef.

Cultured, or in vitro, meat is not a new concept. In fact, writers as far back as the late 19th century described a future that involves synthetic food production. It’s a concept that much science fiction presupposes if we are to both feed our planet’s growing population, while at the same time exploring the stars. And who wouldn’t want a Star Trek-style replicator in their kitchen?

But it wasn’t until the early 2000s that the science began to catch up with human imagination. Since then concepts such as tissue bioengineering and 3D printing have changed our views of what is achievable, and as of 2012, Food Safety News was reporting that more than 30 labs worldwide were working towards production of in vitro meat. Prof. Mark Post and his team from Maastricht University in The Netherlands were the first to successfully grow approximately 20,000 strips of cultured beef muscle tissue from cow stem cells that were then combined to make one burger patty. According to the two designated eaters, the result was a hamburger that although lacking somewhat in flavour, fairly accurately mimicked the consistency, bite and taste of meat.

While there is still much to overcome in terms of the science and the production

process itself — not to mention the reported \$408,000 price tag — the prospect of lab-grown meat is enticing. Cultured meat could solve the ethical issue of raising animals for consumption; it could dramatically reduce the environmental affects of livestock farming, freeing more land for other agricultural purposes; and it could potentially offer a healthier, safer version of the meat we eat today. There’s no reason why cultured meat couldn’t be fortified with vitamins and minerals, or be customized to deliver specific nutrients and flavours.

While public perception of lab-grown meat is still untested, current consumer preferences lean toward “natural” foods and production methods, rather than products seen as having too many “man-made” properties. So when it comes right down to it, will consumers buy cultured meat? And in a future with fewer food options, would “real” meat then become an indulgence for those who could afford it, with synthetic meats considered second-tier foods? There are also those who question the ethical and practical expense of producing synthetic meat, rather than investing in sustainable plant-based foods.

Regardless of where you stand on the issue, 20 years from now it will be a whole different story. The food landscape will continue to evolve, whether we like it or not. 🍎

[CCooper@foodincanada.com](mailto:CCooper@foodincanada.com)

We are pleased to again welcome Grant Thornton LLP as our sponsoring partner for our annual Executive Roundtable (beginning on page 34). This year we discuss the opportunities and challenges surrounding growth in the Canadian food industry, including topics such as exporting, commodity prices, consumer trends and innovation.



It's a portioner.



It's a sandwich filler.



It's a slice depositor.



## It's the one and only versatile Vemag.

### One machine. Many attachments. Unmatched versatility.

The Vemag is an incredibly versatile machine that allows you to easily produce a wide variety of products. The Vemag incorporates a number of innovative attachments that provide you with the flexibility to not only expand your product line, but to reduce hand labor and automate your production line. Attachments can be swapped out in minutes.

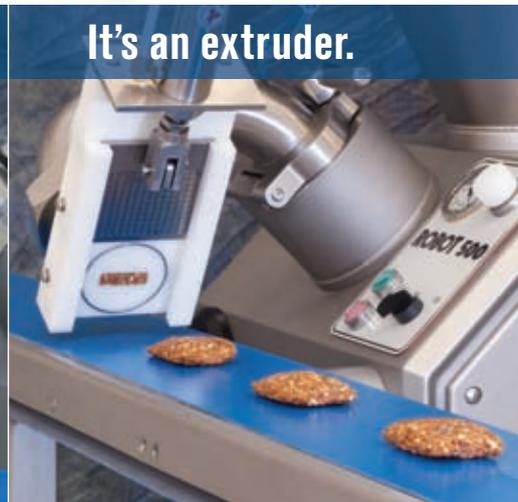
You'll find that the Vemag offers the highest levels of portioning accuracy, speed and product quality. Visit our Reiser Customer Center and test the Vemag and our range of attachments for yourself. Contact Reiser today and let us help you expand your product line and grow your business...with the one and only Vemag.



It's a cup filler.



It's a former.



It's an extruder.

SEE REISER AT  
PROCESS EXPO.  
NOV. 3-6, 2013.  
BOOTH 506  
SOUTH HALL



# REISER

Leading the food industry in processing and packaging solutions.





## Dollars to doughnuts

Think Canadians are passionate about doughnuts? When Tim Hortons announced its Duelling Doughnuts contest — searching for a new doughnut design — 63,000 submissions came in between Aug. 5 and Aug. 18. Tim Hortons, along with actor Jason Priestley, narrowed it down to eight finalists and then left it up to Canadians to weigh in and decide. The winner was a creation from Andrew Shepherd of Scarborough, Ont. called the Tortoise Torte. Shepherd received \$10,000 in cash and may have his doughnut added to the Tim Hortons menu.

# News > file

## Dairy business brings European-style cheese making to Winnipeg

Pedro Campayo is introducing European-style cheeses to Manitoba.

The Spanish-born, Venezuelan-raised entrepreneur founded Winnipeg's Whiteshell Dairy Foods Ltd. two years ago, and began production in May after spending several million dollars upgrading and equipping a former 30,000-sq.-ft.

creamery and ice cream plant. The plant has the capacity to process 75,000 L of milk each day, and says Campayo, “we can turn out 4,000 kg of stretched mozzarella cheese an hour.”

Whiteshell Dairy Foods focuses on the fresh, un-aged cheese that appeals most to Europeans and Central and South Americans. “Our mozzarella, for example, is more flavourful than the mozzarella Canadians are used to,” notes Campayo. *pg.10* ➔



Pedro Campayo with copper vat imported from Italy for making Parmesan cheese. A sampling of Whiteshell Dairy Foods cheese products.

We'll help you brew up opportunities for growth.



Rabobank. The financial link in the global food chain.®

Contact the Rabobank Canada team today: 647.258.2021  
www.rabobank.com/canada



## DINE & TWEET

Researchers at the University of Rochester say their new system can help consumers make more informed decisions about where they decide to eat. Called nEmesis, the system combines machine learning and crowdsourcing techniques to analyze millions of tweets and find people reporting food poisoning symptoms following a restaurant visit. Over a four-month period, the system collected 3.8 million tweets from more than 94,000 unique users in New York City, traced 23,000 restaurant visitors, and found 480 reports of likely food poisoning. The system also ranks restaurants according to how likely it is for someone to become ill after visiting.



*What If...* you could create **HEALTHIER** products that **ATTRACTIVE** to both children and adults?

*What If...* you could work with the **GLOBAL EXPERTS** on **TEXTURE DEVELOPMENT** for confectionery products?

*What If...* you could **EXPAND** your **OFFERING** by using our **BROAD PRODUCT PORTFOLIO**?

 **YOU  
CAN**

*Have this and much more  
working with CP Kelco.*

CP Kelco offers the products, the expertise and the tools to assist in developing great-tasting, consumer-pleasing confections.

CP Kelco ingredients provide a broad range of textures for confectionery products, specializing in fruit-based confections, neutral confections, gummy and chewy confections, aerated confectionery and marshmallows, confectionery jellies, fondants and pastes, and caramels.

Depending on your needs, confectionery products can be formulated with excellent process tolerance, reduced storing time, exceptional stability, tailor-made texture, sparkling clarity, and outstanding flavor release. In addition, CP Kelco ingredients can be used to produce confections which are gelatin-free, all-natural, Kosher, vegetarian – the possibilities are endless!

 CP Kelco

A HUBER COMPANY

The *What if...You CAN!*™ Company**GLOBAL HEADQUARTERS**

CP Kelco U.S., Inc.  
Cumberland Center II  
3100 Cumberland Boulevard, Suite 600  
Atlanta, GA 30339  
Tel: (678) 247-7300

[www.cpkelco.com](http://www.cpkelco.com)  
[www.whatifyoucan.com](http://www.whatifyoucan.com)

Represented Exclusively By

 **L.V. LOMAS**  
LIMITED / LIMITÉE[www.lvlomas.com](http://www.lvlomas.com)

800.575.3382

## NEWSFILE

→ from pg.8

The company's product lineup so far includes goat cheese (Cheddar, feta and with pepper), edam, gouda, provolone, soft white cheese, Iberico cheese, Parmesan, stretch mozzarella, havarti and bocconcini. "We can also produce low-sodium and low-fat cheeses with more flavour," adds Campayo. The company's Parmesan cheese is made in copper vats Campayo brought in from Italy. "This is the way they make Parmesan cheese in Spain, Italy and Latin America. We have the only copper vats in Canada." He expects to have 35 full-time workers when Whiteshell Dairy reaches peak production.

Campayo's passion for cheese making comes naturally. In Venezuela, his family owned cheese companies for 40 years and, at one point, controlled about 25 per cent of the market. An electrical engineer by training, the entrepreneur first

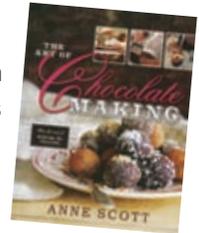
came to Winnipeg in 2001 to attend the University of Manitoba where he studied English. He returned to Winnipeg in 2004, and began working in the Food Sciences Department at the University of Manitoba. Eventually, Campayo began teaching certificate courses at the university in pasteurization and cheese making.

Since launching, the company has been building its retail client base of specialty and health food stores across the country. And while Campayo has been in negotiation with the major supermarkets, he notes that the recent spate of mergers has slowed progress on reaching a deal with the chains. However, the company will soon have its own retail store, where customers will be able to watch the cheese being made.

— Myron Love

FROM OUR  
LIBRARY

Cedar Fort Publishing released *The Art of Chocolate Making* by Anne Scott last month. In it, Scott shares her knowledge of melting, tempering, dipping and moulding chocolate. The book promises that readers can become experts in the flavours and techniques of chocolate with recipes that include Orange Dessert, Dulce de Leche, and Cinnamon Truffles. Scott and her husband Ian, who are based in the U.K., established the Auberge du Chocolat in 2005 and have won awards for their chocolates and bars.



## Fresh Ideas Start Here

 **UNIVAR**<sup>®</sup>  
FOOD INGREDIENTS

**Exceptional product access** to a comprehensive portfolio of food ingredients.

**Powerful market insights** into trends such as sodium and sugar reduction and natural formulations.

**Innovative products and solutions** that meet the demands of the market today and tomorrow.

*Ask your local Univar representative for our formulation tools that can help meet demand for health and wellness, gluten free and natural labelling trends.*

[foodingredients@univarcana.com](mailto:foodingredients@univarcana.com)  
[www.univar.com](http://www.univar.com)

© 2013, Univar Inc. All rights reserved. Univar, the hexagon, and the Univar logo are registered trademarks of Univar Inc. Certain trademarks are owned by third parties, used to identify the goods and services identified by those marks, and are the property of their rightful owners.



## A royal success

Peter Mielzynski Agencies Ltd., a Toronto-based importer of quality wines and spirits, is celebrating the success of Innis & Gunn after the Scottish brewer received its second Queen's Award for Enterprise in the International Trade category. PMA helped introduce Innis & Gunn to the Canadian market in 2005, and oversees the sales, marketing and distribution of the beer in Canada. Innis & Gunn is now the best-selling British bottled beer in the country, and accounts for more than 40 per cent of the brewing company's export sales.

PHOTO: PMA Canada



Peter Mielzynski meets with Queen Elizabeth II at Buckingham Palace this summer.

## Vending machine antics

How far would you go for a free food product? The Delite-O-Matic vending machine from Australian food manufacturer Fantastic Delites is testing just that. The vending machine asks people to do a variety of things to get a prize: a package of Fantastic Delites oven-baked snacks. Adweek.com says the vending machine has asked consumers to press the button on the unit from 100 to 5,000 times, bow, kneel and worship at the machine, or do various physical exercises. And consumers have obliged — there are videos on YouTube to prove it. In Bulgaria, Amstel has taken a different approach with its vending machines. This one forces consumers to stand still in one place for three minutes if they want a beer. The point with this one? Adweek.com says it's to take a break from your busy day.



Protect investments with serv&care

## The Perfect Fit for Your Precision Equipment

Centrifuges have a demanding job. Safeguard them with expert service, repairs and genuine replacement parts: the three cornerstones of serv&care. Only GEA Westfalia Separator has two authorized North American repair shops and strategic parts inventories housed near customer locations to assure availability whenever and wherever parts are needed.

Our all encompassing program was developed to protect equipment and ensure safe, reliable operation and maximum productivity. To learn more contact Klaus Brinkrode at 201-784-4335 or Klaus.Brinkrode@gea.com or visit us online at [www.gea-westfalia.ca](http://www.gea-westfalia.ca).

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

Toll-Free: 800-722-6622  
24-Hour Technical Help: 800-509-9299  
[www.gea.com](http://www.gea.com)

engineering for a better world





# HOW CAN WE SERVE YOU BETTER?

**TAKE OUR SURVEY TODAY!**

**Fortitech is now a part of DSM.** That means that everything you've come to expect from Fortitech – from its unmatched responsiveness and customer service to its expansive ingredient access – are now backed by the advanced science, knowledge and resources that come with DSM. As we enhance our custom nutrient premix service, we want to hear from you...

➤ **Take our survey at [fortifyingthefuture.com/survey](http://fortifyingthefuture.com/survey)**

## IN BRIEF



> P.E.I.-based **Atlantic Beef Products** has signed a contract to supply meat to most of the major grocery stores in the region, including **Co-op Atlantic, Loblaws** and **Sobeys**. The company recently received a British Retail Consortium Global Standard for food safety certificate.

> The **Institute of Food Technologists (IFT)** has partnered with the **Canadian Institute of Food Science and Technology (CIFST)** to bring the **Certified Food Scientist (CFS)** certification to CIFST members. IFT says the partnership will expand the impact of the CFS program by offering 1,200 CIFST members involved in food science and technology a

new opportunity to differentiate their work experience in the global marketplace. In other IFT news, the organization has launched a new food centre called the **Global Food Traceability Center**, which will work to protect and improve the global food supply.

> The **Canadian Food Inspection Agency** has launched a set of interactive web tools to help Canadians understand the beef processing and inspection system. The new tools will provide easy-to-understand information explaining processing and inspection, as well as the food safety investigation and recall process. For more information, visit: [www.inspection.gc.ca/consumers](http://www.inspection.gc.ca/consumers).

> The province of Saskatchewan has awarded the contract for meat inspection services in provincially inspected meat processing plants to the **Saskatchewan Food Industry Development Centre Inc.** in Saskatoon, beginning Jan. 1, 2014. The CFIA currently delivers meat inspection services in the province.

> Last month Canadian chefs **Lynn Crawford, Chuck Hughes, Mark McEwan, Vikram Vij** and **Corbin Tomaszewski** kicked off the first-ever **KitchenAid Cook for the Cure Culinary Showdown**. The challenge, which takes place in December in Toronto, is a fundraiser for the **Canadian Breast Cancer Foundation**, and allows culinary enthusiasts to fundraise for the chance to cook alongside the chefs.



Celebrity chefs Lynn Crawford and Mark McEwan battled it out in an intense culinary skills competition at the launch event for the KitchenAid Cook for the Cure Culinary Showdown in support of the Canadian Breast Cancer Foundation. To get involved, visit [www.cookforthecure.ca](http://www.cookforthecure.ca)

## Introducing The Colour House

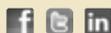
*The place your imagination can call home*



Enter a world of possibility, where creativity blends with advanced technical capabilities to bring your ideas to life. Take your products from ordinary to extraordinary with the perfect shade of colouring. Come to The DDW Colour House, and let the magic begin with our complete line of caramel and natural colouring.



[ddwcolour.com](http://ddwcolour.com)



Distributor in Canada



1 800 665 6553  
[quadraingredients.com](http://quadraingredients.com)



> The **Dairy Farmers of Canada** and registered dietitians sent a mobile kitchen to family events across Ontario this past August and early September. The purpose? To urge parents to get their kids in the kitchen learning to cook. The mobile kitchen provided confidence stations where kids could practice cooking under the guidance of trained staff.

> Ontario-based **The Garlic Box Inc.** is working with **Suncoast IQF Inc.** to establish a freezing process for its Ontario-grown garlic, so consumers and foodservice customers will have access to Ontario garlic year-round. Trials of the new process begin this month with this year's harvest at Suncoast's state-of-the-art freezing facility.

> **Saskatchewan Pulse Growers** and **Food Day Canada** have presented **Dr. Alfred Slinkard** with the Pulse Legacy Award for his contribution to the province's pulse industry.

> **Ed Holik**, executive vice-president of Weston Foods in Toronto, has received the **2013 Canadian Federation of Independent Grocers' Life Member Designation**.



Holik

> **SunOpta Inc.** has expanded three of its consumer products facilities. The company installed two flexible re-sealable pouch filling lines at its plant in Pennsylvania, and installed new multi-serve fillers at its plants in California and Minnesota.

> **Sobeys Inc.** of Nova Scotia has partnered with chef **Jamie Oliver** to educate, inspire and empower Canadians to eat better. Oliver will work with Sobeys stores to champion enhanced food knowledge, balanced nutrition, quality ingredients and cooking skills for Canadians.

> **McCormick Canada** has issued its **Club House One Step Limited Edition** seasoning blend for the year — Roasted Cumin and Mint. The blend contains no artificial flavours or colours, no trans fats, and is kosher. It has a suggested retail price of \$4.99.

> **Agri-Food Management Excellence (AME)** has partnered with **Agriculture More Than Ever**, an industry initiative, to help improve consumer perceptions of and create positive dialogue about Canadian agriculture.

> **Sun Rype Products Ltd.** of B.C. has entered into an agreement with its majority owner Great Pacific Industries Inc. to privatize the company. The deal is worth \$94 million.

> A fire has devastated Nova Scotia-based seafood processor **Nautical Seafoods**. The only year-round employer in Parkers Cove had 30 employees. No one was hurt in the fire.

> **Coca-Cola Canada** held its **Open Happiness Project** this summer, a campaign intended to inspire Canadians to spread happiness through acts of kindness. The multi-platform campaign included a new commercial, experiential teams deployed across Canada to inspire teens, new packaging, and an interactive YouTube page.

> **Happy Planet's "Grow For Good"** campaign and online photo contest launched on Earth Day, April 22, 2013. Since then more than 400 Canadians have created juice carton herb gardens. "Grow for Good" was launched to help consumers develop



an appreciation for fresh food and an interest in where their food comes from. Consumers were asked to

share photos of their gardens in bloom on social media.

> The **Food Network** and **ACE Bakery** have announced the return of Canada's Best Sandwich Contest. The contest asks Canadians to create a unique sandwich recipe using ACE Bakery bread. Consumers have until Sept. 24 to submit their recipes for a chance to win the grand prize of \$20,000. This year also marks the contest's 20th anniversary.

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



**PRODUCT CONCEPT  
 AND DEVELOPMENT**



**CONSUMER RECIPE  
 CREATION AND TESTING**



**CFIA COMPLIANT  
 NUTRITIONAL LABELLING**



**ACCESS TO SKILLS  
 AND FACILITIES**

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

Contact [first@georgebrown.ca](mailto:first@georgebrown.ca)  
 416-415-5000 ext. 6400

[www.georgebrown.ca/first](http://www.georgebrown.ca/first)



Funded by:  
**NSERC  
 CRSNG**



SUPPLIER NEWS



> **Marel Townsend Further Processing and Nothum Food Processing Systems** have formed a new partnership. Marel will market Nothum coating and frying products throughout the world for the meat, poultry and seafood sectors.

- > **SensoryEffects Flavor Systems** of Missouri has completed its new 40,000 sq.-ft. warehouse facility.
- > The **Global Food Safety Initiative (GFSI)** has officially certified **D.D. Williamson's** natural colouring manufacturing site in Wisconsin.
- > The first Brazilian cocoa farmers under Cargill Inc.'s **Cargill Cocoa Promise** have

- become UTZ Certified, meaning their products can now carry the UTZ Certified label.
- > Michigan-based **Daifuku Webb Holding Company**, a subsidiary of Daifuku Co. Ltd., has acquired Illinois-based **Wynright Corporation**. Both companies develop material handling technologies.
- > Illinois-based **Bell Flavors & Fragrances** has acquired Iceberg Industries' flavour division in Brazil.

> **Edong Dairy Flavors** is changing its name to **Edong Dairy Technologies**.

> DSM's heart health ingredient **OatWell oat beta-glucan** was named one of the most innovative products of the year at Food Ingredients South America awards 2013.



> Michigan-based **Ancor Rigid Plastics** says all of its manufacturing facilities have earned or will earn certification by the **Global Food Safety Initiative (GFSI)**.

> **Adept Technology Inc.** is celebrating its 30th anniversary. The California-based company offers intelligent robots and autonomous mobile solutions.

> The **Association for Packaging & Processing Technologies**, which produces Pack Expo, and **Koelnmesse GmbH**, which produces Anuga FoodTec among other shows, have joined forces to promote their packaging and processing industry events.

> The new **Affinity Dicer** from **Urschel Laboratories Inc.** of Germany won the Outstanding Innovation in Cutting Technology at the IFFA trade show for processing, packaging and sales in the meat industry.



> **SIG Combibloc** has revamped its website, [www.sig.biz](http://www.sig.biz), giving it a more modern look and user-friendly navigational structure.

> **Steve Shifman**, president and CEO of Ohio-based **Michelman**, was given the **Ernst & Young Entrepreneur of the Year 2013** award. Michelman develops water-based barriers and coatings for flexible film packaging.

> U.K.-based **Tate & Lyle** has received approval to market its Promitor Soluble Corn Fiber 70 and 85 as sources of dietary fibre in Canada.



**NEW HIGH PERFORMANCE  
SMALL DICER**

**DIVERSACUT  
SPRINT™**

THE SAME RUGGED MACHINE AS THE  
DIVERSACUT 2110® DICER IN A MORE COMPACT SIZE.

The DiversaCut Sprint™ Dicer, by Urschel Laboratories, is the new high performance dicer designed to uniformly dice, strip cut, and slice a wide variety of vegetables, fruits, and meats.

Efficiency and flexibility are key traits of the Sprint. The compact machine size combined with the ease of switching over from one cut size or type to another deliver infinite production possibilities.

Maximum product input size is approximately 6.5" (165.1 mm) in any dimension.

The Sprint produces a myriad of flat or crinkle slices, strip cuts, and dices ranging from 1/8" up to 1" (1.6 mm up to 25.4 mm).

**URSCHEL®**  
SIZE REDUCTION SPECIALISTS

CONTACT CHISHOLM MACHINERY FOR MORE INFORMATION:



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

©Urschel and DiversaCut 2110 are registered trademarks of Urschel Laboratories, Inc.  
™ Sprint is a trademark pending of Urschel Laboratories, Inc.

# Sunflower Oil

Available in

## Two Premium Oil Choices

Give your products a wellness boost with heart-healthy sunflower oil.

Trans fat free, not genetically modified and an excellent source of Vitamin E, it's no wonder that 75% of Canadians<sup>1</sup> are interested in buying products made with sunflower oil.

Both **MID OLEIC** (NuSun®) and **HIGH OLEIC SUNFLOWER OIL** have:

- ✓ Superior stability and extended shelf-life
- ✓ A light, neutral taste, offering a clean flavour profile
- ✓ A longer fry-life<sup>2</sup> than other oils

For applications demanding **maximum shelf life & maximum stability, HIGH OLEIC SUNFLOWER OIL** is an excellent choice, due to its high percentage of Omega-9 (monounsaturated fat).



