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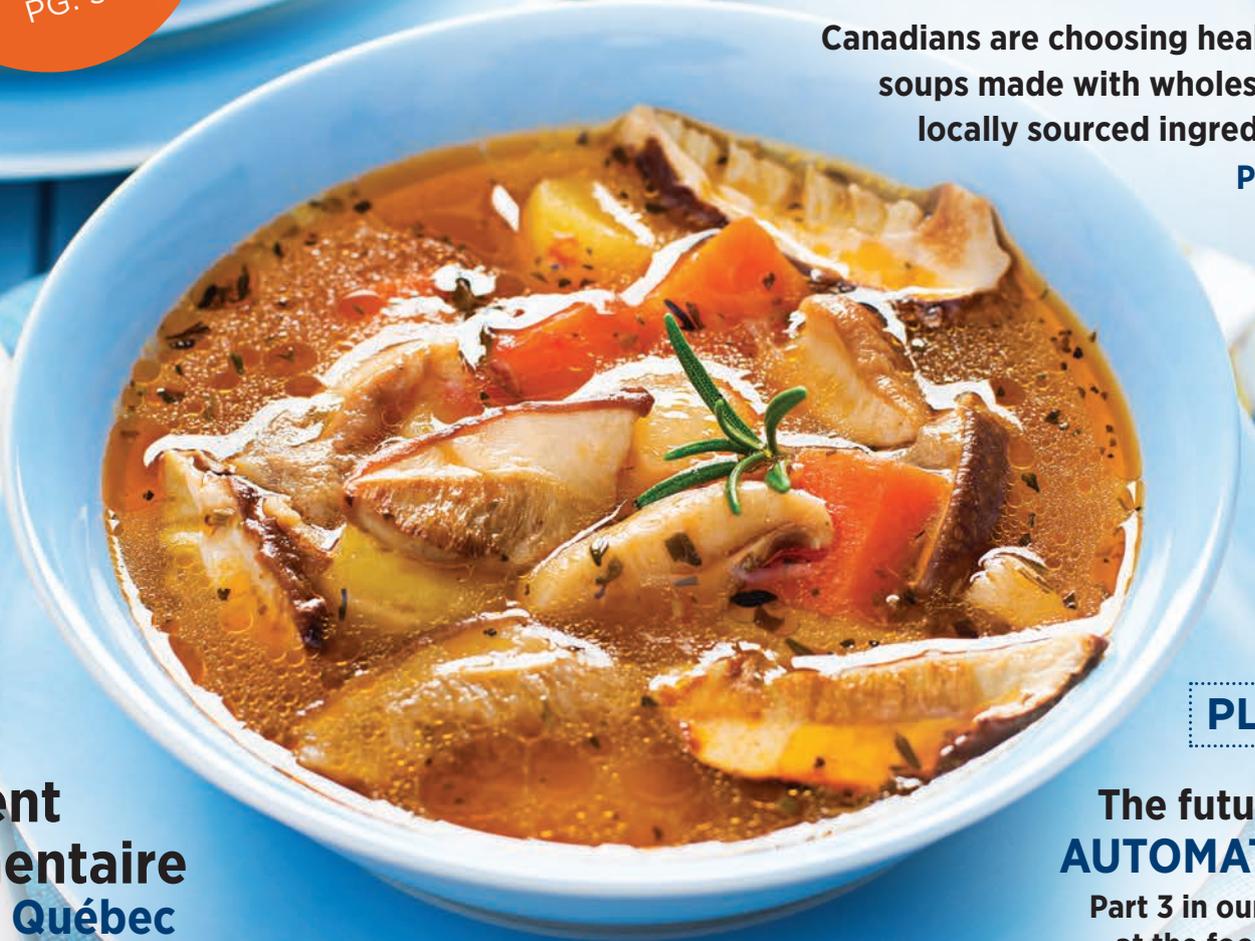
Canada's food & beverage processing magazine

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**Wishing you
happy holidays
and a prosperous
New Year.**

**We are excited to be celebrating
our 80th anniversary in 2018!**





How cool is your food job?

Last month I came across a podcast called My Food Job Rocks! hosted by Adam Yee, a food scientist and product developer based in Phoenix, Ariz. Beyond the brilliant title, what caught my attention was the fact that Yee was interviewing Ana and Drew Stevens, owners of Oshawa, Ont.-based Pepper North.

As well as discussing the company's line of artisan hot pepper sauces and condiments, the entrepreneurs talked passionately about growing their award-winning hot peppers, developing recipes and designing packaging. Yee asked them about everything from the challenges of commercializing recipes, to getting space on retail shelves. It was a refreshing change to hear food production discussed in such a positive light, especially among three young professionals working in the industry.