Buy USA Sunflower Oil | [www.sunflowernsa.com](http://www.sunflowernsa.com)

Call or meet with a sunflower oil supplier to determine which oil is right for your application:

ADM – 800-637-5843  
Brenntag Canada Inc. – 866-516-9707  
Bunge Oils (Canada) – 800-361-3043  
Caldic Canada Inc.\* – 800-263-1939  
Cargill – 800-263-5573  
C.P. Vegetable Oil Inc. – 800-431-3731  
Fazio Foods International Ltd. – 604-253-2668  
Hubbert's Industries Ltd. – 905-791-0101  
LV Lomas Ltd. – 905-458-1555  
Sager Food Products Inc.\* – 514-643-4887  
Saporito Foods – 905-944-0505  
SunOpta Grains & Foods Group\* – 888-210-2599  
TAKTIK Marketing – 514-389-2553  
Wilbur-Ellis Company\* – 888-522-6652

**\*Also sell Organic or Conventional Expeller-Pressed**

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

1. Research conducted by IPSOS-ASI Ltd., January 2010  
2. Fry study conducted by Cargill, Spring 2009.

# INNOVATION

THE BEST BLEND OF  
INNOVATION FOR YOUR BUSINESS

PACKAGING, PROCESSING, TECHNOLOGY, INGREDIENTS AND  
DISTRIBUTION SOLUTIONS FOR THE GLOBAL DAIRY INDUSTRY

**The International Dairy Show  
is back in Chicago and is  
bigger and better than ever.**

With innovation at its core, the International Dairy Show — the premier event for dairy, food and beverage processors — offers attendees resources needed to stay current on regulatory mandates, nutrition and flavor trends, and breakthrough technology in the marketplace. You'll leave with new solutions and contacts to help your plant improve operations and profitability.

**New this year!** The co-location with PROCESS EXPO will bring a combined 15,000 colleagues and 800 food processing suppliers under one roof. Don't miss the chance to benefit from two shows for the price of one.

**The Dairy Show is the place to be for innovation in 2013.**

November 3–6, 2013 | McCormick Place | Chicago, IL, USA

**Register at [www.dairyshow.com/innovation](http://www.dairyshow.com/innovation)**

Use this code when registering: A9FC3

INTERNATIONAL  
**DAIRY  
SHOW** 2013



**Win a FREE iPad Mini!**

Download a free QR reader app and scan this QR code with your Smartphone. You can enter to win a free iPad Mini from the Dairy Show.



PRESENTED BY

**International  
Dairy  
Foods  
Association**

CO-LOCATED WITH

**PROCESS  
EXPO**  
CHICAGO - 2013



## National lamb co-op begins operations

Lamb producers in Canada now have a new national co-operative. The Canadian Lamb Producers Co-operative was set up through a precedent-setting ruling by federal regulators, says the Canadian Co-operative Association (CCA). According to the CCA, in May the Canadian Securities Administration granted an exemption agreement allowing the co-op to sell membership and investment shares to lamb producers across Canada without filing a prospectus in each province — something agricultural co-ops were previously required to do.

The new co-op will focus on marketing Canadian lamb products from its members, and building a national and international brand owned by lamb producers.

Canadian lamb producers can become members by purchasing membership and investment shares. Producers will also be required to sign a 36-month production agreement committing them to selling a minimum of 25 lambs per year to the co-op. The CCA says that 160 lamb producers have so far expressed interest in joining the co-op.

The Canadian Lamb Producers Co-operative will be headquartered in Saskatoon, Sask., with a regional office in Guelph, Ont.

## DO US A FLAVOUR



Lay's potato chips and actor Martin Short have announced the four finalist potato chip flavour candidates in the Do Us a Flavour contest. Canadians now have until Oct. 16 to try the flavours and vote for their favourite at [www.lays.ca/flavour](http://www.lays.ca/flavour). Lay's received more than 600,000 flavour ideas when the contest opened in February. The four finalists include Creamy Garlic Caesar, Grilled Cheese & Ketchup, Maple Moose, and Perogy Platter.



**M**  
A Myers Industries Company

©2013 Buckhorn/Myers Industries, Inc. #032012

## YOU PERFECT IT. WE'LL PROTECT IT.

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



Buckhorn's Caliber® Intermediate Bulk Containers are injection molded of FDA-approved materials and have smooth surfaces to satisfy the strictest standards. They collapse flat when empty or stack up to five high with a load capacity of 3,300 lbs. per container.

Visit [buckhorncanada.com](http://buckhorncanada.com) to learn more about our full line of IBCs, and request a quote today!

**BUCKHORN®**

US: 1.800.543.4454  
Canada: 1.800.461.7579  
[www.buckhorncanada.com](http://www.buckhorncanada.com)

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

Louis Giguère

## Breakfast portfolio big bang

A recent study from the Mintel Group, Chicago, states that only a tenth of the population systematically skips breakfast and 56 per cent skips it occasionally.

Paradoxically, it seems that we consider breakfast to be the most important meal of the day, even more than lunch or dinner: “By comparison, only 87 per cent feels this way about dinner and 81 per cent says the same about lunch,” continues the report.

What this means is that there is room for growth in all breakfast categories. A quick look around will tell you that fast-service restaurants have already jumped on the breakfast bandwagon. According to the 2011 *National Household Survey*, 41 per cent of consumers have breakfast on their way to work, and for Generation Y consumers, 55 per cent fall into this pattern. In addition to the current popularity of the breakfast sandwich, we also observe a sharp increase in the oh-so-handly al-desko breakfast (breakfast consumed at one’s desk), whether we’re talking about the sandwich bought on the way to work, a cereal bar kept in a hidden box in the lower drawer, or a cup of yogurt kept in the office fridge.

Breakfast has never done so well. And yet the breakfast cereal market has been declining for 10 years. General Mills reported a U.S. net sales decline of two per cent in fiscal 2013 for its “Big G” cereals — its whole grain products, which include Cheerios, Chex, Fiber One, Lucky Charms and Wheaties. At Kellogg’s, CEO John Bryant admits that “while there have been improving volume trends in cereal, the category has been ‘relatively flattish’ in terms of dollar sales... What we’re seeing in our business is really driven by innovation and by brand building.”

It goes without saying that in response to this situation, General Mills and Kellogg’s — two product development powerhouses — have unleashed the power of their marketing and R&D services. At General Mills, the path forward always involves “brand by brand renovation and execution,” said CEO Ken Powell last August, notwithstanding the fact that it is still digesting Yoplait, a positive acquisition that offers more possibilities for creativity in the breakfast category. Meanwhile, General Mills also announced the launch of 200 new products worldwide in this fiscal year.

At Kellogg’s, innovation means beverages, hot cereals and breakfast sandwiches,

Opportunity to expand business by adding production



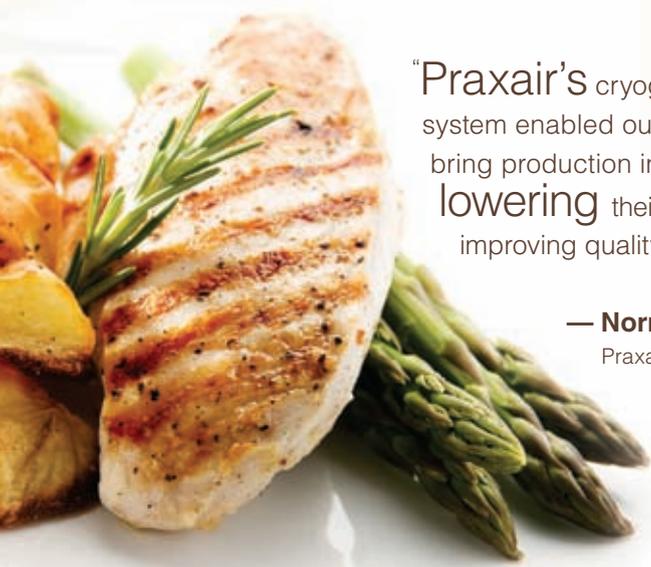
Temperature Control



Atmosphere Application



Service & Systems Support



“Praxair’s cryogenic freezing system enabled our customer to bring production in-house while **lowering** their cost and improving quality control.”

— **Norman Leung**  
Praxair sales engineer

**Results**

- On time delivery
- Improved in-house product quality control (temperature, yield, appearance)
- Higher production capacity (1,000 kg of chicken breast/hr)

**Customer Opportunity:**  
Bring outsourced production in-house by increasing production to 1,000 kg/hr.

**Customer Challenges:**  
Limited space for expansion.

**Praxair Approach:**  
ColdFront™ reconditioned straight tunnel freezer using cryogenic liquid nitrogen or carbon dioxide built to fit within existing space.

Stay cool by optimizing your process with Praxair. Be certain that you’re getting the best product quality, shelf life and profit margins possible. Contact us for a free process audit at (905) 803-1719 or visit us at [www.praxair.ca](http://www.praxair.ca)



**PRAXAIR**  
*Making our planet more productive.™*

© Copyright 2012, Praxair Technology, Inc. All Rights Reserved. Praxair, the Flowing Airstream design, Making our planet more productive and ColdFront are trademarks or registered trademarks of Praxair Technology, Inc. in the United States and/or other countries.  
P-10416-4b

and fixing the Kashi business which, ironically, has not responded well to innovation (it's a "keep it as it is" type of brand, I would say, in which loyal buyers may not want to see the signature of a "major"). In any case, both giants will be pumping big bucks into new product

development. We are just starting to see these products hit the shelves. Get ready to see big brands make a foray into new categories, packaging innovations on mature products (certainly cereals, whose packaging dates from 1900!) tailored to al-desko and other consumption

occasions, along with clean ingredient lists and additional healthy zings. ●

Louis Giguère is senior director at Enzyme, the Food and Health Agency. Contact him at [LGiguere@enzyme.ca](mailto:LGiguere@enzyme.ca)



The Pop Tarts line extension gets a kick in the grain with much-praised oatmeal. Nevertheless, we have to point out that the ingredient list tops 35 items and that artificial flavours and colours are still in the count. On the bright side, it offers three grams of fibre per serving.



This breakfast-to-go beverage, aligned to compete with Nestlé's Carnation, boasts 20



per cent of your fibre DV (which is more than most Kellogg's cereals) and 10 g of protein per serving. Unfortunately, there are also 18 g of sugar (seven grams

more than a bowl of regular Frosted Flakes) and sucralose in the formulation.

Oatmeal is definitely the talk of the town! These soft-baked oatmeal squares come in both peanut butter and cinnamon brown sugar flavours. They are positioned as great mid-morning snacks to be accompanied by a coffee. Besides their two grams of saturated fats, they are quite low in sugar and boast many good ingredients. Indulge!



General Mills sees an emerging opportunity for increasing on-the-go breakfast choices. A single serving of BFAST, a new dairy-based portable drink, has between

180 to 190 calories, eight grams of whole grains, eight grams of protein, three grams of fibre, plus vitamins and minerals. And, with a graphic design like this one, a busy teenager will feel good about being seen with it!



## Your One Stop Centrifuge Source

Service

Equipment

Parts

We specialize in the service, repair and remanufacturing of **Alfa Laval**, **Tetra Pak** and **Westfalia** centrifuges. Separators, Inc. keeps your equipment in production and running efficiently.

- 24/7 Parts & Service
- Bowl Repair/Balancing
- Centrifuge Controls
- Variable Frequency Drives



**SEPARATORS INC.**

(800) 233-9022  
www.separatorsinc.com

## PEOPLE ON THE MOVE



> Robert Reiser & Co. Inc. has named **Scott Scriven** to the newly created position of senior vice-president of Sales and Marketing.

> **Carol Zweep** is now manager of Packaging & Food Labelling Services at NSF-GFTC (Guelph Food Technology Centre).

> **Gail Shea** has been appointed minister of Fisheries and Oceans after **Keith Ashfield** stepped down due to illness.

> The Meat Factory Limited of Ontario has made several new appointments: **Dan Davies** is now president; **Dameion Albanese** is executive vice-president; **Adeo Calcagni**

is vice-president – Foodservice Sales; and **Stephen Rodrigues** is now vice-president – Retail Sales.

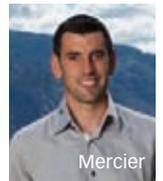
> GN Thermoforming Equipment of Nova Scotia has appointed **Matthew Knight** as Technical Services manager.



Knight

> **J. Patrick Boyle** is stepping down as the American Meat Institute's (AMI) president and CEO after 24 years in the role. AMI has not yet named a successor.

> Winemaker **Mathieu Mercier** has joined Osoyoos Larose in Osoyoos, B.C.



Mercier

> **Jennifer Williams**, CEO of La Siembra, has announced she is stepping down. La Siembra is a Canadian brand of fairtrade and organic certified food products based in Ottawa.

> Montreal-based Lantic Inc., a subsidiary of Rogers Sugar Inc., has appointed **Manon Lacroix** as vice-president, Finance.

> The Canadian Restaurant and Foodservices Association has appointed **James Rilett** as its new vice-president, Ontario.

> Sargento Foods of Wisconsin has promoted **Kristi Jankowski** to executive vice-president of Innovation, and **Karri Neils** to executive vice-president of Human Resources.

> **Marshall Fong** has joined FMC Corporation of Pennsylvania as global marketing director of Food Ingredients.

> Kansas-based MGP has appointed **Liming Cai** as applications scientist for the company's Food Ingredients division.

> Cargill Inc.'s animal nutrition business has named **Brooke Humphrey** as its new Global Technology director for pork at the company's innovation campus in Minnesota.

> **Catherine Herman** has joined New Jersey-based Flavor & Fragrance Specialties Inc. as manager of Regulatory Affairs.

> Chobani Inc., based in New York State, has named **David Denholm** as president and COO, and **Peter McGuinness** as chief marketing and brand officer.



Denholm

> Ocean Spray Cranberries Inc. of Massachusetts has



McGuinness

Product Quality  
Performance  
Nutritional Value

## Natural Solutions!

**Dealers Ingredients offers you the knowledge, expertise and experience to deliver product performance solutions – naturally.**

Since 1976, Dealers Ingredients has supplied quality ingredients to leading food manufacturers and processors across Canada. We specialize in supplying natural source ingredients that improve the quality and value of your products. We have a world of technical knowledge that can help you solve complex problems with answers to questions about your specific products.



Dealers  
Ingredients

www.dealersingredients.com  
905.458.7766



Suprase! OneGrain is a simple 1 to 1 replacement for regular salt. The great-tasting OneGrain products are handled and stored like regular salt. They are used at the same dosage levels without lumping, creating dust or demixing.



Flavourful, heart healthy, dairy concentrates – Butter Buds. Made from real butter, creams, milks, cocoa butter and cheeses. Providing natural dairy richness, fatty flavour notes and improved mouth feel.



Citri-fi from Fiberstar is an innovative ingredient tailored to deliver dramatic product performance benefits. It has the ability to both maintain or improve taste, texture, mouthfeel and volume while lowering finished product costs.

appointed **Thano Chaltas** to the newly created role of global chief marketing officer.

- > The Washington, D.C.-based Grocery Manufacturers Association has appointed **Jim Flannery** as its new senior executive vice-president, Operations and Industry Affairs.
- > The Virginia-based Food Marketing Institute has appointed **Mark Baum** to the newly created role of senior vice-president of Industry Relations and chief collaboration officer.
- > New Jersey-based Robertet Flavors has hired **Martin Ongteco** for the newly created role of vice-president, Innovation.
- > **Rich Barrett** has joined Minnesota-based package testing company Mocon Inc. as the new regional manager for North and South America.
- > Michigan-based Kalsec has made several appointments: **Scott Nykaza** has been promoted to president and COO; **Julie Heine** is now vice-president of Sales – Americas; **Gustavo Puente** is vice-president of Procurement; and **Paul Filby** and **Tom Barry** were

both promoted to executive vice-presidents.

- > **Mark McHale** has joined New Jersey-based Crispy Green, maker of freeze-dried fruit snacks Crispy Fruit, as its new National Sales director.
- > Illinois-based ARPAC has appointed **Paul Moore** as Sales director and head of the newly created Robotic and Integrated Systems Sales Group.



Kelley

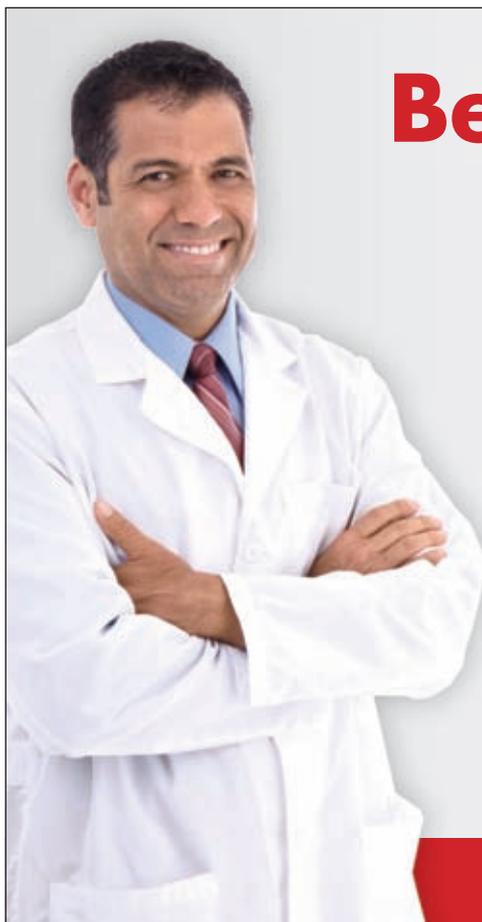
- > Akro-Mils has named **Jason Kelley** its new plant manager for the company's Ohio-based facility.
- > LycoRed Ltd. has appointed **Marlene**

**Comon** as its new Regional Sales manager for the French food and beverage market. **Golan Raz** will take on the position of senior executive vice-president of Commercialization at LycoRed Corp. in New Jersey.

- > Seegrid Corporation of Pennsylvania has promoted **Amanda Merrell** to Marketing director.

## MAGIC MUSHROOMS

Researchers in New Zealand have found evidence that mushrooms could make a vital contribution to our health. Dr. Carolyn Lister of the Plant & Food Research Team at Lincoln University says eating mushrooms can benefit skin, teeth, hair, eyesight, bones, joints and even the brain. The research also indicates mushrooms are a good source of biotin, niacin, pantothenic acid, riboflavin and selenium, and a source of vitamin B6, copper and phosphorous. They can assist the body to use the energy it gets from food, help support a healthy immune system, protect the body from free-radical damage and contribute to reducing fatigue. The research was commissioned by Meadow Mushrooms, a mushroom supplier in New Zealand.



# Be Audit-ready with Abell.



Call today for your **FREE** webinar training!  
**888-220-5889**

✓ Receive a Basic Pest Control **Training Certificate**

**Abell Pest Control**  
 Since 1924...Because We Care

**888-220-5889 | Abell.ca**

# ACCELERATE TIME TO RESULTS WITH EASE.

(DID WE MENTION THE JAW-DROPPING ACCURACY?)



The iQ-Check™ *Listeria* spp. kit provides a faster, more reliable solution for your food and environmental testing needs. Through the use of our patented real-time PCR technology, users achieve high sensitivity and specificity that translates into accurate results in as little as 24 hours. It's part of our comprehensive food safety solution designed to optimize your testing workflow.

Find out more at [bio-rad.com/ad/accelerate](https://www.bio-rad.com/ad/accelerate)

**BIO-RAD**

## What food would be a must-have on a mission to Mars?

It's food research, but not your typical kind of food research. You could almost say it's out of this world. Well, sort of.

Six researchers recruited by NASA and the University of Hawaii (UH) just ended a four-month "mission" living in isolation in a barren lava field in Hawaii. The crew lived and worked like astronauts at a simulated Martian base, including wearing full space suits every time they headed outside of the two-storey habitat.

The aim of the study was to examine crew-cooked versus pre-prepared food. The study also looked at how to ensure astronauts got a balanced diet and avoided food boredom.

Before the mission began, the crew had an intense tasting and training



session at a Cornell University test kitchen, learning how to make items like bread.

The *Cleveland Leader* reports that the crew had dehydrated, preserved foods that are not perishable to work with. Some of the ingredients included freeze-dried foods (such as strawberries), SPAM (since it has such a long shelf life), mustard, hot sauce and also crystallized egg whites and air-dried beet powder.

Astronauts lose their sense of smell and therefore taste during space travel, so the study was also about learning how to enhance taste without overdoing items such as hot sauce. Researchers also say cooking meals can create a sense of community that will be crucial for a crew that will be by themselves for years on a Mars mission.

NASA, UH and the crew had de-briefings for several days studying what you can and can't cook, what tastes good and what doesn't, and the energy, time and equipment needed to make it. They also reviewed the crew's recipes.

One key finding is the need for comfort food on any future missions to Mars, says the crew. What would be a good example? Turns out the crew craved Nutella, but had a limited supply and had to ration it. 🍪



## We're here to make your job easier.

We know your job can be complicated, and at times, stressful. To help, we've combined the vast expertise of Cryovac® packaging and Diversey™ hygiene solutions to create the food and beverage industry's first total systems approach. Our end-to-end solutions and unmatched service will help enhance food safety, extend shelf life, optimize operational efficiency, and build stronger brands.

**Less to worry about, more to believe in.  
Now that's peace of mind.**

Learn more by visiting [www.CryovacDiversey.com](http://www.CryovacDiversey.com)

**Sealed Air**  
Re-imagine™

**CRYOVAC® DIVERSEY**



## MARKET OUTLOOK

We continue to stress that the major issues determining future price trends are the size of U.S. crops and exports. The market was riding a bet on large corn and soybean crops until the USDA report came in lower than expected on yield, production and expected carryover. This is compounded by several weeks of large export sales for corn, soybeans and wheat near the bottom of the price charts (yes, China took advantage of the USDA again!). Now the short-term prospects of hot, dry weather in the Corn Belt are a threat to yields. Frost in Brazil may have affected yields of both wheat and sugar. In addition, the wheat harvest in Russia is being revised downward slightly. Western Canadian grains are very close to harvest, but some were planted late. Expect some concern about yields and quality of wheat and canola there.

All of this has changed the tone of the grain and oilseed markets from very negative to slightly bullish. We've changed our suggestions for buyers from buying hand to mouth to covering at the current levels.

Longer term, there is nothing yet to suggest that prices will return near the recent highs. Projected stocks/use ratios in

the U.S. are lower than a month ago, but still adequate.

Changes in the ethanol program means far less growth, if any, in corn use for it. South America continues to have large stocks and more acres will be planted next year. Eastern European crops are still large, even after Russia's downward revision. We would not expect rallies much past major resistance at \$7 on Chicago wheat, \$5.30 on corn and \$0.47 to \$0.48 on soy oil.

The situation in Egypt is nasty and could cause oil prices to test resistance in the \$112-to-\$113 area. It will take a move through this area to convince us the fundamentals have changed, and current prices of \$108 will begin to weigh on a lot of fragile economies. As suggested above, rising oil prices will likely take the Canadian dollar with them. ●

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

The USDA surprised the market with forecasts of lower yields and carryovers that last a month more than expected. Energy prices have been on the rise again and the Canadian dollar is reflecting it.

**> Grains and Soybean Oil** – The USDA's August report projected carryover almost 10-per-cent lower than the market expected for both corn and soybeans. The initial reaction was quite bullish, though the USDA subsequently announced that "new methodology" made the numbers non-comparable to the past!

**> Corn** – The most interesting thing in the USDA's corn component was expected yield of 154.5 bu, compared to 157 bu in the previous report and to higher expectations by many traders. December futures did a bullish key reversal — then the confusing "new methodology" came out. As this is written, futures are testing previous lows at \$4.45. Some traders think yield will be lower because of dry conditions in the Western Corn Belt. Others think it will be higher. Meanwhile the market continues to ignore very large export sales for next year. If support holds at \$4.45, this may be a great level to place forward orders.

**> Soy oil** – December soy oil made new lows over the past month, but reversed with the USDA report, gaining a cent and a half from contract lows of \$0.4185. The market remains weighed down by large supplies of palm, but if it can hold at current levels, we would purchase forward. Alternately, we would be covered above significant resistance at \$0.45.

**> Wheat** – The USDA's wheat report was neutral, but with the lowest projected stocks/use ratio in several years and with frost whacking Brazil's wheat crop. Nevertheless, the wheat market is like a dog with a bear in its teeth, dragging December futures to a series of new lows — currently \$6.35. Both the fundamentals and technical signals suggest a reaction is imminent. Buyers should both watch for and act on any clear bottoming signal, or cover against a move above resistance at \$6.60.

**> Sugar** – Unlike the grain complex, sugar rallied during July/August. December moved up from \$0.16 to more than \$0.1725. Current concerns with the size of the crop exacerbated by frost in Brazil are feeding this. There is technical resistance at this level, so buyers should protect above it.

**> Natural gas** – Continued accumulation of

supplies pushed natural gas prices down. The September and December contracts made key reversal bottoms on Aug. 8 on either side of \$0.036. This would be a great place to lock in forward prices.

**> Crude oil** – Suppression of the Muslim Brotherhood in Egypt lit a tinder box that is frightening the market with worries that the Suez Canal could be closed. Already-high Brent crude oil futures broke through resistance at \$107 on Aug. 15. We suggested some time ago that end-users be covered with Calls above \$100. We would maintain them. The next level of resistance is \$113, near the contract highs. Take profits above \$112, but continue protection above \$113.

**> Canadian dollar** – The loonie was in the \$0.95-to-\$0.97 range for two months, with December currently trading at \$0.9676. The market looks for direction with little new coming out of either the U.S. or Canadian central banks. We've been saying that buyers should be covered below \$0.955 or on a rally toward \$0.98. Rising oil prices may give a bump to the Canadian dollar, so on a rally wait until topping action occurs on the loonie to take a position.



Be here **THIS** year for top technology and university mini-courses at the fastest-growing US show. Don't wait two more years for ...

# Food & Beverage. Full-Strength.

No other North American show can match PROCESS EXPO's fixed focus on food & beverage processing and packaging.

You'll see over 500 industry-focused exhibitors – including top equipment manufacturers. Attend FREE mini-courses from leading food science universities covering topics from safe processes, food fraud, labeling and more – PLUS supplier solutions at work on the show floor.

**Food & beverage expertise. Straight up.**



NOVEMBER 3 - 6  
2013 | CHICAGO  
McCormick Place  
South Hall/North Hall

**REGISTER NOW**  
[www.myprocessexpo.com](http://www.myprocessexpo.com)

**Next chance ... 2015**

CO-LOCATED WITH  
INTERNATIONAL  
**DAIRY  
SHOW**  
2013

**PROCESS  
EXPO**

**FPSA**

Food Processing  
Suppliers Association

The GLOBAL  
**FOOD EQUIPMENT  
& TECHNOLOGY SHOW™**

Ron Wasik



## Inspection modernization: Final model

The midnight oil has been burning most evenings for the past several months in Canadian Food Inspection Agency (CFIA) offices across the land.

On May 17, 2013 the CFIA published Annex O, “Policy on the Control of *E. coli* O157:H7/NM Contamination in Raw Beef Products” in the *Manual of Procedures for Meat and Poultry Products*. Two weeks later the “Independent Review of XL Foods Inc. Beef Recall 2012” was released. This was followed days later by the Harper government’s announcement that it was going to invest “nearly \$16 million over three years to establish Inspection Verification Teams (IVTs) to oversee the performance of Canada’s entire food inspection system.” Then on July 2 the agency released the long-awaited “Final Model of the Improved Food Inspection Model” with the headline, “Inspection Modernization — Optimizing Confidence in Food Safety.”

These reports are supplemented by a number of other less-official CFIA publications on the agency’s website. I recommend one entitled “Foundations of an Outcome-based Approach” written by Veronica McGuire. In it she describes the three inspection systems available to the CFIA and explains the agency’s bias to move to an outcome-based program, but only if it is practical and safe to do so. Many would agree with this approach.

After wading through all these documents one fine August evening, I began



reflecting on whether the proposed regulatory initiatives addressed the recommendations made by the independent reviewers, and whether the proposed modernized food inspection program would have prevented the outbreak at XL Foods.

### Independent Review Score Card

The independent reviewers made 30 recommendations of which about half relate directly to improving food safety in a beef processing operation such as XL Foods. The other recommendations are important but concern other matters such as improving communication and research initiatives. Below I’ve rated the level of support the reviewers’ recommendations will receive from the proposed regulatory initiatives on a scale of one (little support) to five stars (good support).

- » *Establishing food safety cultures* — I’m disappointed not to see more emphasis on this. I didn’t see any reference to this in the inspection audit guidelines. (★★★)
- » *CFIA inspector training* — There are a lot of promises to train but few details. It would be good to learn how the CFIA will prioritize training. Will it be the degree of risk in the product or commodity, assessing food safety models, or trending analyses? I’m not sure if CFIA management understands that the success of the new inspection program will depend on the competence of front-line inspection staff to work

with the new systems. (★★) (★★)

- » *Assessing the agency’s activities related to the meat program* — I applaud the CFIA’s willingness to engage in an assessment process and I hope that the union supports it. (★★★★★)
- » *Enforcing plant oversight.* (★★★★★)
- » *Prerequisite programs concerning livestock.* (★★★★★)
- » *Risk assessment of mechanically tenderized beef.* (★★★★★)
- » *Benchmarking five per cent for *E. coli* O157:H7 in beef trim.* (★★★★★)
- » *Defining and reacting to high event periods (HEPs).* (★★★★★)
- » *Reacting to high shedding seasons.* (★★★★★)
- » *Trend analyses.* (★★★★★)
- » *Compliance verification* — I found only one supporting statement for the compliance verification system (CVS), leaving me to wonder whether the IVT initiative will be replacing it. (★★)

The final score is 49 out of 60 points, or 82 per cent, which isn’t bad and deserves recognition for a solid start. So could the Modernized Inspection Program have prevented the XL recall? In a word, no. But the severity and scale of the recall would, in my opinion, have been significantly reduced.

The CFIA deserves industry’s support in the launch of the new inspection system. On the flipside, the agency needs to work patiently with industry over the next three to five years to optimize the program to everyone’s benefit, and to address the unexpected concerns that are sure to come up. ●

Dr. Ron Wasik, PhD, MBA, is president of RJW Consulting Canada Ltd. in Delta, B.C. Contact him at [rwasik@rjwconsultingcanada.com](mailto:rwasik@rjwconsultingcanada.com)



# Choose Confidence Choose Silliker®



[www.silliker.com](http://www.silliker.com) • [info@silliker.com](mailto:info@silliker.com)

## Canada Locations:

*Ontario*

### **Silliker Canada Co.**

90 Gough Road  
Markham, Ontario L3R 5V5  
Tel: +1 905 479 5255

*British Columbia*

### **Silliker JR Laboratories**

#12-3871 North Fraser Way  
Burnaby, B.C. V5J 5G6  
Tel: +1 604 432 9311

### **New Laboratory - Québec**

#### **Silliker Montreal**

618 Avenue Meloche  
Dorval, QC H9P 2P4  
Tel: +1 514 828 0004



Part of Mérieux NutriSciences, Silliker is the leading internationally accredited provider of food safety and quality services. We're dedicated to helping companies worldwide find the best possible solutions to food safety challenges throughout the supply chain.

Copyright © 2013 Silliker, Inc. All Rights Reserved



## Antibiotics in meat: Does the science matter?



Regulators and industry have insisted for years that the prudent use of antibiotics in agriculture poses no human health risk. Used properly and following withdrawal periods, they argue that there are no drug residues at the time of slaughter. They say that there is still no clear scientific evidence that the antibiotics used in livestock production contribute to the growing public health problem of antimicrobial resistance (AMR) in humans. But the recent call by the Ontario Medical Association for an immediate ban on the use of antibiotics to promote animal growth, and reports of strong regulatory action being taken by several other countries, has consumers wondering. And, if there's no problem, consumers ask, why are we seeing the proliferation of meat labels with "no antibiotics" claims? What the heck is going on here?

It is estimated that 88 per cent of the antibiotics produced or imported into Canada are given to animals. While antibiotic use for treating animals with disease is widely accepted, what is being questioned is the widespread use for the treatment of subclinical disease, for disease prevention and for improving growth production. That concern is compounded by the fact that gaps in our regulatory system mean that Canada has little knowledge of the level of antibiotic use in agriculture. Veterinarians can prescribe drugs for purposes not indicated on the product label (extra-label use), and we

still allow livestock producers to import veterinary drugs for their own use (OUI) and bulk active pharmaceutical ingredients (API) that can be mixed into feed on farm, even though these have never been subject to Canadian risk assessment.

Even in the absence of clear science linking antibiotic use in agriculture with AMR, industry and regulators have introduced many guidelines, voluntary codes and programs to mitigate the risk. The Canadian Veterinary Medical Association issued prudent use guidelines in 2002. The Animal Nutrition Association of Canada is pressing for the modernization of the *Feeds Regulations* to reduce industry's reliance on antimicrobials. The Canadian Pork Council's excellent quality assurance scheme (CQA) applies to 90 per cent of hogs slaughtered in Canada and prohibits OUI and limits API. Health Canada has developed a number of guidelines and is working on a new policy for minimizing AMR from antimicrobials in veterinary medicine and animal food production. The poultry industry is funding research and points out that most of the antibiotics used prophylactically by chicken growers are not prescribed to humans.

I was a speaker recently at two meetings of major trade associations where I raised the matter as one that I thought deserved to be more fully discussed, a view that was not shared by all participants. Even regulators seemed reluctant to talk about it. Interestingly, at one of these meetings,

the chief scientist for the American Meat Institute (AMI) announced that the organization had decided that its number-1 research priority was the problem of antibiotics in meat, as it was already a large and growing controversy in that country.

Many consumers are scientifically illiterate, but they're not stupid. If there's no problem, they ask, why are so many other major countries tightening their regulations? And why do we see such a proliferation of "antibiotic-free" labels in meat counters? Aren't these processors and retailers implying that their meat is safer than meat that doesn't make the claim? If not, they are promoting a false impression, something that is illegal under section 5 of the *Food and Drugs Act*. Aren't consumers entitled to infer that other meat contains antibiotics or else they would also make the claim?

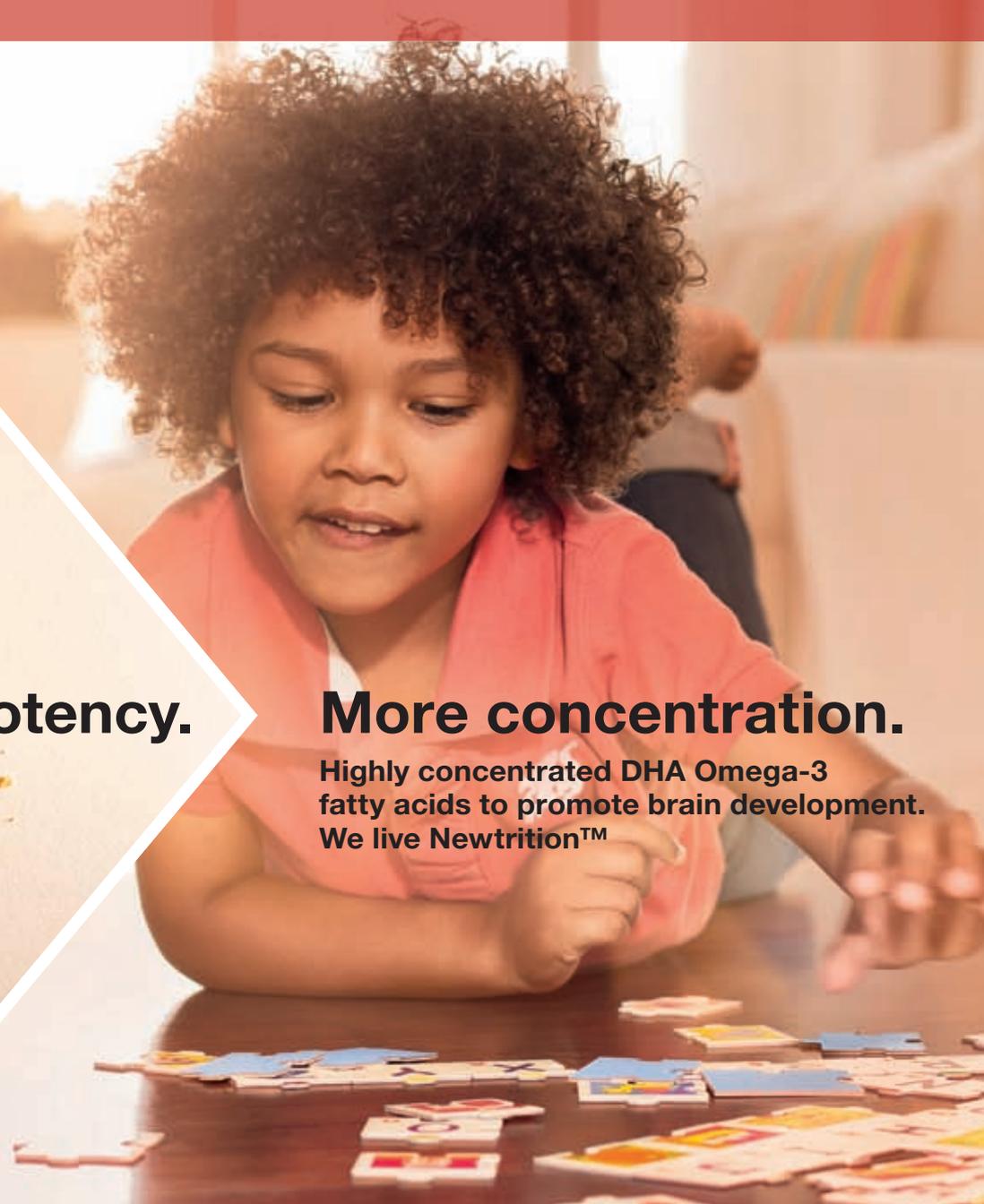
I'm just an old lawyer not qualified to assess the science. But, it seems to me, while the many voluntary guidelines, codes and programs may serve to significantly minimize the science risk, they are useless or worse to address the perception risk. Even if the science is unsettled, even if there is no risk at all, the debate may be over before it starts as concerned consumers choose increasingly to buy only meat labelled as antibiotic free. As we have seen in organic labelling, for many middle class Canadians at least, the perception risk can trump the scientific risk, and the science doesn't really matter. 🍎

---

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)



**More potency.**



**More concentration.**

Highly concentrated DHA Omega-3 fatty acids to promote brain development. We live Newtrition™

Danny thinks snacks that help him solve his jigsaw puzzle are a great invention. And by offering highly purified DHA Omega-3 in low to high concentration for all kinds of applications, we help you create attractive new products — products that people around the world really care about.

[www.newtrition.com](http://www.newtrition.com)

 **BASF**

The Chemical Company

Gary Gnirss



## Hello halal!

Halal labelling requirements are coming to Canada

Canada's cultural and religious diversity has, without question, shaped the selection of fresh and prepared foods available today at both retail and foodservice. Religious dietary food laws are present in most major religions. These laws date back millennia and not only dictate what foods may be consumed, but also how such foods may be prepared and even cultivated. Religious food law and modern food law do, however, have points where their relationship intersects.

One of the most intricate sets of religious dietary laws is the kashruth. This defines what foods are kosher, a term that is literally translated as what is fit or proper for consumption. In 1911, Crisco was among the earliest foods in North America to be widely marketed as kosher. In the early 1920s rabbinical authorities in the U.S. and Canada began efforts to bring more oversight to kosher labelling and advertising.

In the 1950s further strides were made to introduce greater supervision and certification for kosher foods. By the 1960s kosher foods were starting to build a reputation for quality, and began to gain popularity with mainstream consumers who were purchasing them for non-religious reasons. In 1973 amendments to the Canadian *Food and Drug Regulations* (FDR) were made that introduced the explicit requirement that foods labelled or advertised as kosher must meet all kashruth requirements applicable to that particular food. Notwithstanding a very minor technical amendment made in



1984, the FDR has not changed since.

Beyond requiring foods represented as kosher to meet the kashruth, the FDR does not actually provide any specific standards. Canadian consumers would not expect government to define religious dietary practices, nor would governments wish to interfere in this regard. Canadian consumers would, however, expect foods so marked to be clear and truthful, a matter that is generally governed by the Canadian Food Inspection Agency (CFIA). Here, then, Old World religious dietary food law overlaps with modern food law.

In June 2013, amendments to the FDR were proposed to add clarity in the case of foods represented by the term halal or any other markings that would otherwise indicate that the food is halal. Governed by Islamic law, halal defines foods that are "permissible" for consumption by Muslims. It is similar but not identical to kosher.

Canada's expanding diversity has seen the demand for halal foods grow rapidly over the last two decades. The market in Canada for halal foods is currently estimated to be \$1 billion annually, and is growing. There are also varying interpretations of Islamic law on what constitutes halal, creating frustrations among consumers and causing Old and New World food laws to again intersect.

In general, Canadian legislation such as the *Food and Drugs Act* (FDA) and the *Consumer Packaging and Labelling Act* (CPLA) have existing provisions that would allow the CFIA to object to a food represented as halal when this would not be the case. The matter is a bit more complex however, in that the CFIA recognizes that there are varying interpretations of what constitutes halal, but that it is not in a position to set up standards or make decisions that would intrude on religious matters. The proposed rules on halal would simply require a label or advertisement on the food in question identifying the person or organization that has certified the product as halal. This will allow consumers to make a more informed choice. Unlike organic certification, the CFIA will not be engaging compliance verification bodies to oversee certifiers, nor will they accredit certifiers. That will be left to the religious authorities to oversee.

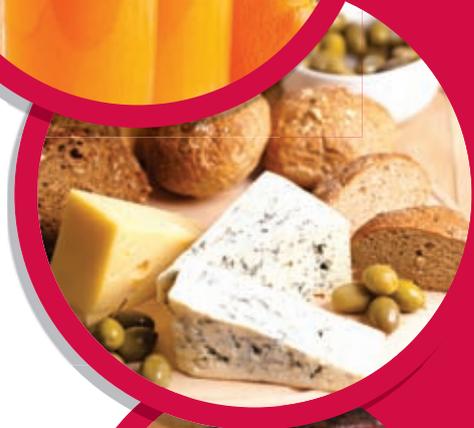
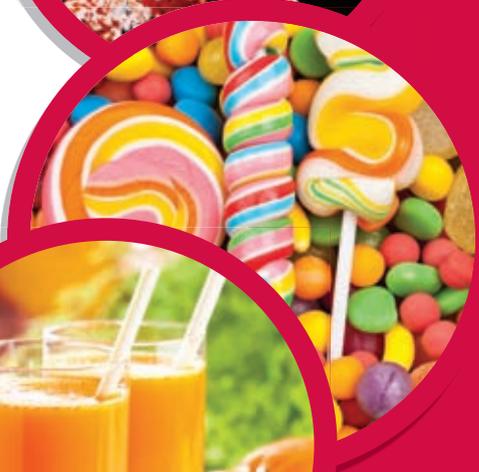
The proposed regulation on halal will appear next to kosher in Division 1 of the FDR. Its intent is simply to provide consumers with a better means of making informed decisions about how a food represented as halal might be appropriate in view of their expectations. Once final regulations on the matter come into effect, it is proposed that a two-year transition period be provided to allow industry to comply with certification requirements. If final regulations are out by the end of this year, then Canada will have halal labelling requirements by the end of 2015. ●

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)

# Nourishing an Industry with Quality and Innovation

For over 50 years L.V. Lomas has supplied ingredients and logistics services to the healthy food industry. We've learned to think the way our customers do to help keep their supply chains well fed. We've continuously expanded our offering of products from the world's highest quality Principals. And we've folded into our mix such organizations as ISO and HACCP to verify our own quality standards.

When you make L.V. Lomas your partner, we make our success contingent upon yours.



GREAT  
PLACE  
TO  
WORK®

Best  
Workplaces 2013  
Canada



lvomas.com 800 575 3382  
Toronto Montreal Vancouver Seattle

# 2013 Grant Thornton Executive Roundtable

*Food in Canada* is pleased to once again partner with Grant Thornton LLP to present our annual industry roundtable. This year we've gathered executives from across the food and beverage processing world to discuss growth opportunities and challenges for the Canadian industry.



**Jim Menzies**  
Global Food and  
Beverage  
Industry leader,  
Grant Thornton LLP

**Peter Neal**  
co-owner, Neal  
Brothers Foods,  
Concord, Ont.

**Jamie Slingerland**  
director of Viticulture,  
Pillitteri Estates Winery,  
Niagara-on-the-Lake, Ont.

**John Rowe**  
owner, Rowe  
Farms, Toronto

**Alon Ozery**  
co-owner, Ozery's  
Pita Break,  
Vaughan, Ont.

**Sandra Kim**  
director of  
Marketing, Ronzoni  
Foods, Toronto

Photography by  
Stephen Ferrie

# As we see it



Once again we are proud to partner with *Food in Canada* to provide Canadian food and beverage companies with a forum to discuss challenges and opportunities with their peers in the industry. Despite their differences in size, sector and end consumers, our *Food in Canada* 2013 Executive Roundtable participants shared a number of common views and concerns, which made for a compelling discussion. Growth opportunities, challenges to growth, food safety and traceability were highlighted.

Positive economic indicators and expectations in Canada, coupled with the anticipated re-emergence of the U.S. market, have given food and beverage producers an optimistic view of their ability to grow going forward. With additional growth opportunities in emerging markets around the world, the sky is the limit in many respects. Investing in new machinery and equipment, hiring more employees, developing new products and acquiring other companies are currently top of mind with many producers.

There are a number of accompanying challenges, however. Planning and strategizing how and where you grow can be very difficult; growth for growth's sake is not in itself a good strategy. Being able to identify where the real opportunities are for your company, as well as how to best take advantage of them, requires a well thought out strategy and an enhanced level of sophistication. Although a number of producers have developed sophisticated growth strategies, many



food and beverage companies continue to evolve in relation to their strategic planning and execution capabilities.

Food and beverage producers are also challenged by consumers who have become much more conscious of what they are eating and where it comes from. Producers are finding that they need to invest in processes that enhance food traceability and regulatory compliance. These processes can be very costly to implement, however they are essentially a necessity in order to participate in today's food and beverage world.

In spite of the challenges, Canadian food and beverage companies are excited about their ability to take advantage of new growth opportunities here in Canada and in the global marketplace.

At Grant Thornton LLP, we believe there is good reason for this excitement. With extensive experience in the food and beverage industry, providing business advisory, mergers and acquisitions, tax planning and corporate finance services, we continue to look forward to helping food and beverage businesses unlock their potential for growth.

Jim Menzies, CA  
Global Food and Beverage Industry Leader  
Grant Thornton LLP



**Jim Menzies:** Why don't we start with each of you telling us a little bit about your companies.

**Peter Neal:** When my brother Chris and I started Neal Brothers Foods 25 years ago, our idea was to try to produce Canadian-made or locally made all-natural specialty food products at better prices than some of the U.S. products that were coming into Canada. We started making gourmet croutons in our mom's kitchen, but that didn't pay the bills so we started selling other brands and became distributors. We've built brands like Tazo Tea, Raincoast Crisps and Kicking Horse Coffee in Canada. We're a group of less than 40 people trading predominantly in Eastern Canada, through most classes of trade with the exception of discounters. We've strategically worked closely with some of our partners as a loyalty play for the last number of years. And we've been able to keep harmonized pricing within the market, too, even for the brands we control, like Kicking Horse Coffee. We try to keep channel-specific, and have been growing our business quite organically for the last 24 or so years, and last year realized that we needed to tell our "Neal Brothers story" better. We've invested heavily in the last year and that's fuelled some incredible growth. We've had a 30-per-cent increase in employees, 25-per-cent increase in sales, and all within Canada.

**Jamie Slingerland:** Pillitteri Estates Winery is a family business and we work as a team in that everybody has to understand what everybody else is doing. Everybody has to co-ordinate together. And I think that's what our strength has been — we've been able to adapt as a family business to a rapidly changing environment. We're the world's largest estate producer of Icewine. We specialize in that product — 50 per cent of our product is Icewine. About 40 per cent of our sales are exports. We're in 38 different companies outside of Canada. But we're also probably in the top 10 front door retailers in wine in Canada. We move close to 200,000 people through our business.

**John Rowe:** I'm a farmer and I'm interested in that aspect of farming that's related to calories and protein. I think of my style of farming as part of the energy industry. Rowe Farms provides calories for people, and my interest is how to do that efficiently

and in an environmental way. I'm locally focused. Food, for me, is a local initiative and we've maintained that.

**Sandra Kim:** Ronzoni Foods Canada is part of an international company called Ebro Foods. Now, although we leverage all global expertise within our organization, we pride ourselves in the fact that our brands are Canadian only. So the Catelli Pasta brand that we market is only available in Canada, and almost 100 per cent of it — almost 90 million pounds a year — is produced in Montreal. We also market Minute Rice, and we own 75 per cent of the instant rice segment. With the whole topic today being about growth in food, it is very interesting how this applies to the food categories that our company currently competes in, which are pasta and rice. Given their commodity orientation, one can say that driving growth within these categories is simplistic and predictable. However, with ever-changing consumer trends, Canada's increasing ethnic diversity, rising costs in raw materials, and economic challenges, more than ever we have had to think deeply of our product offerings and really understand our marketplace. It's truly about being much closer to understanding your strengths and weaknesses and who you are marketing to during these volatile times.

“ People are also responding to and trusting the smaller family-run businesses that have a history of doing the right thing, contributing to local charities in a meaningful way, and providing more natural or healthier options. ”

—Peter Neal



**Alon Ozery:** I'm one of the founders of Pita Break. My father, brother and myself started it approximately 18 years ago as a sandwich store in downtown Toronto. Within a couple of years we started selling our pitas to the smaller health food shops in the downtown core. And, to our surprise, there was a demand for naturally made pitas. At the time we were using grains that today are very popular, such as spelt and flax seeds, and we started growing organically by demand. Within a couple of years we moved to a 4,000-sq.-ft. unit and then automated it. We developed breakfast pitas/morning rounds which took us into fresh distribution for all of Ontario, and then developed the pre-sliced thin buns which did very well for us and which grew us in Eastern Canada. So we have two businesses. We have a fresh distribution business within Ontario and part of Quebec, and we sell to the chains, and,

of course, all the natural food stores. In the past three years we've managed to create a small brand within the U.S. We have a lot of growth opportunity. Our philosophy is to use no chemicals, to be as natural as we can, and to not be a me-too company. And we're fortunate enough to have lots of ideas in our drawers ready to launch. We try to launch two new ideas every year. Hopefully about half of them succeed.

**Menzies:** I wanted to start by discussing why we've chosen growth as our main theme. We do a lot of work with food companies, and recently what we've heard from many of them is that they've been in survival mode for the past several years. In Canada we've had a bit of an advantage over some countries because our banking system has been much more stable than the banking systems in many other countries around the world, and that's really solidified our economy. We haven't had to go through some of the difficulties that countries in Europe, the U.S. and elsewhere have had to go through. So that's good. So now when we speak to food processors they tell us that they believe their sales and their profits are going to go up significantly in the coming year. When we ask them about what is it they're going to do they talk about things like hiring new employees, paying their existing employees more, purchasing equipment, expanding their facilities, and going into new markets. There is an air of optimism that's currently being voiced within the manufacturing industry and, in particular, the food community. Are they right? Should we be optimistic? What are your thoughts?

**Neal:** The fact that the U.S. has been starting to show some amazing signs of recovery will bode well for Canada. There's a whole lot of opportunities as a result of that link to the U.S. Certainly our commodity-strong economy will help underscore that and provide more stability, more opportunities for growth within Canada. There's also more opportunities through many Asian countries to export Canadian foods where our food supply is seen as more regulated and safe.

**Kim:** I think there are good reasons to be optimistic. When we look at consumer trends, with our aging population, there's more sensitivity to people managing food to prevent illnesses. So there's a lot of opportunities for innovation around this area. Never before have consumers been so conscious of what they put in their bodies. And so, rather than food just being a source of fuel, people are now utilizing food to, as I say, manage their lifestyle. So from a marketing standpoint that opens up a lot of opportunities. And I see those trends being incorporated in many, many foods in the grocery stores.



“When you talk about providing value to consumers it could be through product innovation or just increased engagement with your consumers to understand their needs, wants and desires within the category, and deliver the best product possible.”

—Sandra Kim



approach that you create a pie and then you make it bigger. When we first went into China in 1999/2000 there was really nobody else there from the Canadian market selling wine. So, for us, growth was the creation of a new market. And we've expanded that pie. We supply 50 per cent of all the Canadian bottled wine sold in China. Eighty per cent of our export sales are to China. And we specialized in a product. We could see that trying to produce that same widget everyone else is, is really a mug's game — you're now starting to try and shave pennies. By producing a product that almost nobody else produces you can enter into that market so differently. We also cross-sell our product with other products like Canadian bacon and maple syrup, and we're up-selling our customer.

**Ozery:** For us at least, that optimism was there before. If you're innovative and you're able to look at what the market is looking for, you have opportunities. As a Canadian company, it's great to see the American market stabilizing. Our growth plans are for the U.S. and have been for the last two or three years. And we see tremendous opportunities there, too.

But, if you're a me-too company you're going to compete on price. And that's boring and, as a smaller manufacturer, you're not at an advantage. But within the food industry there are lots of opportunities. And Toronto is known within the U.S. Whenever we see buyers in the U.S., Toronto is known to be an innovative leader within the food industry — Toronto has developed that kind of name, from what we've seen, because of this great market that exists here, and because of the diversity.

**Menzies:** So which trend or issue do you believe offers the best opportunity for growth?

**Ozery:** For us I'd say the whole natural market. Years ago, only small companies didn't use chemicals in their foods. It was a given that you were going to just throw in a chemical and it would extend your shelf life and it's done. And smaller companies that started moving away from this early on have managed to grow because of that. You see the whole market shifting towards that area of trying to use less chemicals within foods. And today the larger companies, at least in bakery, are doing the same thing. The other opportunity is creating a brand that is grassroots, connecting and communicating with your consumer. That's a huge thing that not all companies can do. Larger companies have a bigger challenge doing this — it's easier for small- to medium-size companies that are family owned or have a smaller ownership group — but it is also possible for them.

**Neal:** Through social media, smaller companies and brands are able to reach those end-consumers and, as I like to say, hug them. We couldn't do that 20+ years ago. We couldn't afford to advertise. We couldn't get into the bigger mass retailers. But now consumers are demanding that. If you look at the millennial demographic, a higher percentage of those consumers aren't even looking at traditional media — which is a boon for smaller companies like ours in reaching the consumer through social media like Twitter and Facebook. People are also responding to and trusting, as Alon was saying, the smaller family-run businesses that have a history of doing the right thing, contributing to local charities in a meaningful way, and providing more natural or healthier options. It's proving to be a great success for a lot of us.

**Kim:** Coming from commodity-oriented categories, there is a major tendency to always compete on price. We talked about the companies making me-too products, and the fact that that's not sustainable. I think to have success down the road you have to ensure that you're creating some sort of value for the consumer so you can sustain a premium, because it's a no-win situation when you're competing on price. When you talk about providing value to consumers it could be through product innovation or just increased engagement with your consumers to understand their needs, wants and desires within the category, and deliver the best product possible. There are a lot of research methods of understanding your consumers. But when you go to a typical research format, it's not necessarily the most transparent



“Growth in my business has come from and continues to come from diverting people from their current shopping choices. I believe our growth is based on a fundamental change in people's values, and I'm happy to see this shift.”

—John Rowe



feedback you're going to get. The one that I have found very meaningful is what we call ethnography. So we actually spend an evening with the consumer. We cook together, we shop together. And it's amazing what you can find out because it's not even what they say, it's what they do. It all comes back to really getting behind what's being said. And I think we can't generalize. I mean, the consumer is more complex today, and it's all about understanding the motivation behind it. And that can get into some really rich marketing areas. But the product has to deliver. Consumers are very discerning, and not only from a value standpoint. Their standards are much higher and they want quality at a lower price.

**Slingerland:** And I think they want a higher engagement. We recognized some time ago that there was a whole experience that wine consumers were looking for, and as an industry we started working together. All the wineries grouped together and created passports for consumers to visit several wineries in a day. We run joint marketing, about 30 weekends of the year we do food and wine events so people are getting value for their money. And you're creating this wonderful experience that consumers want to support. It also ties into the going local trend, which I think is here to stay. Just a short while ago we decided to bring in gourmet food trucks, and we found that when

pg.42 ↗

**Reason says:  
growth requires  
planning.**

**Instinct says:  
growth requires  
passion.**



**Grant Thornton**

**An instinct for growth™**

Now more than ever, you must make the right business decisions at the right time in order to compete and grow. We know because at Grant Thornton LLP, we help our clients do it every day. Let us help unlock your potential for growth. For more information, contact a member of our manufacturing and distribution team at [GrantThornton.ca/manufacturing](http://GrantThornton.ca/manufacturing)

# HIGHER LEVEL FLAVOUR.



## INCREASING YOUR POTENTIAL TO CONVINCe WITH FLAVOUR—EXPONENTIALLY

At Sensient, **superlative flavour starts at the atomic level and extends to a world of possibilities.** Our craftsmanship approach envelopes both the art and science of food flavour development. Whether you are looking for the perfect sweet, savoury, beverage or dairy partner, let Sensient show you the way to satisfy customers from the tip of their tongues to the top of your category. We think globally, yet we produce and support our customers locally. **Contact us now and let us prove to you how our craftsman approach—and unique market insights—can mean happier customers for you.**

 BASED IN CANADA

SENSIENT® FLAVORS CANADA INC.

905-826-0801 | 7200 West Credit Avenue, Mississauga, ON L5N 5N1

[sfc-service@sensient.com](mailto:sfc-service@sensient.com)

©2013 Sensient Flavors Canada INC, all rights reserved. Sensient Flavors Canada is a business unit of Sensient Technologies Corporation. The SENSIENT trademark and the Sensient Technologies Corporation logo are owned and registered by Sensient Technologies Corporation. All rights in trademarks are reserved.

  
**SENSIENT®**  
FLAVORS

We bring life to products™

[SENSIENTFLAVORS.COM](http://SENSIENTFLAVORS.COM)

# MAKE RED YOURS.



## WHY WE ARE INVESTING OVER \$2 MILLION IN NATURAL COLOUR TECHNOLOGY IN CANADA



**We are completing a major expansion in our manufacturing and research facility in Canada**—including significant upgrades to our liquid processing plant. The investments we are making in Canada are resulting in global benefits for our customers. Sensient is working hard every day to create easy, compatible, turn-key colour solutions to advance the natural colours market for our customers. As a result, we have closed the gap in most applications between natural colour science and certified colour technology. Sensient is the global leader in colours for the food and beverage industry. Our innovations help you differentiate your brand in the marketplace.

**We do the work. You receive the benefits.**

 **BASED IN CANADA**  
Established 1923

**SENSIENT® COLORS CANADA LTD.**

800-267-7884 | 30 River Street, Kingston, ON K7L 4X6  
scc-sales@sensient.com

©2013 Sensient Colors LLC, all rights reserved. Sensient Colors Canada is a business unit of Sensient Technologies Corporation. The SENSIENT trademark and the Sensient Technologies Corporation logo are owned and registered by Sensient Technologies Corporation. All rights in trademarks are reserved.

  
**SENSIENT®**  
**FOOD COLORS**

Define and protect your brand  
[SENSIENTCOLORSCANADA.COM](http://SENSIENTCOLORSCANADA.COM)

➔ from pg.38

the gourmet food trucks came in we saw a 25- to 30-per-cent increase in business. These people had a following. These people were into social media. These people loved being at our location and their following is following them around.

**Rowe:** Our business is locally focused so that gives me a different perspective from those who are interested in food export. Our market is mature. People can only eat and drink so much. Above the natural population increase, our business growth is a result of diverting people from other meat sources or could be by encouraging people to eat more, and the latter is not a responsible choice. So growth in my business has come from and continues to come from diverting people from their current shopping choices. I believe our growth is based on a fundamental change in people's values, and I'm happy to see this shift.

**Slingerland:** When we first started exporting we were very young in the business. We were about three years old and we did come into some roadblocks. Domestically, because of our regulatory system, we were encumbered. There was nowhere to grow. And to this day it is very difficult to grow. But we were making a premium product, Icewine. And we discovered that this little tiny bottle could be sold at a very high price, and everybody's heard of it and everybody wants it. So we thought, "This is a no-brainer. Let's start going out there." So we looked at which group was most receptive. If you go to Europe there are massive roadblocks. If you go to the U.S. there are 26 states that you cannot bring alcohol into. They have distribution networks that are totally frozen solid. And of the ones that are open, you can't go direct to the consumer you have to go through three different levels. But what we found in Asia was that it was an emerging market. We were into Taiwan and Japan, primarily, but then when the opportunity presented itself close to the year 2000 we made one of our first sales in China. And then we started going to trade shows, seeing more Republic of China customers coming in. What we also realized is that you have to understand the mindset of your customer. The Chinese customer is very different than the Canadian customer or the

American or European customer. And you adapt to an environment and grasp opportunities as they come up. For example, a company that we're selling wine to decided that they wanted to open up a store. They now have 30 stores called CANBEST which we are partners in.

**Rowe:** I see a significant dichotomy here. I deal with staples. The premium products you're talking about are very enticing for people as something special, and that is quite appropriate. But what I do relates to everyone's daily needs. And so growth becomes a very different issue. So this creates a new dynamic when we look at it because, for me, then, we need a model that has something to do with a



“If you're a me-too company you're going to compete on price. And that's boring and, as a smaller manufacturer, you're not at an advantage.”

—Alon Ozery



**Menzies:** Let's look at other markets outside of Canada. Right now in China there are 300 million young people who are becoming a new, affluent market. And there's a lot of demand for good-quality products. So an option is to go where there's a lot of real growth happening. And it's not just China. If the U.S. market re-emerges — and there's some very fundamental indicators that suggest it will — there's going to be growth there. And there are all sorts of other countries in the world where real growth is occurring. So, in your particular businesses, have you thought about going to an emerging market like China, India or Mexico? For those of you that have done that, what has the experience been like?

whole different paradigm other than infinite growth. I purposefully look at local as being important in staples because of the environmental costs of the calories that we consume. If we (in Southern Ontario) begin to supply the world with organic meat, the carbon footprint becomes enormous. We can't follow that path. I don't want to feed the world if we can't breathe the air. There is room for growth in many ways yet. But, at some point, we need to figure out how to have a profitable market with stasis. Right now the short term is about growing in the right way. Our obligation is to educate people because people don't realize that, for example, our food production model right now is so inefficient. And carbon dioxide is the biggest issue. Right now food production uses 10 calories of oil to produce one calorie of food. The remaining nine calories exist mostly in the form of pollution. On my farm, we use half a calorie of oil for every one calorie of food. In other words, we're actually cleaning the air while we make our food. People don't know that



EVEN IF YOUR WORLD

---

**TURNS  
DOWN  
UPSIDE**

---

there's still a PURITY™ FG way  
to keep it going.



**PURITY FG FITS  
WELL INTO YOUR  
GMP AND HACCP  
PROGRAMS.**



**PURITY™ FG Sprays – Food Grade solutions for all your hard to reach places.**

Our newest PURITY FG aerosol sprays now hit the mark right side up and upside down. Use them for just about any NSF H1 spray application that requires **Plant tough, Food safe** lubrication. Trust the one name that covers all your food grade needs – PURITY FG. Now available in three new convenient sprays: PURITY FG2 with MICROL™<sup>†</sup> MAX Spray, PURITY FG Silicone Spray and PURITY FG Penetrating Oil Spray.

**For the full story on PURITY FG**  
visit: [PurityFG.com](http://PurityFG.com) | call: 1-866-335-3369 | email: [sales@suncor.com](mailto:sales@suncor.com)

<sup>†</sup>MICROL™ MAX is antimicrobial product protection.  
Petro-Canada is a Suncor Energy business  
™Trademark of Suncor Energy Inc. Used under licence.

that's possible, but at some point in time everybody will need to farm this way.

**Menzies:** What is the biggest challenge to growth that you face in your businesses right now?

**Ozery:** Growth is many times seen as a great positive thing. But if you experience too much exponential growth you could lose control of the business and you can sometimes forget what the business is about and focus instead on trying to supply your consumer's demands rather than navigate your business yourself. Instead we are following our values in terms of product.

products outside of Canada, so we need to be relevant and understand this market, as a brand but also on the distribution side. Ten years ago in the natural food business there were 10 or more distributors. Now there are primarily two giant U.S.-based distribution companies, a few smaller companies and Neal Brothers — a medium-size local company. So we really need to show value and be relevant. That means aligning our brands and the products we bring in with different tastes, which could also have a nod to dietary needs or ethnicity. This also goes back to providing real “good” food. Neal Brothers offers good-tasting, natural foods that are, for the most part, treats. Our products are not necessarily needed on a daily basis to sustain one's self, but we are constantly looking for other brands that provide those kinds of products for our distribution brand. For example, we may not simply search for gluten-free baking products, but we try to show consumers that there are healthier baking options, such as

our local Grainstorm ancient grain baking mixes that are freshly milled and vacuum packed. Also, we try to provide something that's coming from a local company that gives back to the community. For example, Neal Brothers has been involved for a number of years with The Stop Community Food Centre and now Community Food Centres Canada. Staying relevant on the philanthropic side also means aligning with local Canadian companies that have similar ethics and values as us.

**Kim:** I mentioned the volatility of raw material. Back in 2008, we had a significant cost increase in wheat. So you're forced to suddenly offer consumers higher-priced staple goods. If everyone does it, they'll adjust because that's basically the new reality of food costs due to shrinking resources — a fact consumers readily understand. But when you have

other food categories and competition that does not necessarily react that way, and prices remain low for share gains, that model is threatening to food manufacturers in general in the long term. What it does is it actually devalues the whole category. That is one of the biggest threats in our category to limit our growth. But there are other ways of growing your category without just discounted pricing. We try to add value through product innovation, as mentioned previously, and help consumers manage food intake through portion control, which is another new trend in managing healthier lifestyles. And consumers end up purchasing more frequently when there are better solutions offered.

**Menzies:** When I bring up the topic of food safety, what goes through your mind as it relates to how it impacts your business, how you manage it and the issues and/or opportunities that food safety creates for you?



“ You have to understand the mindset of your customer. The Chinese customer is very different than the Canadian customer or the American or European customer. And you adapt to an environment and grasp opportunities as they come up. ”

—*Jamie Slingerland*



**Rowe:** For me, in our company, the biggest challenge is trying to manage the growth. I don't want to grow so fast that we make too many mistakes. But every time we set a goal we surpass it. As you educate people, the demand just grows. For me, the most important challenge is to stay focused on enduring principles and maintaining that priority, which comes first in my life and in my business's life. It may not feed the bottom line as quickly as one might like, but it's beneficial in the long-term.

**Neal:** I would say the challenge for us is staying relevant as a distributor and finding new brands that we can bring in at a value that makes sense to Canadian tastes right now. We don't really export our



Monday,



Tuesday,



Wednesday,



Thursday,



Friday,



Monday...

**You get the picture.** When it comes to packaging automation, Unisource understands that operations must run consistently day-after-day in order to keep productivity, performance and quality to the highest standards.

Our packaging experts are focused on delivering leading-edge solutions that help improve **productivity, consistency and quality of packaging operations.** We work with leading manufacturers to ensure performance, reliability and innovation – all to help your business reach the next level.



Visit [www.unisourcepackaging.ca](http://www.unisourcepackaging.ca)  
or call 1-800-UNISOURCE to learn  
about our equipment programs



**Rowe:** I probably deal with the riskiest product. And I'm happy that we have high levels of food safety consciousness. For me, it creates a great opportunity. One thing is that we need to change the mindset about pathogens. We seem to think that we're going to try to eliminate them — it's impossible. We need to learn how to live with them. And currently our strategies are making more virulent pathogens. So we need to change our strategy. On the paradigm part of this, we don't always look at a broad enough picture. For example, look at *E. coli* O157:H7. It is an acid-tolerant *E. coli*. And if you realize that feeding carbohydrates to a cow creates a more acidic environment in the stomach, you then realize that *E. coli* O157:H7 is going to proliferate in a cow that's fed corn. Corn is bad for cows. If we didn't feed cows carbohydrates, like corn, they wouldn't be in a position where they would be proliferating *E. coli* O157:H7; we would have the old garden variety *E. coli*, which is less dangerous. We look at trying to be more food safe by more stringent chemicals for cleaning and detecting, when in fact we could dramatically reduce the problem by feeding cows a diet that they're meant to eat.

**Menzies:** What do you think will be the greatest opportunity or the greatest challenge the food industry is going to face in the next three to five years?

**Neal:** We need a better understanding of where our food comes from and a clearer, more traceable supply line that includes GMO labelling.

**Slingerland:** In terms of opportunities I'm going to come back to two things: one is the local movement. That's a tremendous opportunity for all of us. The second is working together within your own industry. Collaboration with your own industry, which is the most critical, doesn't happen as much as it should. Another challenge and opportunity is waste and wastewater. Our waste pressings, which represent 15 per cent of our weight of raw product, is now being picked up for free by local entrepreneurs who are making grape seed oil. Our lees and filter waste, which is sediments and represents about 12 per cent of our wine, and which is normally waste, is reduced

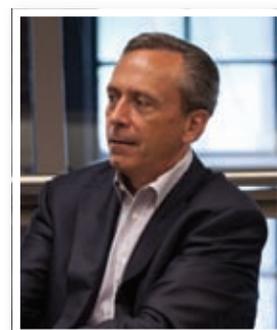
down to one to two per cent by the expensive purchase of a Rotary Vic and a Cross Flow filter, which have paid themselves off in three-and-a-half years.

**Kim:** Another huge opportunity is having consumers become educated on where food comes from, what's involved in getting it to their plate. And I see positive signs in that. We have a very active Facebook page and we get more questions on whether our pastas have GMOs. So people are getting engaged — I see a level of sensitivity and awareness in consumers that we can leverage. As manufacturers we have to really think about the decisions we make because they're going to have to be transparent.



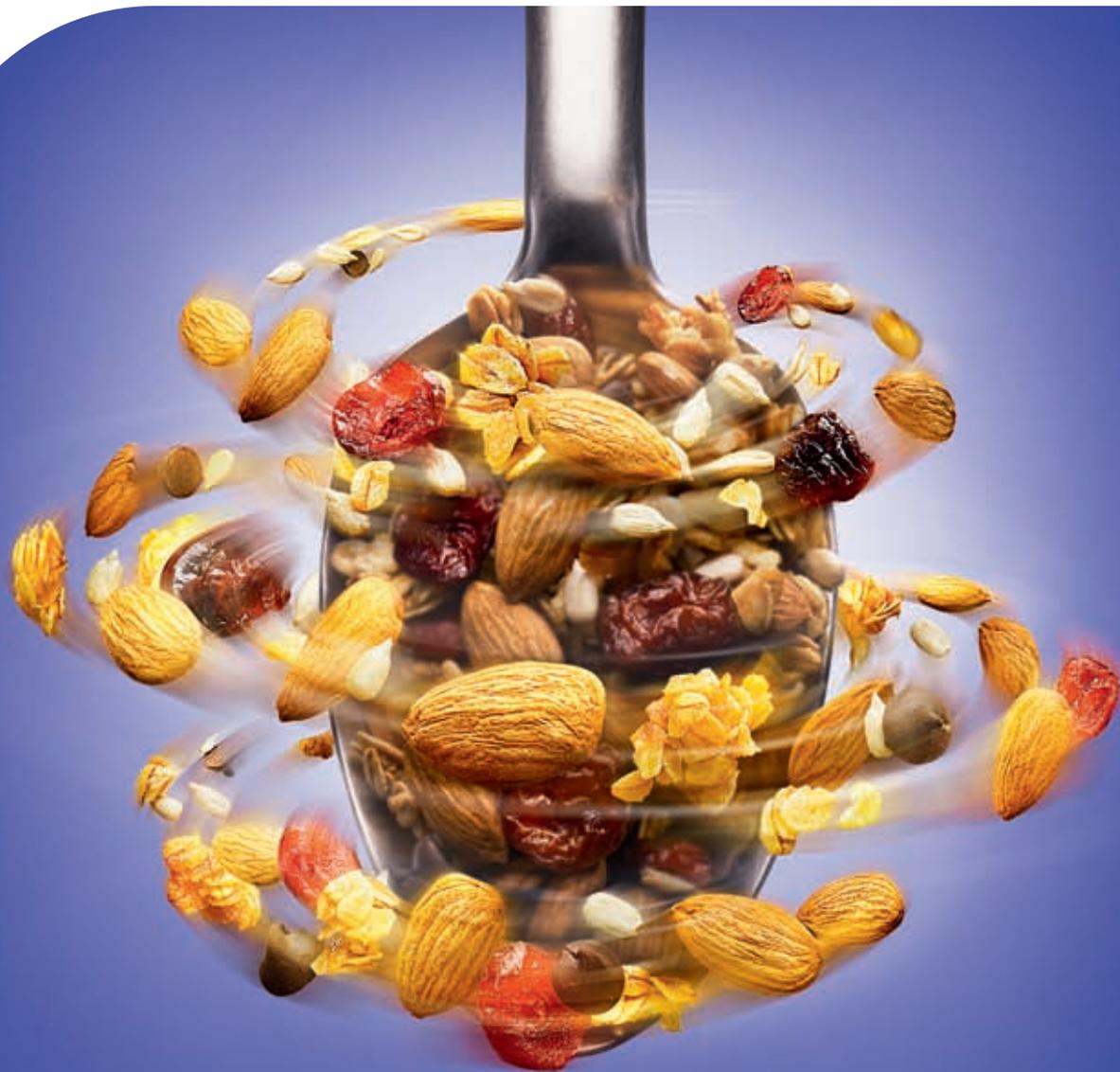
“ Right now in China there are 300 million young people who are becoming a new, affluent market. And there's a lot of demand for good-quality products. So an option is to go where there's a lot of real growth happening. ”

—Jim Menzies



**Ozery:** I think traceability of GMOs is a huge opportunity. Canadians need to take a stance in that field and keep away from GMO products. A minus here, I think, is lack of diversity within the grocery industry, in mid-market grocery stores, in Canada. I think that's a big one. As for opportunities, we're limited only by our imagination. There are so many you cannot put your finger on one. We're always looking for focus groups and this and that, but I hate focus groups. I like to be true to who you are, what your company is, what your product is. If you're authentic, if you're real, it will resonate with people. So it's limitless. ●





## WHAT LETS YOU MIX IN INSTANT IRRESISTIBILITY?

**ALMONDS, OF COURSE.**

Because when you're creating snacks consumers clamor for, no ingredient gives you the ability to add more goodness than almonds. They're tasty, crunchy and heart healthy! Plus, each 30-gram portion delivers 6 grams of protein and 12 essential nutrients<sup>2</sup>. Learn more about the essential almond at [AlmondBoard.com/snacking](http://AlmondBoard.com/snacking).

 **california  
almonds™**  
AlmondBoard.com

1. A healthy diet low in saturated and trans fats may reduce the risk of heart disease. Almonds are low in saturated and trans fats. (Each 30g serving of almonds contains 0g of trans fat and only 1g of saturated fat.)

2. Per 30g serving, almonds are a source of omega-6 fatty acids, calcium, iron, phosphorus, potassium, zinc, copper, magnesium, manganese, folate, riboflavin and vitamin E.



# Canadian food & beverage processors

COMPANY	2012 Sales (\$000s)	2011 Sales (\$000s)	2011-2012 Sales Growth	Exports as % of Sales	Employees
1. Viterra Inc. *	13,721,202	11,193,182	23%	—	190,000 worldwide
2. Kraft Canada Inc.	7,484,544 E	—	—	—	7,100 E (all sites)
3. McCain Foods Limited	7,209,896 E	—	—	—	19,000 E (all sites)
4. Saputo Inc. *	6,930,370	6,002,932	15%	—	12,000
5. La Coop fédérée	4,867,113	4,442,438	10%	22%	9,583
6. Maple Leaf Foods *	4,865,000	4,894,000	-1%	—	20,000
7. Agropur Co-operative *	3,655,220	3,476,414	5%	—	6,000+
8. Cott Corporation *	2,327,120	2,413,976	-4%	—	3,960 worldwide
9. Nestlé Canada Inc.	2,200,000	2,300,000	-4%	2%	3,800 approx.
10. Molson Canada 2005	2,113,384	2,075,200	2%	N/A	3,100 (Canada)
11. Olymel L.P.	1,892,160 E	—	—	—	10,793 E (all sites)
12. George Weston Limited *	1,765,000	1,772,000	0%	—	140,000+
13. SunOpta Inc.	1,090,409	1,071,256	2%	—	1,800 approx.
14. Lassonde Industries Inc.	1,022,218	760,258	34%	<10%	2,000 (Can & U.S.)
15. Premium Brands Holdings Corporation *	968,775	788,932	23%	—	3,000 approx.
16. High Liner Foods Incorporated *	942,631	675,539	40%	—	1,652 E
17. Kellogg Canada Inc.	895,843 E	—	—	—	850 E (all sites)
18. Alliance Grain Traders Inc.	855,300	760,000	13%	95%	900 worldwide
19. Rogers Sugar Inc. *	618,093	612,614	1%	—	—
20. Unilever Canada Inc.	582,070 E	—	—	—	3,400 E (all sites)
21. Gay Lea Foods Co-operative Limited	533,799	491,287	9%	9%	650
22. Cooke Aquaculture Inc.	500,000	500,000	0%	50%	2,200
23. Maple Lodge Farms Ltd.	482,879 E	—	—	—	2,200 approx.
24. Mondelez Canada Inc.	446,234 E	—	—	—	3,500+ (Canada)
25. Sunrise Farms	424,000	356,493	19%	3%	1,900
26. McCormick Canada/La Cie McCormick Canada Co.	400,000 E	350,000 E	14%	1%	600+
27. Old Dutch Foods Ltd.	385,044 E	—	—	—	1,000 E (all sites)

The Top 100 is not an all-inclusive list. This year's list includes information from Dun & Bradstreet Inc., from the companies themselves and from annual reports. For figures reported in U.S. dollars, we used the conversion rate of 1.0512 on Aug. 22 through BankofCanada.ca. **Please contact Dun & Bradstreet with questions regarding their figures and methodology.**

**W:** [www.dnb.ca](http://www.dnb.ca) **E:** [customercarecan@dnb.com](mailto:customercarecan@dnb.com) **T:** (800) 463-6362

If you would like to be considered for next year's Top 100, please contact Deanna Rosolen at [drosolen@foodincanada.com](mailto:drosolen@foodincanada.com).

**E** = Estimate

**\*** = Annual Report

Website	Top Brands	Ownership	Major Shareholder
<a href="http://www.viterra.ca">www.viterra.ca</a>	Agri-products, agri-food processing	Public	–
<a href="http://www.kraftcanada.com">www.kraftcanada.com</a>	Crystal Light, Nabob, Kool-Aid, Maxwell House, Philadelphia Cream Cheese, Chips Ahoy!, Mio, Kraft Salad Dressing	Private	Mondelez International Inc.
<a href="http://www.mccain.ca">www.mccain.ca</a>	McCain Superfries, International Thin Crust Pizza, Pizza Pockets, McCain Juices	Private	McCain Family
<a href="http://www.saputo.com">www.saputo.com</a>	Saputo, Alexis de Portneuf, Dairyland Plus, De Lucia, Dragone, DuVillage 1860, Baxter, Vachon, Rondeau, Hostess, Igor	Public	Gestion Jolina Inc.
<a href="http://www.lacoop.coop">www.lacoop.coop</a>	Pork and poultry meat, farm products	Private	101 co-operatives
<a href="http://www.mapleleaf.ca">www.mapleleaf.ca</a>	Maple Leaf, Schneiders, Dempster's, Olivieri, Natural Selections, Schneider's Country Naturals, Prime, Tenderflake, Villaggio	Public	–
<a href="http://www.agropur.com">www.agropur.com</a>	Natrel, Québon, Island Farms, Sealtest, Agropur Signature, iögo, Agropur Grand Cheddar, Farmers, Olympic, Dyna Moo, Baboo	Co-operative	3,400 co-op members
<a href="http://www.cott.com">www.cott.com</a>	Vess, Vintage, red rain, Stars & Stripes, So Clear, Clear Choice, Chadwick Bay, Golden Crown, Orient, Exact	Public	–
<a href="http://www.nestle.ca">www.nestle.ca</a>	Lean Cuisine, Stouffer's, Delissio, Nescafé, Nesquik, Häagen-Dazs, Gerber, Powerbar, Kit Kat, Aero, Coffee Crisp	Private subsidiary of public company	Nestlé S.A.
<a href="http://www.molsoncoorscanada.com">www.molsoncoorscanada.com</a>	Canadian Export, Coors Light, Molson Dry, Rickard's, Carling, Molson Canadian 67, Molson M	Private	Molson Coors Brewing Company
<a href="http://www.olymel.com">www.olymel.com</a>	Smart Nature, Olymel meat products	Private	–
<a href="http://www.weston.ca">www.weston.ca</a>	Weston, Wonder+, D'Italiano, Country Harvest, Gadoua, ACE Bakery, Ready Bake, Maplehurst, Interbake Foods	Public	–
<a href="http://www.sunopta.com">www.sunopta.com</a>	Sunrich Naturals, Nature's Finest, Pure Nature	Public	West Face Capital Inc., Pyramis Global Advisors LLC
<a href="http://www.lassonde.com">www.lassonde.com</a>	Oasis, Oasis Smoothie, Fruite, Allen's, Rougemont, Fairlee, Everfresh, McCain, Canton, Antico, Dublin's Pub apple cider	Public	Pierre-Paul Lassonde
<a href="http://www.premiumbrandsholdings.com">www.premiumbrandsholdings.com</a>	Hempler's, Grimm's, Harvest, Duso's, McSweeney's, Piller's, Maximum Seafood	Public	–
<a href="http://www.highlinerfoods.com">www.highlinerfoods.com</a>	High Liner	Public	–
<a href="http://www.kellogg.ca">www.kellogg.ca</a>	All-Bran, Pop-Tarts, Special K, Eggo, Rice Krispies, Nutri-Grain, Vector Bars, Mini-Wheats, Corn Pops, Froot Loops	Private	Kellogg Company
<a href="http://www.alliancegrain.com">www.alliancegrain.com</a>	Arbella, Saskcan Pulse Trading, Arbel	Public	Arslan Family, Murad Al-Katib
<a href="http://www.lantic.ca">www.lantic.ca</a>	Rogers Sugar	Public	–
<a href="http://www.unilever.ca">www.unilever.ca</a>	Becel, Ben & Jerry's, Knorr, Lipton Tea, Popsicle, Breyers, Ragú, Hellmann's, I can't believe it's not butter, Klondike	Private	Unilever PLC
<a href="http://www.gaylefoods.com">www.gaylefoods.com</a>	Gay Lea, Lacteeze, Nordica, Ivanhoe	Co-operative	Dairy farmers in Ontario
<a href="http://www.cookeaqu.com">www.cookeaqu.com</a>	True North Salmon, Heritage Salmon, Jail Island Seafood	Private	Cooke Family
<a href="http://www.maplelodgefarms.com">www.maplelodgefarms.com</a>	Maple Lodge Farms chicken bacon and deli meats, sliced packaged meats, frozen boxed meats, wieners, Zabiha Halal	Private	Maple Lodge Holding Corp.
<a href="http://www.mondelezinternational.com">www.mondelezinternational.com</a>	Ritz, BelVita, Wheat Thins, Triscuit, Nabisco, Cheese Nips, Cadbury, Toblerone, Tang, Philadelphia, Grand Mere	Private	Mondelez International Inc.
<a href="http://www.sunrisepoultry.com">www.sunrisepoultry.com</a>	Select Servings	Private	Shoore Family
<a href="http://www.mccormick.com">www.mccormick.com</a>	Club House, Billy Bee, McCormick, Lawrys, Thai Kitchen, LaGrille, Cake Mate, Kitchen Basics, Fish Crisp, Simply Asia	Public	–
<a href="http://www.olddutchfoods.ca">www.olddutchfoods.ca</a>	Old Dutch, Humpty Dumpty, Dutch Gourmet Thick Cut	Private	–

COMPANY	2012 Sales (\$000s)	2011 Sales (\$000s)	2011-2012 Sales Growth	Exports as % of Sales	Employees
<b>28. Clearwater Seafoods Limited *</b>	350,447	332,785	5%	–	1,500 E
<b>29. Wrigley Canada</b>	350,000 E	350,000 E	0%	–	646 E
<b>30. H.J. Heinz Company of Canada Ltd.</b>	340,326 E	–	–	–	1,200+ (Canada)
<b>31. Legumex Walker Inc. *</b>	294,810	103,788	184%	–	–
<b>32. Andrew Peller Limited</b>	289,143	276,833	4%	5%	1,189
<b>33. Scotsburn Co-operative Services Ltd.</b>	275,000	275,000	0%	N/A	800
<b>34. Weetabix of Canada Limited</b>	273,974 E	–	–	–	260 E
<b>35. Biscuits Leclerc Ltd.</b>	270,000	250,000	8%	27%	600
<b>36. Golden Boy Foods Ltd.</b>	257,000	185,000	39%	–	450
<b>37. Post Foods Canada Corp.</b>	237,580 E	–	–	–	225 E
<b>38. Barry Group Inc.</b>	235,984 E	–	–	–	1,000 E
<b>39. Exceldor Cooperative Avicole</b>	233,146 E	–	–	–	1,400 E (all sites)
<b>40. Associated Brands Inc.</b>	200,000 E	–	–	–	650 approx.
<b>41. Fiera Foods Company</b>	198,130 E	–	–	–	1,200 E
<b>42. Fearman's Pork Inc.</b>	192,412 E	–	–	–	1,100 E
<b>43. Hershey Canada Inc.</b>	167,961 E	–	–	–	1,600 E (all sites)
<b>44. Del Monte Canada Inc.</b>	162,852 E	–	–	–	180 E
<b>45. Richardson Oilseed Limited</b>	160,613 E	–	–	–	240 E
<b>46. Granny's Poultry Cooperative Ltd.</b>	155,000	–	–	–	450 E
<b>47. Sun-Rype Products Ltd. *</b>	152,795	147,529	4%	–	395 E
<b>48. Corby Distilleries Limited *</b>	146,700	159,600	-8%	–	1,000+ E
<b>49. Ultima Foods Inc.</b>	144,971 E	–	–	–	550 E
<b>50. General Mills Canada Corporation</b>	143,184 E	–	–	–	1,000 E
<b>51. Golden Valley Foods Ltd.</b>	133,553	121,560	9%	0%	110
<b>52. Amalgamated Dairies Limited</b>	133,000	140,000	-5%	1%	250+
<b>53. Purdy's Chocolates</b>	119,984 E	–	–	–	600 E
<b>54. Danone Inc.</b>	118,617 E	–	–	–	600+ E
<b>55. Dare Foods Limited</b>	118,197 E	–	–	–	1,300+
<b>56. Les Plats Du Chef Inc.</b>	111,522 E	–	–	–	175 E
<b>57. Sun Rich Fresh Foods Inc.</b>	110,218 E	–	–	–	1,200 E
<b>58. Oxford Frozen Foods Limited</b>	109,903 E	–	–	–	600 E
<b>59. Quality Meat Packers Limited</b>	104,973 E	–	–	–	600+ E
<b>60. Burnbrae Farms Ltd.</b>	100,000+	100,000+	0%	<5%	900+
<b>61. Sunny Crunch Foods Ltd.</b>	94,892 E	–	–	–	90 E
<b>62. Voortman Cookies Limited</b>	92,379 E	–	–	–	450 E
<b>63. Ferrero Canada Limited</b>	83,980 E	–	–	–	800 E

The Top 100 is not an all-inclusive list. This year's list includes information from Dun & Bradstreet Inc., from the companies themselves and from annual reports. For figures reported in U.S. dollars, we used the conversion rate of 1.0512 on Aug. 22 through BankofCanada.ca. Please contact Dun & Bradstreet with questions regarding their figures and methodology.

W: [www.dnb.ca](http://www.dnb.ca) E: [customercarecan@dnb.com](mailto:customercarecan@dnb.com) T: (800) 463-6362

Website	Top Brands	Ownership	Major Shareholder
www.clearwater.ca	Clearwater premium hardshell lobster, Prime lobster, scallops, clams, crab, masago	Public	–
www.wrigley.com	Excel	Private	–
www.heinz.ca	Heinz, A1 Sauce, Arthur's Smoothies, Bravo, Catelli, HP Sauce, Lea&Perrins, Renée's, Diana Sauce, TGI Fridays, SmartOnes	Private	Berkshire Hathaway Inc.
www.legumexwalker.com	Pulses, canola	Public	–
www.andrewpeller.com	Peller Estates, Hillebrand, Trius, Thirty Bench, Sandhill, Red Rooster, Copper Moon, Hochtaler, Domaine D'Or	Public	Jalger Limited
www.scotsburn.com	Scotsburn	Private	Co-operative
www.weetabix.ca	Weetabix, Grainshop, Alpen, Barbara's Bakery	Private	Bright Food Europe Ltd.
www.leclerc.ca	Vital, Celebration, Chocomax, Quattro, Choco, Praeventia, Tradition 1905, Muffin Max, Momento, Go Pure	Private	Leclerc Family
www.goldenboyfoods.com	Private label	Private	Tricor Pacific Capital
www.postfoods.ca	Alpha-Bits, Grape-Nuts, Great Grains, Honey Bunches of Oats, Honeycomb, Shreddies, Sugar Crisp, 100% Bran	Private	Post Holdings Inc.
www.barrygroupinc.com	groundfish, FAS groundfish, pelagics, shellfish	Private	–
www.exceldor.ca	Exceldor chicken products, marinated and ready-to-cook products, turkey products	Private	–
www.associatedbrands.com	Private label, co-manufacturing, Neilson desserts and beverages, Prairie Maid cereal	Private	Torquest Partners Inc.
www.fierafoods.com	Frozen raw bakery products, baked goods	Private	–
www.fearmans.com	Pork products	Private	–
www.hersheycanada.com	Hershey's, Brookside, Twizzlers, Oh Henry!, Reese, Chipits, Jolly Rancher, Pot of Gold, Ice Breakers, Skor	Private	The Hershey Company
www.delmontecanada.com	Del Monte, Aylmer	Private	ConAgra Foods Inc.
www.richardson.ca	Oils, sprays, margarines	Private	James Richardson & Sons Ltd.
www.grannys.ca	Granny's chicken and turkey products	Private	Widely held
www.sunrype.ca	SunRype 100% fruit and vegetable juices and snacks, apple sauce, Coco Water	Public	–
www.corby.ca	Absolut Vodka, Polar Ice, Malibu, Chivas Regal, Jacob's Creek	Public	–
www.ultimayog.ca	iögo, Olympic	Private	–
www.generalmills.ca	Nature Valley, Cheerios, Green Giant, Old El Paso	Private	General Mills Inc.
www.goldenvalley.com	Golden D eggs, Born 3 eggs, Free Run eggs, Liquid eggs	Private	N/A
www.adl.ca	ADL, Perfection, Olympia	Co-operative	N/A
www.purdys.com	Purdy's chocolates	Private	Flavelle, Charles Investments
www.danone.ca	Oikos, Coolision, Activia, Danino, DanActive, Silhouette, Danone	Private	Groupe Danone
www.darefoods.com	Bear Paws, Simple Pleasures, Viva Puffs, Wagon Wheels, Traditions, Breton, Melba Toast, Grissol, Bread Sticks	Private	–
www.platsduchef.com	Cereals; dips; hors d'oeuvres; mini pizzas, sausages and quiches; soups; desserts; phyllo dough	Private	–
www.sun-rich.com	Fresh-cut fruit for retail and foodservice	Private	–
www.oxfordfrozenfoods.com	Wild blueberries, cranberries, carrots, appetizers	Private	Tidnish Holdings Ltd.
www.legacypork.com	Legacy, Market Style Peameal Bacon Co., Mini Grills	Private	–
www.burnbraefarms.com	Naturegg Omega 3, Naturegg Simply Egg Whites, Egg Creations, Naturegg Break Free, Naturegg Omega Pro	Private	Hudson Family
www.sunnycrunch.ca	Sunny Crunch cereals and bars, private label	Private	–
www.voortman.ca	Voortman cookies, turnovers, wafers, sugar-free, omega-3	Private	–
www.ferrero.ca	Tic Tac, Nutella, Ferrero Rocher, Kinder, Raffaello	Private	Ferrero International SA

If you would like to be considered for next year's Top 100, please contact Deanna Rosolen at [drosolen@foodincanada.com](mailto:drosolen@foodincanada.com).

E = Estimate  
\* = Annual Report

COMPANY	2012 Sales (\$000s)	2011 Sales (\$000s)	2011-2012 Sales Growth	Exports as % of Sales	Employees
<b>64. Rogers Foods Ltd.</b>	83,749 E	–	–	–	100 approx.
<b>65. Northumberland Cooperative Limited</b>	79,040 E	–	–	–	300 E
<b>66. Nutrinor Coopérative Agro-Alimentaire Du Saguenay Lac St-Jean</b>	79,040 E	–	–	–	375
<b>67. Peak of the Market</b>	72,560	79,483	-9%	20%	51
<b>68. Super-Pufft Snacks Corp.</b>	73,815 E	–	–	–	200 E
<b>69. Tignish Fisheries Co-operative Association Limited</b>	70,756 E	–	–	–	300 E
<b>70. Freshwater Fish Marketing Corporation</b>	70,367 E	–	–	–	216 E
<b>71. Pinty's Delicious Foods Inc.</b>	69,495 E	–	–	–	500 E
<b>72. Prairie West Terminal Ltd. *</b>	66,708	41,496	61%	–	–
<b>73. Vantage Foods Inc.</b>	64,764 E	–	–	–	370 E
<b>74. Boulangerie Gadoua Ltée</b>	63,303 E	–	–	–	750 E
<b>75. Ten Peaks Coffee Company Inc. *</b>	59,713	60,671	-2%	–	–
<b>76. Dainty Foods, division of MRRM (Canada) Inc. *</b>	59,262	63,270	-6%	–	108 approx.
<b>77. The Allan Candy Company Limited</b>	57,732 E	–	–	–	550 E
<b>78. Plaisirs Gastronomiques Inc.</b>	56,470 E	–	–	–	330 E
<b>79. Country Ribbon Inc.</b>	54,063 E	–	–	–	325 E
<b>80. Canneberges ATOKA Cranberries Inc.</b>	50,000 E	40,000 E	25%	95%	120
<b>81. Les Industries Bernard &amp; Fils Ltée</b>	50,000 E	50,000 E	0%	80%	40 E
<b>82. Big Rock Brewery Inc. *</b>	46,057	45,183	2%	–	–
<b>83. Margarine Golden Gate-Michca Inc.</b>	42,826 E	–	–	–	64 E
<b>84. GraceKennedy (Ontario) Inc.</b>	40,000 E	40,000 E	0%	–	50
<b>85. Breakwater Fisheries Limited</b>	<\$40,000	–	–	–	500 E
<b>86. Paturel International Company</b>	37,791 E	–	–	–	160 E
<b>87. R. Denninger Limited</b>	37,055 E	–	–	–	300 E
<b>88. Steam Whistle Brewing</b>	35,500	32,500	9%	0%	151
<b>89. Aliments Krispy Kernels</b>	35,000 E	30,000 E	17%	2%	250
<b>90. Ganong Bros. Limited</b>	34,111 E	–	–	–	400 approx.
<b>91. Brick Brewing Co. Limited *</b>	34,078	30,106	13%	–	–
<b>92. Canards Du Lac Brome Ltée</b>	28,340 E	–	–	–	170 E
<b>93. Aliments Fontaine Santé Inc.</b>	27,394 E	–	–	–	160 E
<b>94. Morrison Lamothe Inc.</b>	26,658 E	–	–	–	350 E
<b>95. Handi Foods Ltd.</b>	23,300	21,200	10%	60%	135
<b>96. Dairytown Processing Ltd.</b>	23,200 E	–	–	–	88 E
<b>97. TWI Foods Inc.</b>	21,000	16,000	31%	70%	200 +
<b>98. Silani Sweet Cheese Limited</b>	20,992 E	–	–	–	200 E
<b>99. Leading Brands Inc. *</b>	19,457	20,049	-3%	–	86
<b>100. Beaumont Select Corporation Inc. *</b>	18,249	18,470	-1%	–	–

The Top 100 is not an all-inclusive list. This year's list includes information from Dun & Bradstreet Inc., from the companies themselves and from annual reports. For figures reported in U.S. dollars, we used the conversion rate of 1.0512 on Aug. 22 through BankofCanada.ca. Please contact Dun & Bradstreet with questions regarding their figures and methodology.

W: [www.dnb.ca](http://www.dnb.ca) E: [customerarecan@dnb.com](mailto:customerarecan@dnb.com) T: (800) 463-6362

Website	Top Brands	Ownership	Major Shareholder
www.rogersfoods.com	Rogers and private label, flours, cereals, granola, bran and germ	Private	Nisshin Seifun Group
www.northumberlanddairy.ca	Northumberland	Co-operative	–
www.nutrinor.com	Nutrinor	Co-operative	–
www.peakmarket.com	Peak of the Market	Private	Peak of the Market growers
www.superpufft.com	Private label snacks, beverages	Private	–
www.royalstarfoods.com	Star of the Sea, lobster products, oysters, mussels, clams, crab	Private	–
www.freshwaterfish.com	Freshwater Fish	Federal government crown corporation, not subsidized	Government of Canada
www.pintys.com	Pinty's chicken products	Private	–
www.prairiewestterminal.com	Grain, peas, lentils and flaxseed processor	Public	–
www.vantagefoods.net	Fresh and ground meat products, sausage products	Private	–
www.gadoua.qc.ca	Gadoua, Melleux, MultiGo, Pain de ménage	Private	George Weston Ltd.
www.tenpeakscoffee.ca	Decaffeinated coffee	Public	–
www.mrrm.ca	Dainty, Royal, World Classics, Ideal, Rice Now!, Time-Wise, MRRM, Eagle, Super, Dainty Conditioned	Public	–
www.allancandy.com	Allan, Saybon	Private	–
www.plaisirsgastronomiques.com	Plaisirs Gastronomiques pot pies, puff pastries, quiches, salads, sandwiches, salad spreads, deli, sausages	Private	Groupe Financier Beauvais
www.countryribbon.com	Country Ribbon, Pinehill, Lunchtime	Private	–
www.atoka.qc.ca	ATOKA, private label	Private	Bieler Family
www.bernards.ca	Old Fashioned Maple Crest, Bernard	Private	Bernard Family
www.bigrockbeer.com	Big Rock beers	Public	–
www.goldengatemargarine.com	Crystal, Mirage	Private	–
www.gracefoods.ca	Grace, Mili, Dunn's River	Public (Jamaica)	GraceKennedy Ltd.
	Fresh and frozen fish products	Private	–
www.eastcoastseafood.com	Lobster and seafood products	Private	American Holdco Inc.
www.denningers.com	Meat, deli, sausages, specialty foods	Private	–
www.steamwhistle.ca	Steam Whistle Pilsner	Private	Greg Taylor, Cam Heaps
www.krispykernels.com	Krispy Kernels, Yum Yum, Viva	Private	Denis Jalbert
www.ganong.com	Ganong chocolates, candy bars, truffles, Chicken Bones	Private	DAG Holdings
www.brickbeer.com	Seagram, Waterloo, Laker	Public	–
www.canardsdulacbrome.com	Canards Du Lac Brome duck products	Private	9130-9195 Quebec
www.fontainesante.com	Fontaine Santé dips, spreads, sauces, salads, appetizers, végépâtés	Private	–
www.morrisonlamothe.com	Private label	Private	Piggott Hate & Cook Investment
www.pitagourmet.net	Mr. Pita, Pita Gourmet, Pita Puffs, Uncle Georges, Handi	Private	George Haddad
www.dairytown.com	Private label, Dairytown	Private	–
www.crispyjustbaked.com	Crispy	Private	Ali Kizilbash
www.silanicheese.com	Cheese	Private	–
www.leadingbrandsinc.com	TrueBlack, TrueBlue, PureBlue, PureBlack, PureRed	Public	–
www.bscli.ca	Private label	Public	–

If you would like to be considered for next year's Top 100, please contact Deanna Rosolen at [drosolen@foodincanada.com](mailto:drosolen@foodincanada.com).

**E** = Estimate  
**\*** = Annual Report

# Grab-and-Go Sales Soar

## *How to Take Advantage of this Beverage Growth Trend*

Remember when the impulse-purchase racks at the grocery store only offered toys, gum and celebrity gossip magazines? Now single-serve beverage coolers are taking up sizeable real estate 'front-of-store' at grocers, convenience stores, drug stores, mass merchandisers and more thanks to a strong and seemingly universal demand for a wide range of grab-and-go drinks.

Sales figures prove the point. Companies attuned to the convenience trend reaped high rewards last year. In the U.S., "Grab-and-go" packaged beverages yielded growth of 6 percent in traditional stores and 11 percent in the convenience channel in 2012—both significantly outpacing the beverage category as a whole, which grew at 2.6 percent, according to IRI estimates. According to a June 2013 study by Eurometer, Canadian consumers are also looking for conveniently packaged grab-and-go formats with push-pull or flip-top closures for on the go consumption.

These figures and demands offer clues about how to tap into this trend. Here are what beverage producers and marketers should keep in mind when formulating new products.

### **1. Combine hydration and nutrition**

It's not just the usual soda suspects jockeying for position in the coolers. The most impressive growth is in on-trend nutritional beverages that include coconut water and ready-to-drink tea, juices and energy drinks. Convenience isn't enough; consumers are also clamouring for beverages 'with benefits'—be it health or lifestyle-enhancing properties—to play to their on-the-go lifestyles. A good example is coconut water, which is naturally electrolyte-rich, and it is making significant inroads as a sports recovery drink.

### **2. Focus on natural and organic properties**

Consumers are scanning labels for more than just nutritional information, and properties such as "natural and organic" reign supreme. Annual organic agricultural sales in Canada exceed \$2.6-billion in 2010, according to the Canadian Organic Growers. Larger grocery stores are now joining the smaller alternative stores and stocking a variety of organic-labeled products, promising that this category will continue to grow. And beyond organic, back-to-nature ingredients adding label allure include cane and beet sugars, naturally derived colours (such beta carotene) and natural rather than synthetic preservatives.

### 3. Right size—and upsize

Single-serve packaging in the U.S. experienced tremendous growth in the convenience-channel; according to IRI figures, the numbers were up 12.3 percent in ready-to-drink coffees, 10.1 percent in ready-to-drink teas, 7.1 percent in sports drinks and 4.6 percent in waters. But the meaning of single-serve has broadened to include a wider range of these smaller sizes, and companies are beginning to offer the half-liter as grab-and-go packaging and experimenting with even larger one-liter size drinks aimed at men or day-long consumption. Beyond size, these packages should be easy to hold, with caps that are easy to drink from and resealable.

### 4. Go Green

Even as customers demand the convenience of single-serve drinks, they are mindful of the environmental impacts of its packaging. In fact, consumers have indicated in some studies that they are willing to pay marginally more for products in sustainable packaging that can be recycled. This last finding has one key consequence for beverage makers and marketers: to take advantage of where the growth is now, and will be for the foreseeable future, any newly developed products—along with existing ones—should be offered in single-serve yet sustainable packaging.

Retailers will continue to open up space for on-the-go alternatives, and for a good reason. Consumers are asking for products that respond to their immediate needs and are ready for consumption. As the beverage category grows ever more crowded, smart companies will heed consumers' call for more health-conscious drinks, sustainably and astutely packaged to match the busy and mobile lifestyles that now predominate.



For more, go to [www.doingwhatsgood.ca](http://www.doingwhatsgood.ca)



# Trends, impacts & responses

The future is going to be highly competitive but rewarding for Canadian food and beverage producers who proactively respond, collaborate and innovate

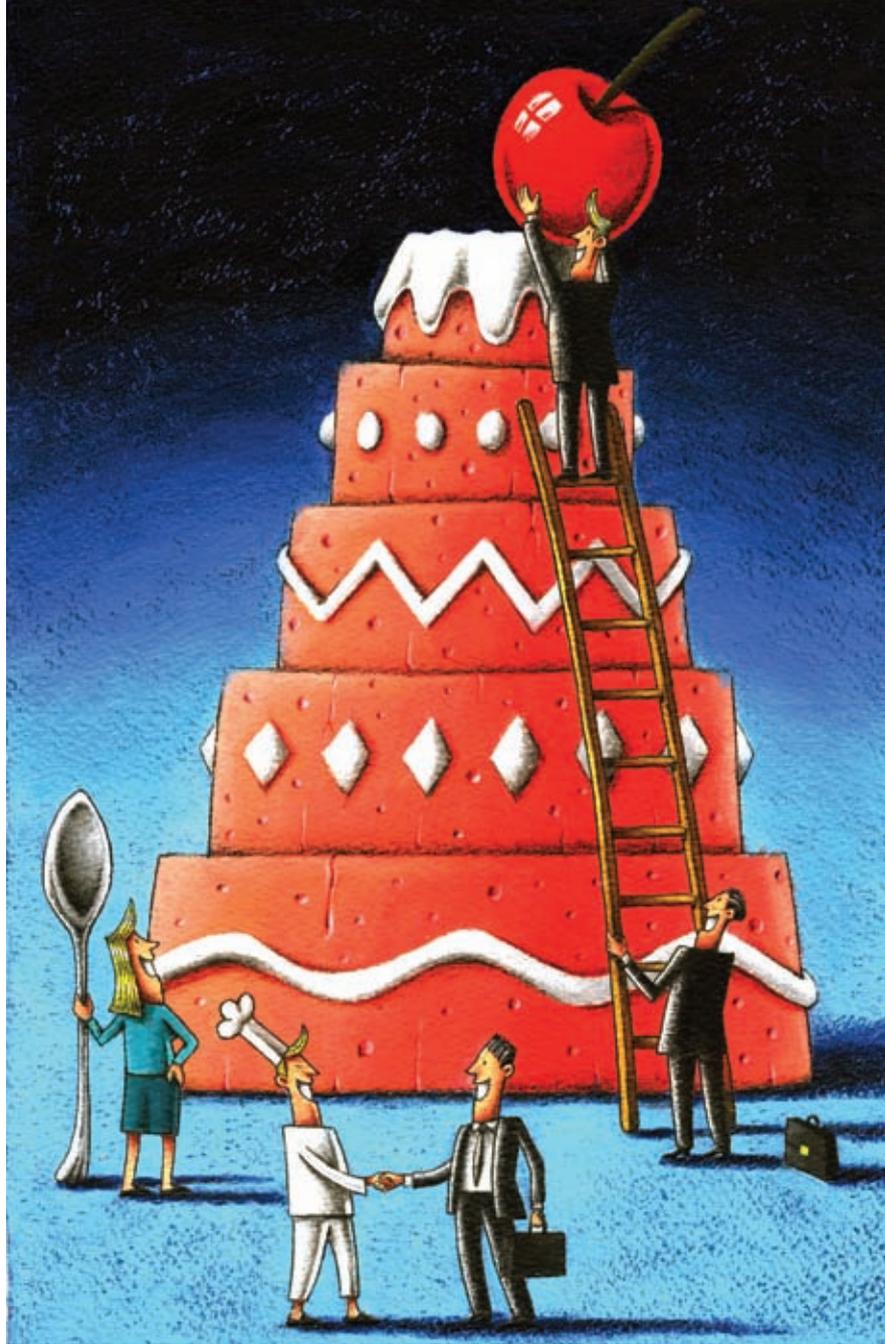
ANDREW J. RAPHAEL

“**h** *e who lives by the crystal ball will eat shattered glass. — Ray Dalio*

Well let's hope that glass is not on the menu. While it is difficult to predict the future, we can understand trends, assess the potential impacts and then make the informed decisions needed to strategically respond to opportunities and challenges in the Canadian food and beverage manufacturing industry in 2013/2014.

The positive message the crystal ball imparts is that demand for higher-value foods continues to grow. Global retail sales of processed foods total nearly \$2 trillion. Growing population and demand for processed foods from growing economies will drive sales to about \$2.15 trillion by 2015. Western Europe, the U.S. and the Asia/Pacific region are the largest processed food markets, while the largest global sectors include bakery and dairy products, candy, and chilled, dried and frozen processed foods.

As in Canada, healthy and functional foods, convenient packaging and pre-prepared foods are driving sales growth in developed countries, and among the growing middle class in countries such as China, India, Indonesia and Brazil. They're also driving worldwide



demand for higher-value goods like meat, dairy, fruits and vegetables, while products such as baby food, dried processed foods, noodles, frozen processed food, and oils and fats are expected to experience the highest growth.

But the crystal ball foresees challenges too, including the impact of volatile ingredient prices and *Country of Origin Labeling* regulations. The recent mergers between Sobeys and Safeway, as well as Loblaws and Shoppers Drug Mart, will increase Canada's rapidly consolidating retail foodscape. Food manufacturers' increasing dependence on these large customers who sell much more than groceries — including Walmart and Target — also needs to be considered. Furthermore, although the Chinese market is still a lucrative one, we are now seeing more instances of China coming to us. The impact of large Chinese food companies such as Shuanghui International purchasing U.S.-based Smithfield Foods Inc., the world's largest hog producer, opens up interesting possibilities for future acquisitions in Canada.

To strategically respond to these trends and turn them into opportunities, an understanding of food and beverage trends today is more important than ever.

THERE ARE

**100** good  
reasons

TO USE THIS SYMBOL



HERE IS JUST ONE

## Canadian Health Standards

“When I see that a product is made from 100% Canadian milk, I know that strict quality testing has been done and that it has gone through very little handling. We are proud to display the symbol on our cheese because Canadian standards are among the highest in the world.”

**Louis Fleurent**

Fromagerie L'Ancêtre  
Bécancour, Québec



**What's happening on the foodscape**

**To health and back** — This is no trend, but an important goal for the food and beverage industry. The public holds the food industry responsible for solving the problem of obesity. Canadian food companies need to convey that they are part of the response, not the problem.

**Cocoon carryover** — In-home dining continues to be in season as consumers become more skilled at personalizing their nutrition. In demand are convenience foods such as meal kits, microwaveable meals, affordable and nutritious meals, and meal tie-ins with celebrity chefs.

**From gluten to gluten free** — Many Canadians not living with celiac disease are choosing to go gluten free for general well-being, digestive health, weight loss and nutritional value. With more than 4,000 gluten-free products in North America, the gluten-free market is an indicator of things to come in responding to consumer allergy concerns.

**Green is a given** — From reducing greenhouse gases and packaging materials to purchasing locally grown produce, Canadians are displaying a greater interest in foods promoting environmental credentials. They are purchasing more products from companies that focus on carbon emissions, plant-based packaging, and animal welfare.

**Who's your mama** — Interest in where food comes from has never been higher among consumers. This is driven by the expanding “buy local” phenomena, concerns over the quality and safety of imported products, environmental considerations, and consumers’ desire to have an emotional connection with local producers.

**Buy local yet prefer global** — The buy local trend offers exciting opportunities as more Canadians want local products while demanding global fusion foods and beverages.

**Extremes attract** — Despite austerity measures, consumers still have to eat and are likely to increasingly look to the extremes of discount or super-premium products, with centre-ground brands squeezed.

**Grey power** — Companies are starting to address the needs of an aging population, both in terms of packaging functionality and health concerns. New labelling improves the clarity and visibility of nutritional information, while more products feature keywords such as “easy to open” and “specially formulated.”

**Grounded in science** — Consumers are interested in seeing scientifically proven claims. This prompts trust in food manufacturers and is most credible when endorsed by independent experts.

**Solo solidarity** — Demographic household data shows that more of us are living alone or with just one other person. Food manufacturers need to adapt accordingly since the one- to two-person household will affect what, where and how products are purchased.

**Pet preferences** — The pet food market continues to expand and diversify. Pet owners are projecting their cuisine preferences onto their pooch or feline. Thus the rise of lucrative gourmet, organic, vegetarian and therapeutic taste treats designed for the owners, but consumed by their pets.

**Crafting an informed response**

In response to these trends, Canadian manufacturers need to ask themselves what they're doing now and the potential impacts of various decisions. These questions include:

- » How does your company protect against changes in raw material and crop prices?
- » How dependent is your company on its largest customer?
- » How do competitive pressures such as the proliferation of product choices influence your company's pricing and branding strategies?
- » What changes has your company made to its products to appeal to health-conscious consumers?
- » What recent changes has your company made to product packaging in terms of convenience and eco-friendly design?
- » What opportunities and challenges can expanding into international markets create for your company?

Individual companies alone cannot craft a response that ensures that Canada's food and beverage sector will remain competitive. There is a need to accelerate change, resolve persistent issues and create the conditions necessary to meet Canada's potential through a more collaborative approach that focuses on innovation, risk management, sustainability and regulation.

Key to this approach is working with government toward an integrated strategy that addresses the direct impacts and benefits of food, health and the environment. Such an approach requires a streamlined yet responsible regulatory regime, research that can assist the industry, and co-ordinated media that clearly communicates the value proposition of the food industry to the consumer.

No one can see into the future with a crystal ball, but we can anticipate trends and see that the future is going to be highly competitive but rewarding for those who proactively respond, collaborate and innovate. So what are you waiting for? The future has arrived and time waits for no one! ●

Andrew J. Raphael is director of Food and Ag Manufacturing at MNP. Contact him at [andrew.raaphael@mnp.ca](mailto:andrew.raaphael@mnp.ca) or at 1 (877) 688-8408.



**“We worked with FCC to  
expand our business.”**

Dion Wiebe, President, Rosstown Natural Foods, Abbotsford, B.C.

**When you talk financing with FCC,  
we'll listen**

Ready to expand? We learn how you want to grow, then create a financing package that helps you do it. Work with the leading lender to agriculture, agribusiness and agri-food in Canada. Let's talk business.

[fccfinancing.ca](http://fccfinancing.ca)



# Canada's CLEAR *choice*

BY DON DOULOFF

*W*hen it comes to quaffing spirits, Canadians continue to make vodka their number-1 choice, with whisky ranking a close second and rum a more distant third. Across the board, innovation reigns, as premium, flavoured brands drive sales.

"I haven't seen a time when there were so many diverse spirits on the scene — and it's only going to accelerate," says Jan Westcott, president and CEO of the Association of Canadian Distillers (also known as Spirits Canada), which is headquartered in Toronto and maintains a satellite office in Ottawa. "Innovation is huge," says Westcott. Driving innovation, he says, is Canadian consumers' thirst "for new and different experiences."

Distillers are only too happy to oblige. In the vodka category, for instance, about 18 months ago producers began introducing sweet varieties — cake, marshmallow, bubblegum and cotton candy among them. "These new vodka varieties are starting to play a role that liqueurs have played in cocktails, but without adding the same level of sweetness or sugar into the

**Vodka rules** the Canadian spirits marketplace, with **whisky** a close second, as innovation and premium, flavoured brands drive sales



**FLAVOURED-  
VODKA SALES**  
GREW BY ALMOST  
**30 PER CENT**  
FROM JUNE 2012  
TO JUNE 2013





mix,” says Westcott. Other recent flavoured-vodka arrivals include those infused with spices sweet (cinnamon) and savoury (sage).

Not surprisingly, flavoured-vodka sales grew by almost 30 per cent during the period covering the 12 months ending June 30, 2012 and the 12 months ending June 30, 2013, according to Spirits Canada statistics.

In total, vodka claims a 27.9-per-cent share of the Canadian spirits market. “Vodka is still hot, and is still growing, although its rate of growth is slowing,” says Westcott. In addition to spurring sales growth, vodka’s widespread innovation is helping to increase the spirit’s popularity, especially among women. “Premium-ization continues to be the dominant trend and is as strong as ever,” he says.

### Amber innovations

Hot on vodka’s heels is whisky, which represents 27 per cent of the total Canadian spirits market. Within the category, Canadian whisky is “really hot,” says Westcott. Indeed, Canuck whisky represents 19.4 per cent of the overall spirits market and a whopping 71.7 per cent of the whisky category; of that, deluxe and premium Canadian brands, together, lay claim to 45 per cent of whisky sales.

As with vodka, whisky is bringing all manner of innovation to the glass, including varieties flavoured with cinnamon, toasted caramel, maple and spiced vanilla. Significantly, whisky producers’ widespread experimentation is “bringing more consumers to the category, especially those in their 20s who may have been beer drinkers,” says Westcott. *pg.62* →

## SMALL BATCHES, BIG CHALLENGES

Major distillers aren’t the only players on the Canadian spirits scene. Small-batch manufacturers have entered the fray, with about two-dozen active on the Canadian scene. Producers include Ontario’s 66 Gilead Distillery, Still Waters Distillery and Maverick Distillery, as well as B.C.’s Shelter Point Distillery, Victoria Spirits and Okanagan Spirits. There are also a handful of micro-distillers in Alberta, Saskatchewan, Quebec and Atlantic Canada.

Since the Canadian small-batch industry is in its infancy it does face challenges. “Often, small-batch producers start up for romantic reasons rather than with a hard-nosed business plan,” says Jan Westcott, president and CEO of the Association of Canadian Distillers (also known as Spirits Canada).

For these new entrants, “there really isn’t any definition of what constitutes a micro- or craft distiller and each province seems to be ascribing their own description/definition to them,” says Westcott. “Some of these [small distillers] are producing spirits entirely from scratch, some are buying partially made spirits from mainstream producers and doing additional processing, while others calling themselves craft distillers are simply buying finished product from established manufacturers and packaging and marketing them.”

Since spirits need time to age, small producers often have to wait years before seeing a return on their investment. Moreover, small-batch producers often don’t allocate marketing budgets, and therefore face an uphill battle against the global brands, which “compete aggressively in the market,” says Westcott.

Many of these start-ups won’t survive, predicts Westcott, who believes small-batch distillers could follow the same path as Canada’s craft brewers and boutique wineries. “It took the wine business 25 years to mature,” he notes.

*For a profile of Dillon’s Small Batch Distillers in Beamsville, Ont., see page 78.*





**WHISKY REPRESENTS 27 PER CENT**  
OF THE TOTAL CANADIAN SPIRITS MARKET



**RUM CAPTURES 19.6 PER CENT**  
OF THE CANADIAN SPIRITS  
MARKET.



**GIN IS SHOWING MODEST**  
**GROWTH OF 2.7 PER CENT,**  
**AND REPRESENTS 4.4 PER**  
**CENT OF THE SPIRITS MARKET**

High-end, U.S.-made bourbons are “hot,” Irish whiskies “have been on a tear for three to four years” and Scotch is “holding its own, with single malts doing well,” he reports. Figures from Spirits Canada show that Scotch malt whisky has experienced a 10.9-per-cent sales growth, while Irish whisky has seen increases of 14.1 per cent. “The whole whisky platform is performing exceptionally well and is seeing growth that it hasn’t seen in some time,” says Westcott.

Weighing in at number three, behind whisky, is rum, which captures 19.6 per cent of the Canadian spirits market. Although rum is doing okay — “holding its own,” says Westcott — it is “kind of flat,” he says, “in part because so much of the category is dominated by a few big brands, including Bacardi, Appleton Estate and Captain Morgan.”

Definitely not flat, however, is spiced rum, which has experienced sales increases of just over 12 per cent and now claims 24.4 per cent of Canada’s rum market.

Another category, gin, is showing modest growth of 2.7 per cent, and represents 4.4 per cent of the spirits market. Key to gin’s continued strength is its “differentiation and innovation in packaging,” employing creative bottle shapes, colours and configurations, says Westcott.

To that end, he cites the inventive bottle colours of brands such as Tanqueray (green), Bombay Sapphire (blue) and Hendrick’s (black). “Consumers expect a shopping experience,” he says, “and packaging plays a critical role.” He predicts other spirits will reach the same level of sophisticated packaging, and points to whisky as one example of where it’s already happening.

### Take it home

But statistics only tell part of the story. This begs the larger question: what’s driving spirits trends in Canada? In a nutshell: home consumption. Disposable incomes shrunk by the 2008/2009 economic downturn, and continuing high levels of debt, have resulted in consumers’ reining in their beverage budgets, notes Westcott. The result has been more home entertaining and less alcohol consumption in bars and restaurants.

According to figures provided by Statistics Canada, liquor stores and agencies sold \$5.3 billion worth of spirits during the year ending March 31, 2012, up 3.9 per cent from the previous year.

Westcott estimates home consumption now represents 80 per cent of the overall Canadian spirits business, with bars and restaurants accounting for the balance. That said, he recognizes the key role played by the hospitality industry in Canadians’ consumption. Through innovation driven by increasingly experimental cocktails, bars “convince consumers to try new things, and are crucial to educating consumers and broadening their horizons.”

Consumers are also attracted to more “innovative” distilling methods by large producers, including employing techniques more commonly associated with small-batch production, says Westcott. Examples include aging a finished whisky in a sherry or port barrel; using specialty-wood aging barrels made of, for example, 100-year-old oak; and single- and double-barrel aging. “There is interest, on the part of consumers, for something special and artisanal,” agrees Westcott. ●

# WE NON HYDROGENATED-IT... ...years ago!

CANADA'S LARGEST SELECTION OF ESTABLISHED AND  
PROVEN NON HYDROGENATED PRODUCTS:

- BAKING, PASTRY, FRYING AND ALL PURPOSE SHORTENINGS
- MARGARINES AND ROLL-IN'S • LARD • LECITHIN • PAN SPRAYS

## OUR STRENGTH IS AT YOUR SIDE

Bunge is Canada's largest and most trusted processor and manufacturer of edible oil products and Canada's largest oilseed processor. With state-of-the-art oilseed processing and packaging plants located strategically across Canada, we are well situated to service all your needs.

As a fully integrated agri-food company we are well positioned to manage business at each end of the food supply chain. We are constantly developing opportunities to provide you, our customers, with the value and service that will help make you more competitive.

## OUR COMMITMENT TO INNOVATION LIES WITH YOU

Our Technical Team partners with food manufacturers to find ways to improve your products and processes. Plus our Research and Development team is constantly looking for innovative solutions that reflect the ever changing trends in diet and healthy lifestyles. We are proud to offer the largest selection of established, proven and next generation Non Hydrogenated product solutions.

## REST ASSURED WITH OUR COMMITMENT TO QUALITY AND SAFETY

At Bunge Canada, we know an important part of Customer Service is high quality products. We stand behind our products and our reputation. Bunge Canada is certified to the GFSI (Global Food Safety Initiative) Standard of SQF (Safe Quality Food) Level 3. Our Good Manufacturing Practices (GMP), Hazard Analysis and Critical Control Point (HACCP) methods, along with our award winning Quality Assurance Team are proof of our commitment to quality and safety.



AMAZING COAT™ • BUNGE® • CANASPERSE® • CAPRI® • CREME-LITE® NH • DELICIA® NH  
• DIAMOND FRY® • ECONOFRY® • ESPRIT® • JUBILEE® • KOKOHEART® • MAJESTIC® NH  
• NUTRA-CLEAR® • NUTRA COAT™ • S.P.S.® NH • TENDERFLAKE® • TENDERFRY® • TULIP® NH

# BUNGE PIONEERED AND PERFECTED NON HYDROGENATED

the oil  
**experts**™ Trust the Oil Experts

**BUNGE**®  
OILS

For more information please contact Bunge  
at 1-800-361-3043

New technologies expand options for manufacturers to fortify their products with vitamins

BY NATALIE CAJIC

Consumers today readily accept that certain vitamins can help maintain or improve specific health issues. At the first symptoms of a cold, for instance, many consumers reach for orange juice for an immune-boosting dose of vitamin C. In fact, in 2009 sales of single vitamins grew faster than multivitamins, according to market researcher Euromonitor. Its June 2010 report *Trends and Opportunities in Single Vitamins*, showed particular consumer interest in vitamins A, B, C and D.

Food and beverage manufacturers understand the challenges, not the least of which will be processing, involved in creating vitamin-enhanced products. However, advancements in technology, combined with the promise of regulatory reform, have opened the door for innovation and expansion of vitamin-fortified food and beverage.

### Allowable vitamins

The Food Directorate branch of Health Canada regulates the addition of micronutrients to food using the *Food and Drug Regulations* (FDR) under the *Food and Drugs Act* (FDA). The regulations list the permitted vitamins and minerals, the allowable fortification levels and the types of foods to which they may be added.

Vitamins that can currently be added to foods, under the FDR, include A, D, E, K, C, thiamin (B1), riboflavin (B2), niacin, vitamin B6, folate, vitamin B12, pantothenic acid, and biotin. Manufacturers



# Healthier

that want to add vitamins not currently permitted may make a request to Health Canada. Amendments to the FDA in 2012 give Health Canada more flexibility in that it can pursue a regulatory amendment to the FDR or create a ministerial regulation. In fact, future regulatory changes expected next year could see new standards around vitamins, as well minerals and amino acids.

### Fat-soluble vitamins

Fat-soluble vitamins include vitamins D, E, K, and A. Vitamin D is one of the hottest ingredients on the market today, according to NutraIngredients-USA.com, as more science supports its benefits. Also now trending is vitamin K2.

Managing Director of Nu Science Trading, Dale Kriz, says vitamin K2 has been in the media spotlight recently and discussed on television shows

“The need for fortification is driven either by consumer demand or by government legislation, and consumer demand is steadily increasing.”

like Dr. Oz. “We believe the popularity of vitamin K2 fortification is in its infancy at the moment,” Kriz says. “The need for fortification is driven either by consumer demand or by government legislation, and consumer demand is steadily increasing.”

Although each of the fat-soluble vitamins is chemically unique, this group of vitamins has some common characteristics. For instance, fat-soluble vitamins require the presence of dietary lipids for absorption so a finished product must have some fat and/or hydrocolloids to suspend it properly, which can be problematic for formulators.

Dr. Russ Hazen, Raw Materials and Innovations specialist at Fortitech, says the fat-soluble vitamins present a challenge depending on the delivery



# by design

system. "If you're doing a beverage that is mostly water, all the fat soluble ingredients are going to be a bit of a challenge, but that's where we've seen a lot of advancement in technology in market forms," he says. For example, vitamin E now comes in alcohol or acetate versions. "It's a matter of finding the right market form that is going to best perform in that finished product."

Encapsulation is one technology that has transformed oily fat-soluble vitamins into new market forms. For example, LycoRed recently introduced a new starch encapsulation product that can be used in food and beverage applications. This new beadlet technology is particularly beneficial to manufacturers dealing with carotenoids, says Douglas Lynch, vice-president of Business Development in North America.

Part of the vitamin A "family," carotenoids are dietary compounds with structures similar to that of vitamin A, and some, but not all, can be converted to vitamin A. Lynch says the challenge with carotenoids is that they are unstable and can begin breaking down during a manufacturing process with long production runs. "The main benefit of the starch beadlets is that they are incredibly stable," he explains. Also, because they are highly soluble, the beadlet system lends itself very well to a number of applications, including dry-blend beverage mixes, adds Lynch. The starch beadlets are initially available for the carotenoids lycopene, beta-carotene, and lutein, as well as for vitamin D and vitamin A-acetate.

Vitamin K is also now water-soluble thanks to a new technology by Nu Science Trading. MenaquinGold WS is a vitamin K2 powder that is soluble in both hot and cold water, says Kriz. The challenge formulating with vitamin K is that it has organoleptic properties which can translate to undesirable flavours and aromas. Kriz says vitamin K2 is fermented and so has a fermentation odour and taste. "It can even add a bitter note," he says, noting that this new market form has no organoleptic impact and is odourless.

Kriz believes vitamin K2 has significant potential for the market. "Any

beverage product containing calcium and vitamin D should, and will eventually, contain vitamin K2 to optimize the health benefits of calcium and vitamin D. Thus far, this was not possible with the supply of vitamin K2 available in the market," says Kriz.

## Water-soluble vitamins

The water-soluble vitamins are the eight B vitamins and vitamin C. Choline is similar to the B vitamins and sometimes grouped within the B-complex vitamins. The Institute of Medicine designated choline as an essential micronutrient in 1998. Today, as research demonstrates the impressive potential of choline's ability to enhance memory and boost brain function, the nutrient is appearing in products designed for prenatal nutrition and ergogenic aids.

Advanced microencapsulation technology has expanded the options for manufacturers when it comes to fortifying with water-soluble vitamins. B vitamins, for example, also have diverse organoleptic properties that LycoRed has overcome by creating an odourless vitamin B microencapsulate.

A 2011 review by the International Food Information Council found that nearly 80 per cent of consumers surveyed believed fortified foods played a role in their purchasing behaviour. As advances such as microencapsulation technology continue to develop, the options for manufacturers and consumers will undoubtedly grow with the market. ●

RESEARCH DEMONSTRATES THE IMPRESSIVE POTENTIAL OF **CHOLINE'S** ABILITY TO ENHANCE MEMORY AND BOOST BRAIN FUNCTION





## Good things come in small packages

The growing beverage aisle is becoming a lane of endless options. Promises of exotic new flavours, the latest health-boosting and vitamin-enriched qualities, on-the-go convenience and portability are all displayed in vibrant graphics and unique packaging formats. The aisle continues to grow as beverage producers increase their options and varieties to meet the ever-evolving needs of their consumers.

In fact, it is the rapid pace of consumers' changing demands that impacts the products manufacturers create, and the speed at which they create them. Understanding consumer trends can help producers and manufacturers prosper and create innovative packaging solutions that stand out on crowded beverage shelves. Consumers have high expectations when it comes to quality, taste, nutrition and portability, while at the same time they are environmentally aware, cost-conscious and concerned about food safety. While products must deliver on these expectations, the package has to clearly advertise them while being environmentally sound, and keeping the cost low and food safe.

Though there are many trends shaping the beverage and beverage packaging sectors, downsizing is one key consumer and demographic trend that beverage producers should consider. As household numbers shrink and Canadians downsize, they value small beverage sizes that offer convenience, avoid waste and encompass



their desire for high-quality, healthy products.

### Living small

From living in downsized homes and driving compact cars, to making less purchases and increasingly shopping in smaller stores, Canadians are embracing simple economic and ecological ways of life. This trend to “live small” translates into a need for beverage products that offer convenience, portability and sustainability. Smaller portion packs with caps that are easy to transport and store meet the needs of simpler, on-the-go lifestyles, and also help avoid waste.

Consumers who are downsizing often also want to live ecologically. These individuals purchase products that are smartly and creatively packaged to reflect their highly individualistic and socially or environmentally aware lifestyles.

### Value = quality

A move away from carbonated drinks and an increased focus on healthy beverages also plays into the trend for smaller-size packaging. Consumers are making value-focused choices with health consciousness often being the centre of their shopping attitude. For example, baby boomers, or “beverage

boomers,” “seek a healthy, well-balanced diet...and pass on their good practices to their offspring, who in turn do the same with their children,” notes a May 2012 report in *Dairy Foods*. Smaller packs that hold several servings and allow already nutritious products to stay fresh without the need for preservatives are key to meeting the needs of this and future demographics.

From nutritious, on-the-go beverages to products that portray individuality and social responsibility, incorporating all of the different packaging qualities that might appeal to a particular consumer is not as simple as it used to be.

Though important, “small-sizing” is only one trend shaping the industry. Packaging has a host of other marks to meet. For example, it must possess a range of user-friendly traits and allow a beverage brand to differentiate itself and stand out in a sea of sameness on retailer's shelves. The challenge for the industry is to ensure that consumers' needs are anticipated and that solutions are developed quickly.

Fast-changing consumer demographics mean that producers need packaging solutions that provide them with the flexibility to meet consumer needs while ensuring packages are delivered efficiently, both in cost and environmental performance. Manufacturers need to fully assess their existing capabilities and consumer trends in order to succeed in this growing category. This understanding will inspire innovative products and packaging solutions that stand out. ●

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

## NOUVELLES

### Projet de nutrition à base d'insectes pour aider à nourrir la planète

Une équipe multidisciplinaire d'étudiants au MBA à la faculté de gestion Desautels de l'Université McGill travaillent sur une initiative dont le succès pourrait contribuer significativement à nourrir les régions les plus pauvres du monde.

Le concept? Un ensemble personnalisable permettant aux utilisateurs d'élever et de récolter de quatre à cinq types d'insectes comestibles, pour ensuite les mouliner afin d'en faire une farine enrichie de protéines et d'éléments nutritifs servant à confectionner une variété d'aliments.

Le groupe est inscrit aux Prix Hult (Hult Prize): une compétition et un accélérateur en démarrage d'entreprise. En collaboration avec l'initiative mondiale Clinton (Clinton Global Initiative), la compétition lance le défi aux équipes d'étudiants de concourir pour obtenir un million de dollars en subvention, visant à créer de nouvelles entreprises sociales. Cette année, le thème du concours est de développer un concept qui réponde à la crise alimentaire mondiale.

L'équipe de McGill, maintenant constituée sous le nom *Aspire Food Group*, a adopté le concept des insectes après avoir pris connaissance de recherches faisant état qu'environ 30 % de la population mondiale, soit autour de deux milliards d'individus, consomment régulièrement des insectes dans leur régime alimentaire. "Il y a environ 1400 espèces d'insectes comestibles dans le monde", explique Mohammed



### ENBREF



> La compagnie de bières de spécialité **Six Pintes**, une division indépendante de **Molson Coors Canada**, présente une sélection de bières des microbrasseries **Creemore Springs** de l'Ontario et **Granville Island Brewing Company** de la Colombie-Britannique aux amateurs de bières du Québec. Depuis la fin du mois dernier, les marques font progressivement leur apparition dans les épiceries et les dépanneurs de Montréal, Québec et Gatineau, avec l'objectif d'être éventuellement distribuées dans l'ensemble de la province.

> Le mois dernier, **L'Oeuvre Léger** — un organisme qui procure du financement aux groupes communautaires qui travaillent pour les familles dans le besoin, les jeunes de la rue et les personnes âgées a présenté la 18e édition de sa campagne *Nourrir un enfant*. Cette initiative annuelle contribue à subventionner 32 organismes communautaires qui offrent, en collaboration avec des écoles et autres institutions, une gamme de services permettant à près de 30 000 enfants démunis de se nourrir sainement et d'améliorer leur état de santé.

Le joueur des Canadiens de Montréal, Francis Bouillon, est le nouveau porte-parole de la campagne *Nourrir un enfant*.



Ashour, capitaine de l'équipe. Il précise que la plupart de ceux-ci reposent sur des marchés de créneau ou appartiennent à des espèces similaires. "De façon générale, les insectes comestibles les plus populaires sont les charançons du palmier, les termites, les grillons, les sauterelles, les coléoptères aquatiques et les chenilles de mopane."

Le groupe s'est d'abord concentré sur les grillons uniquement, en raison de leur haute teneur nutritive éprouvée, et parce que la chitine extraite de leur exosquelette peut être vendue pour usage industriel. Mais après consultation de ses partenaires industriels, l'équipe a décidé d'élargir sa vision et de mettre le concept de la chitine en veilleuse pour l'instant. Elle collabore désormais étroitement avec les éleveurs d'insectes et d'autres partenaires de distribution dans le but de stimuler l'approvisionnement régulier en insectes comestibles, tout en réduisant le coût et les exigences de la main-d'œuvre pour la récolte.

Des projets pilotes sont actuellement en cours au Mexique et au Kenya. M. Ashour mentionne que le groupe a conclu un partenariat avec le gouvernement mexicain dans le cadre de sa croisade contre son double défi d'enrayer l'obésité et la malnutrition. "Le quartier le plus pauvre du monde est Neza-Chalco-Itza au Mexique, dans lequel vivent quatre millions de personnes", exprime M. Ashour, ajoutant que le Mexique compte également le plus haut taux d'anémie du monde développé. "Avec un taux de fer huit fois plus élevé, kg pour kg, dans les grillons et les sauterelles que dans le boeuf, nous sommes bien positionnés pour répondre à leurs besoins."

M. Ashour constate que l'intérêt pour les insectes comestibles est en croissance rapide, en particulier dans le monde occidental. "Il y a déjà une forte demande pour les insectes comme aliment de nouveauté ou mets fin en Europe. Plus le temps passe, plus les gens achètent cette idée. Ça ne pourra pas aller ailleurs que vers l'avant", dit-il.

# Une formule gagnante

PAR MARK CARDWELL

Produits Alimentaires Berthelet de Montréal part à la conquête de l'Ouest pour accéder à de nouveaux marchés et clients

L'innovation et l'écoute des besoins des clients constituent les principales raisons pour lesquelles la compagnie familiale montréalaise de Danny Berthelet, spécialisée dans la production d'aliments déshydratés et de liquides, a dominé le marché alimentaire local pendant une grande partie du dernier demi-siècle. Le président de troisième génération de l'entreprise est confiant que ces mêmes ingrédients produiront à nouveau une recette gagnante, alors que Produits Alimentaires Berthelet entreprend, entre autres choses, une démarche d'expansion géographique dans d'autres régions du Canada.

“Vous devez demeurer vif lorsque votre concurrence comprend certaines des plus grandes entreprises du monde répertoriées dans le Fortune 500”, explique M. Berthelet, expert-comptable titulaire d'un MBA de l'Université McGill et ancien directeur des finances de la Brasserie Molson. “Il y a cependant toujours de la place pour les joueurs de créneaux commerciaux comme nous, qui prennent soin de leurs clients [et] disposent des compétences culinaires et du savoir-faire technique pour formuler des produits qui répondent à des demandes non satisfaites.”

Danny Berthelet, président de Produits Alimentaires Berthelet



« Nous avons travaillé avec FAC pour  
**prendre de l'expansion.** »

Dion Wiebe, président, Rosstown Natural Foods, Abbotsford  
(Colombie-Britannique)

**Lorsqu'il est question de financement,  
nous sommes à l'écoute.**

Vous planifiez prendre de l'expansion? Une fois que nous connaissons vos plans d'expansion, nous créerons un plan de financement qui vous aidera à les réaliser. Faites du chef de file en financement de l'agriculture, de l'agroentreprise et de l'agroalimentaire au Canada votre partenaire. Parlons affaires.

[financementfac.ca](http://financementfac.ca)



Depuis qu'il a joint l'entreprise familiale en 2011, en remplacement de son cousin Guy, désormais président du conseil d'administration, Danny Berthelet a à la fois contribué à élaborer et mettre en branle une stratégie de croissance s'appuyant sur trois piliers. Un de ceux-ci s'avère le remarquable retour de Berthelet sur le marché de détail, un secteur dont la compagnie s'était soustraite en 2007 quand elle a vendu 50 % de ses actions Berthelet & Léger. Cette entreprise de 40 ans produisait de la sauce déshydratée et autres produits pour le marché de détail, et elle fournissait des dizaines de restaurants Saint-Hubert dans le centre et l'est du Canada.

La relation avec la prestigieuse et emblématique marque Saint-Hubert a également soutenu la croissance de Produits Alimentaires Berthelet, et elle lui a permis de passer de la petite entreprise d'approvisionnement en boucherie fondée par les grands-parents Berthelet dans les années 1950, à l'un des plus grands fabricants de produits alimentaires déshydratés au pays.



En plus de développer, commercialiser et vendre des dizaines de produits maison sans gluten, sans gras trans et/ou sans noix et arachides, à travers l'un des meilleurs réseaux de distribution dans l'est du Canada — des cristaux de boisson, poudings à cuire, et garnitures de tarte jusqu'aux bases de soupe, mélanges pour sauce, herbes et épices — Berthelet se spécialise dans le développement de produits contrôlés ou sous étiquettes privées pour des distributeurs et des utilisateurs. La compagnie fabrique également des produits innovateurs, incluant ce qu'elle croit être la première soupe poulet et nouilles sans gluten au Canada, composée de nouilles à base de riz et de pois chiches.

Ces produits, de même que les arômes et ingrédients actifs que la compagnie fournit aux grossistes en viandes, boulangeries et autres clients industriels interentreprises, sont fabriqués dans les deux usines de l'entreprise, qui emploient environ 100 personnes. Les installations principales de Laval, au nord de Montréal, se spécialisent dans la production de plus de 1000 produits alimentaires déshydratés ou en poudre, tandis que le second emplacement près de Boisbriand est voué aux sucres liquides. Les deux usines ont récemment bénéficié de mises à niveau et d'investissements majeurs dirigés vers l'équipement et la technologie

## Nous fournissons les ingrédients de votre succès.

Titrisation  
des créances

Syndication de prêt

Crédit-bail  
mobilier et immobilier

Rabobank. Le lien financier dans la chaîne alimentaire mondiale.®

Gestion du risque

Grande connaissance  
du secteur

Expertise financière

Fusions et acquisitions

Contactez l'équipe de Rabobank Canada :  
647.258.2021  
[www.rabobank.com/canada](http://www.rabobank.com/canada)



Rabobank

# PRODUUISEZ

Une qualité supérieure et un séchage efficace



## LA PREUVE EST DANS VOTRE PRODUIT

Le HVF 658 utilise une puissance d'aspiration et une précision de portion légendaires pour réaliser des produits quasiment sans air offrant des temps de séchage fortement réduits, des durées de conservation allongées et des surfaces de coupe les plus parfaites sur le marché.



3 au 6 novembre 2013  
Chicago, Illinois  
kiosque # 3354

## handtmann

*Ideas for the future.*

à des fins de recherche et développement, production, emballage et amélioration de l'entreposage.

Berthelet a connu un autre développement significatif en 2012, alors qu'elle signait un contrat majeur avec

Groupe MTY, qui exploite plus de 2220 restaurants à service rapide sous 27 bannières, notamment Yogen Fruze, Sushi Shop, Tiki-Ming, Country Style, Mr. Sub et Au Vieux Duluth Express. MTY a fait les manchettes à la mi-août

quand il a annoncé avoir acheté 80 % des parts des restaurants Thai Zone, principalement situés à Québec, pour un montant de 17,8 millions de dollars.

Berthelet aide MTY à développer certaines de ses marques. Par exemple, elle a récemment commencé à produire cinq produits (trois entrées surgelées et deux rouleaux impériaux) pour Thai Express, la plus importante bannière de restauration rapide thaï en Amérique du Nord. «Nous faisons la formulation, les recettes,

“ Il y a toujours de la place pour les joueurs de créneaux commerciaux comme nous, qui prennent soin de leurs clients [et] disposent des compétences culinaires et du savoir-faire technique pour formuler des produits qui répondent à des demandes non satisfaites. ”

le marketing et la vente, mais pas la fabrication, que nous avons sous-traitée et que nous supervisons”, précise M. Berthelet. Les aliments thaï surgelés, poursuit-il, sont l'un des seuls segments de l'industrie des aliments surgelés qui se développe. “C'est très excitant pour nous, car les aliments spécialisés à caractère ethnique sont les seuls à prendre de l'expansion de nos jours.”

M. Berthelet est également enthousiaste quant aux perspectives d'expansion des services alimentaires de son entreprise — bases pour soupes et sauces, épices et assaisonnements — aux institutions et

Prenez de l'expansion en augmentant votre capacité de production



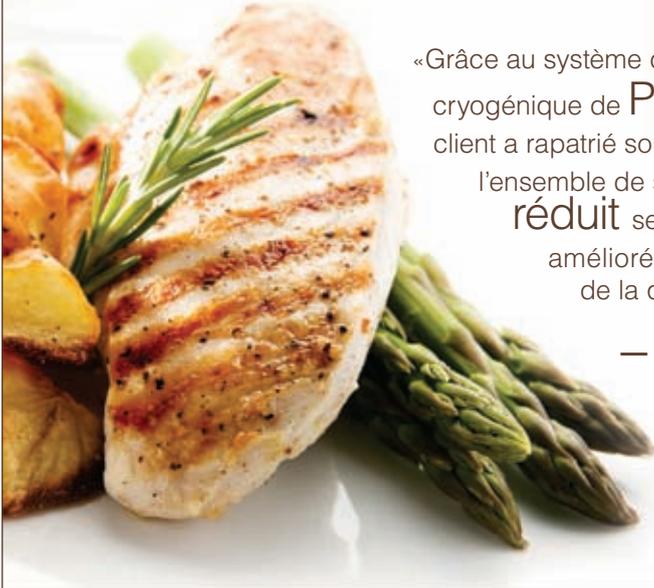
Contrôle de la température



Conditionnement sous atmosphère



Service et soutien technique



«Grâce au système de surgélation cryogénique de **Praxair**, notre client a rapatrié sous un même toit l'ensemble de sa production, **réduit ses coûts** et amélioré le contrôle de la qualité.»

— **Norman Leung**  
Ingénieur d'application, Marketing, Praxair

**Résultats**

Livraisons ponctuelles

Contrôle de la qualité des produits transformés à l'usine (température, rendement et apparence)

Capacité de production accrue (1 000 kg de poitrines de poulet par heure)

**Occasion avantageuse pour le client :**  
Ramener sous un même toit la portion externalisée de la production en la faisant passer à 1 000 kg/h.

**Défi à surmonter :**  
Contraintes d'espace limitant l'expansion.

**Solution Praxair :**  
Mise à niveau d'un tunnel de surgélation ColdFront™ à l'azote ou au dioxyde de carbone, redimensionné sur mesure.

Maîtrisez la chaîne du froid et optimisez vos procédés en faisant confiance à Praxair. Soyez certain d'obtenir la meilleure qualité possible de produits, durée de conservation et marges bénéficiaires. Contactez-nous pour un audit gratuit de votre procédé au 514 856-7334 ou rendez-nous visite sur [www.praxair.ca](http://www.praxair.ca)



Solutions de productivité pour notre planète™

© Copyright 2012, Praxair Technology, Inc. Tous droits réservés. Praxair, le Jet d'air du logo, Solutions de productivité pour notre planète et ColdFront sont des marques de commerce ou déposées de Praxair Technology, Inc. aux États-Unis et/ou d'autres pays.

P-10416-4b F

# APPROPRIEZ-VOUS MAUVE



## SENSIENT EST LA COULEUR DES PLUS GRANDES MARQUES DU MONDE



Il y a des milliers de couleurs dans la nature, mais il n'y a qu'un seul **choix naturel pour votre marque**. C'est ce choix qui distinguera votre produit pour des millions de consommateurs. C'est cette couleur qui va **définir et protéger votre marque**. Laissez Sensient créer votre Mauve (ou Jaune, ou Rouge, ou Rose ou Orange) unique pour définir votre marque. Être en partenariat avec **Sensient, le leader mondial des solutions de colorants naturels**, vous êtes assuré de recevoir **des ingrédients de haute qualité et l'approvisionnement sûr et sécurisé** pour vos marques.



BASED IN CANADA  
Established 1923

SENSIENT® COLORS CANADA LTD.

800-267-7884 | 30 River Street, Kingston, ON K7L 4X6  
scc-sales@sensient.com

©2013 Sensient Colors LLC, all rights reserved. Sensient Colors Canada is a business unit of Sensient Technologies Corporation. The SENSIENT trademark and the Sensient Technologies Corporation logo are owned and registered by Sensient Technologies Corporation. All rights in trademarks are reserved.



**SENSIENT®**  
FOOD COLORS

Define and protect your brand  
[SENSIENTCOLORSCANADA.COM](http://SENSIENTCOLORSCANADA.COM)

“Le secret d'une bonne poutine réside dans la sauce. Nous présentons notre produit comme authentique et original.”

restaurants de l'Ontario et de l'ouest canadien. “Les années de grande croissance sur le marché québécois sont derrière nous, constate-t-il. La compétition est devenue très féroce ici, et nous devons constamment nous battre pour conserver nos parts de marché. Nous devons être très compétitifs pour garder notre marque en vie. Notre grand défi dans ces nouveaux marchés sera de nous faire un nom.”

Pour ce faire, M. Berthelet indique que la compagnie mise sur une de ses sauces déshydratées destinées à un des aliments les plus populaires et iconiques du Québec – la poutine — pour mettre le pied dans la



porte de clients potentiels en Ontario et dans l'Ouest. “Le secret d'une bonne poutine réside dans la sauce. Nous présentons notre produit comme authentique et original”, fait valoir M. Berthelet. Il ajoute que certaines compagnies ont déjà changé pour Berthelet comme fournisseur de sauce à poutine, ce qui ouvre la porte à d'autres ventes éventuelles. “Nous faisons présentement les choses lentement et systématiquement, dit-il. C'est dans notre ADN d'entreprise d'agir ainsi, car lorsque tu fais bien les choses, il ne peut s'en suivre que croissance et productivité.”



## Avec nous, facilitez-vous la tâche

Nous savons que votre métier n'est pas facile et qu'il est parfois stressant. C'est pourquoi nous avons associé l'expertise de Cryovac,® en emballage alimentaire, et celle de Diversey,™ en solutions d'hygiène, pour vous amener la première offre système totale pour l'industrie alimentaire et des boissons.

Nos solutions de A à Z et nos services inégalés aideront à améliorer la sécurité alimentaire, à prolonger la durée de vie de vos produits, à optimiser l'efficacité opérationnelle et à bâtir des marques fortes.

**Moins de problèmes, plus de solutions.  
C'est la tranquillité d'esprit.**

Plus d'informations sur [www.CryovacDiversey.com](http://www.CryovacDiversey.com)

**Sealed Air**  
Re-Imagine™

**CRYOVAC DIVERSEY**



Lundi,



Mardi,



Mercredi,



Jeudi,



Vendredi,



Lundi...

**Vous voyez le topo?** Lorsqu'il s'agit d'automatiser le processus d'emballage, Unisource est consciente que tout doit fonctionner avec constance, jour après jour, de manière à ce que la productivité, la performance et la qualité respectent les normes les plus élevées.

Nos spécialistes en emballages sont constamment à la recherche de solutions d'avant-garde qui vous aideront à améliorer **la productivité, l'uniformité et la qualité de vos activités d'emballage et de conditionnement**. Nous nous associons à de grands fabricants pour obtenir des emballages fiables, performants et innovateurs afin d'aider votre entreprise à atteindre de nouveaux sommets.



Visitez le site [www.UnisourceEmballage.com](http://www.UnisourceEmballage.com)  
ou composez le 1-800-UNISOURCE pour en  
savoir plus sur notre programme d'équipement.



## Go gluten free

Gluten-free products from Embassy Flavours supply the taste, texture, diversity and nutrition commonly lacking in gluten-free baked goods. Featuring high-fibre content and a shelf life exceeding a week at ambient temperature, most products do not require freezing, while maintaining freshness and flavour. In addition to breads, the company's gluten-free lineup includes novel applications such as English muffins, macaroons and whoopie pies.

[www.embassyflavours.com](http://www.embassyflavours.com)

## Detecting pathogens

3M has added a new assay test kit for *Listeria spp.* to its 3M Molecular Detection System. The assay test kit has also received Health Canada's acceptance for all

environmental surfaces (stainless steel, plastic, ceramic, rubber, food-grade painted surfaces, wood, sealed concrete, cast iron and air-filter material). The system can provide a fast, accurate, easy-to-use and cost-effective method for detecting dangerous pathogens. [www.3M.ca](http://www.3M.ca)



## Keeping control

The new CNi-AL Temperature/Process Limit Controller from Omega is a simple-to-configure, high-accuracy limit controller featuring universal inputs, two relay alarm outputs, and totally programmable colour displays and digital filter. With unparalleled flexibility in process management and limit alarm applications, the units can be used to monitor the temperature and with a latching limit alarm output can shut down processes if an alarm condition exists.

[www.omega.ca](http://www.omega.ca)



## Support for Bone health

Chr. Hansen has launched nu-trish Pro-K cultures for the dairy market. The nu-trish Pro-K cultures contain a new proprietary probiotic strain of *L. lactis*, which supports bone health through a natural high production of vitamin K2. This strain ensures that a 100-mL serving can contain 10 micrograms of vitamin K2. Nu-trish Pro-K can be used in dairy drinks or spoonable dairy products to target the consumer segments of active and mature women and growing kids.

[www.chr-hansen.com](http://www.chr-hansen.com)

## Safer system

Smart Fog Inc. offers the Fog Tunnel food safety treatment system. The Fog Tunnel is a stainless-steel enclosure that can be retrofitted on any existing conveyor system or it can be custom manufactured. All the materials used in the Fog Tunnel are food grade. The company says integrating the Fog Tunnel into existing facilities can help food manufacturers modernize operations and food safety programs. The system can treat foods directly after harvest, before storage, packing, or anywhere in a facility. [www.smartfog.com](http://www.smartfog.com)

## Extra-long packaging

Multivac's new C 800 vacuum chamber machine is designed to package extra-long food products. The unit is equipped with a 1.4-m wide chamber, making it suitable for cylindrical sausages, lengthier whole fish or similar items. The system offers reliability and precision, a hygienic design, high production speed and packaging security and flexibility. The C 800 also offers automatic progressive ventilation, ensuring that sharp or pointed products do not destroy the film pouch during ventilation. [www.multivac.com](http://www.multivac.com)

## Stay fresh longer

Clariant now offers Oxy-Guard packaging inserts to help prevent the growth of mould, fungus and bacteria in pre-packaged foods. The high-performance oxygen scavenger inserts can eliminate reliance on chemical preservatives. The inserts contain a combination of salt and iron powder, which together maintain oxygen levels at less than 0.01 per cent inside sealed packages. As the salt absorbs moisture from the packaging, the iron begins to oxidize, initiating the oxygen absorption process and allowing packaged foods to stay fresher longer.

[www.dessicants.clariant.com](http://www.dessicants.clariant.com)

## Power in small spaces

Crown Equipment Corporation has introduced the Crown ES 4000 Stacker Series designed to provide precision and power in small spaces. The line is able to handle capacities of up to 3,500 lbs, and can reach a lift height of 132 in. The forklift is ideal for use in stacking, stock replenishment and work positioning. The system also offers enhanced handling and control features with increased all-around visibility and manoeuvrability. [www.crown.com](http://www.crown.com)

## Cook it, cool it

Lyco Manufacturing offers the Lyco Rotary Drum Blanchers & Cooker/Cooler systems. The systems are ideal for manufacturers who process pasta, rice, dry beans, vegetables, potatoes, fruit and other foods. The system offers higher recovery, higher-quality, longer shelf-life results, as well as space savings, sanitation benefits, energy efficiency and less maintenance. [www.lycomfg.com](http://www.lycomfg.com)

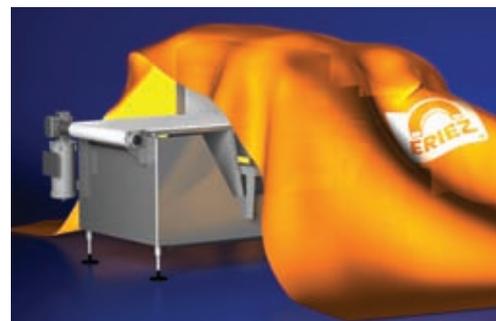
## Clean conveyors

Ultimate Food Processing Conveyor Systems from DynaClean are easy to clean and can offer more flexibility than stainless steel conveyors. DynaClean's systems feature motors that are hygienic, energy efficient and maintenance-free. They're also corrosion resistant, non-toxic, non-absorbent and temperature resistant. The systems come with durable

stainless steel supports and hardware, while their one-dimensional leg supports will prevent bacteria build up. DynaClean Ultimate Food Processing Conveyors are available in a variety of widths and belt options, including ThermoDrive solid surface belting and several choices of plastic link-style conveyor belting. [www.dynamicconveyor.com](http://www.dynamicconveyor.com)

## Metal detection

Eriez' new Xtreme Metal Detector sets the standard for best-in-class, and offers the greatest dollar-for-dollar value of any detector on the market. For a first look at the new metal detector visit [purity.eriez.com](http://purity.eriez.com)



## Spray it!

KREBS Switzerland offers food-safe handheld guns for spraying. The LM 25 can spray most low-to-medium viscosity liquids, including butter, oil, fat, egg, jelly, marinades and sauces, and is an ideal alternative to brushing. The LM 45 is able to apply even the most viscous materials such as chocolate, jams and sauces, without the need for compressed air. With a 120-watt spraying capacity, the unit features a bent nozzle extension for spraying upwards, downwards or on edges and slants. [www.krebsswitzerland.com](http://www.krebsswitzerland.com)

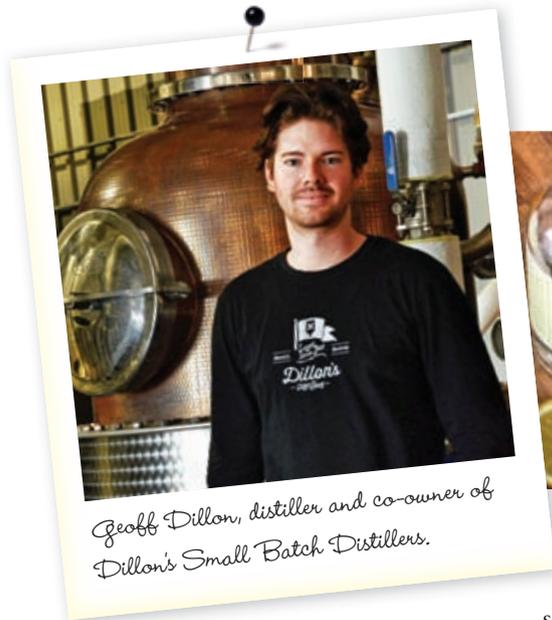
## Advertisers' index

ABELL PEST CONTROL .....	pg. 23
ALMOND BOARD OF CALIFORNIA .....	pg. 47
BASF CORP. ....	pg. 31
BDO FINANCIAL SERVICES.....	IFC
BIO-RAD LABORATORIES .....	pg. 24
BUCKHORN MYE CANADA.....	pg. 19
BUNGE CANADA.....	pg. 63
CHISHOLM.....	pg. 16
CP KELCO .....	pg. 9
CRYOVAC FOOD PACKAGING & FOOD SOLUTIONS.....	pg. 25, 74
DAIRY FARMERS OF CANADA .....	pg. 57

DEALERS INGREDIENTS .....	pg. 22
ECKERT MACHINES.....	pg. 3
ERIEZ MAGNETICS .....	pg. 3
FARM CREDIT CANADA .....	pg. 59, 69
FOOD PROCESSING SOCIETY OF AMERICA.....	pg. 27
FORTITECH .....	pg. 12, 13
GEA WESTFALIA SEPARATOR.....	pg. 11
GEORGE BROWN COLLEGE.....	pg. 15
GRANT THORNTON LLP.....	pg. 39
HANDTMANN CANADA .....	pg. 71, OBC
INTERNATIONAL DAIRY SHOW .....	pg. 18
LV LOMAS.....	pg. 33
NATIONAL SUNFLOWER ASSOCIATION.....	pg. 17

NATUREX.....	IBC
PETRO CANADA.....	pg. 43
PRAXAIR CANADA .....	pg. 20, 72
QUADRA INGREDIENTS.....	pg. 14
RABOBANK.....	pg. 8, 70
ROBERT REISER & CO.....	pg. 7
SENSIENT COLORS .....	pg. 41, 73
SENSIENT FLAVORS .....	pg. 40
SEPARATORS.....	pg. 21
SILLIKER.....	pg. 29
TD CANADA TRUST .....	pg. 5
TETRA PAK .....	pg. 54, 55
UNISOURCE CANADA .....	pg. 45, 75
UNIVAR.....	pg. 10

Deanna Rosolen



*Geoff Dillon, distiller and co-owner of Dillon's Small Batch Distillers.*



## Dillon's Small Batch Distillers Beamsville, Ont.

It's not many companies that can say demand came knocking on their doors even before they opened. But when you're producing a product that is completely homegrown, there seems to be a spike in interest.

That's what Geoff Dillon and his two partners — dad Peter Dillon and father-in-law Gary Huggins — owners of Beamsville, Ont.-based Dillon's Small Batch Distillers, discovered before they officially launched in the summer of 2012.

"Twitter's been good for us," says Dillon. "But [cocktail bars and restaurants in the GTA] found us even before we opened, because nobody around here does this. Word just spread in the community."

Dillon's is a local distiller, and while there aren't many craft distillers in Ontario, interest in the category is growing.

Cocktail bars and restaurants are clearly keen to add locally made spirits to their lineups as well.

But opening a distillery in Ontario isn't a simple venture. Dillon says there a "ton of different licenses and permits." The three partners also had to ensure they had the right equipment to be allowed to open their own retail area onsite. "Craft distilleries around North America have a 400-L to a 1,000-L pot still," explains Dillon. "In Ontario we needed a 5,000-L pot still to be able to open an onsite store. And we need a store otherwise we don't have many places to sell our product."

So together with a firm in Germany, the partners designed a unique distilling system to produce a real 100-per-cent Ontario rye whisky, plus vodka, gin and 12 bitters from local Niagara grapes. The company's White Rye is already sold in LCBO stores, and this fall Dillon's is launching a Rose Gin, featuring Ontario rosehips and rose petals. Dillon says a London dry-style gin and absinthe are also in the works. For the absinthe, the company has been growing wormwood — the main ingredient — for the last two years.

That's one of the key things that makes the company unique, says Dillon. "We're actually a grain to the glass or a grape to

the glass distillery. We bring in the ingredients from scratch and we turn them into a finished product. Most distilleries don't do that." ●

## Q&A



**Q** How is your company sustainable?

**A** "Recently, we put in a huge cooling tower. We use only rainwater to cool the distillery. And now with the cooling tower instead of throwing the heat away, we can keep the heat in the tank and by using evaporation we can cool the water right back down. We've also got a bio-filter that turns anything, even our grey water and our black water, into drinking water."

**Q** What makes the partnership work?

**A** "I studied biochemistry and economics. Then there's my dad, Peter, who is a chemistry professor. And my father-in-law, Gary, used to run public businesses. The three of us combined forces to make Dillon's. It was the perfect blend."



Endless  
possibilities  
in color

The NAT color® range from Naturex offers endless possibilities in color through its E-Color™ and VegeBrite™ lines.

E-Color™ is a complete range of high performing color additives that is extracted and isolated from natural origins to ensure exact color targets are achieved. VegeBrite™ gives a comprehensive, vibrant palette of brilliant shades made exclusively from concentrates of fruits and vegetables, edible flowers and algae. Obtained without selective extraction or isolation, these ingredients perform superbly in a wide range of applications. For the best natural colors, contact our team of experts today.

[www.natcolor.com](http://www.natcolor.com)

**NATUREX**   
Ultimate Botanical Benefits

FOR MORE INFORMATION CALL  
Naturex: +1 905 671 2350  
E-mail: [naturex.ca@naturex.com](mailto:naturex.ca@naturex.com)



Easy  
quality products  
Operation



Hygienic  
process reliably  
Design

THE VF 600 Series



Quick  
with consistent accuracy  
Changeover

**1% Accuracy, 100% Dependability**

- Innovative Vacuum Slide Ensures Perfect Chamber Filling
- Feeding Curve Design Eliminates Mechanical Friction
- Adjustable Vane Cell Feed Provides Gentle Product Treatment
- Intuitive Operation Reduces Training Demands



November 3-6, 2013  
Chicago, Illinois  
**See Us At Booth #3354**

**handtmann**  
Ideas for the future.