Sponsored by FoodGrads and developed to "inform people about cool jobs in the food industry," Yee calls My Food Job Rocks! "a mentor session every week." At press time he had completed 94 episodes, with guests from a wide range of food and beverage-related sectors and jobs. His listeners are generally young professionals looking

for advice, or who may still be looking for their career path within the food business. "Being a product developer is a dream job in a sense. I love it, and that's why the podcast exists," says Yee, who specializes in products like meal replacement bars and baked goods. "That's why I think it's also really important to do a long-form interview, for the audience and for myself."

Reaching a younger generation still considering their educational and career options is crucial for the food industry. If Canadian businesses want to continue to grow, or to explore the global opportunities available to our internationally respected food and beverage industry, we will need skilled, engaged, forward-looking people in all areas of the industry, from farm to plate (for more on employment in the food industry, see pg. 28 for part 3 of our series on the labour market).

I know my food job rocks — how will you show the future generation how cool your food job is? 🍓

CCooper@foodincanada.com



From all of us at
Food in Canada,
season's greetings
and a very
happy new year!

Kelp Jerky

U.S.-based Beyond the Shoreline has developed a jerky made with kelp. The company describes the plant-based jerky as “a delicious, nutrient dense, high-protein snack.” The company adds pea protein, and shiitake and crimini mushroom stems that are discarded by mushroom harvesters to make the product, which is vegan, non-GMO and free of dairy, eggs, soy, peanuts and gluten.



News > file



(L – R) The Honorable Brian Pallister, premier of Manitoba, joins Pascal Leroy, head of Pea and New Proteins business for Roquette, to turn the first shovels to begin construction on Roquette’s new pea protein plant in Portage la Prairie, Man.

Manitoba to be home to pea protein production plant

In late September the Roquette Group officially broke ground to inaugurate construction of a new \$400-million pea-protein-manufacturing plant in Portage la Prairie, Man. The company operates more than 40 food processing facilities globally, but this is its first Canadian plant.

“We chose this location (about a 45-minute drive west of Winnipeg),” says

Pascal Leroy, head of Roquette’s pea protein operation, “because it provides easy access for pea growers in southern Manitoba and Saskatchewan. It also gives us access to a skilled workforce and it is close to the American border.” Another attractive feature about building in Manitoba, he adds, is the hydro power that the province has in abundance. “It was important for us to have access to green electricity,” Leroy says.

Roquette is a French-based, family-owned company which produces more than 650 by-products from the starch extracted from corn, wheat, potatoes and peas. The company was founded in 1933 by brothers Dominique and Germain Roquette. Today, Roquette is the leading starch producer in Europe and the fourth-largest producer of starch worldwide. The company employs more than 6,600 people globally.

The Portage plant will employ about 150 workers and produce roughly 130,000 tonnes of pea protein yearly, making it the largest pea protein processing facility in the world. The

facility will also produce pea starch. And, says Leroy, “We are also looking to develop new proteins from other crops.” He adds that the plant is scheduled to be operational by mid-2019.

— Myron Love



The Saskatchewan Library Association (SLA) has picked *Out of Old Saskatchewan Kitchens* by Amy Jo Ehman as its choice for the one book everyone should read in 2018. The book selection is part of a project called One Book, One Province.

Out of Old Saskatchewan Kitchens came out in 2014 and chronicles the hardship settlers faced when they first arrived in the province. Before they could farm, writes Ehman, settlers had to find water, build a shelter and plant a garden. It’s the part of how they fed themselves that she says historians have often overlooked. The history of food she writes about and the collection of recipes tells the story of settlers who were creative with the food that was available.

“What becomes readily apparent in reading these recipes,” says Ehman, “is that there was no such thing as standard fare.”



FANCY RICE

A story on the StraitsTimes.com (“World’s most expensive rice to launch in Singapore next month,” Oct. 5, 2017 by Rebecca Lynne Tan) says a pricy brand of Japanese rice called Kinmemai Premium will soon begin selling in Singapore for US\$109 per kg. The rice is a “blend of five rice varieties, such as Koshihikari and Pikamaru” and will likely change from year to year, explains the article. With “six times more lipopolysaccharides, endotoxins that act as natural boosters for the body’s immune system,” the rice is noted to be “superior in flavour, sweetness and nutritional value.”

Futuristic farming

It may not be widely known, but Ikea has created what it calls a future living lab known as Space10. Based in Copenhagen, the aim of Space10 is to research ways that make life more meaningful and sustainable.



At an art fair in the city this year, Space10 showcased its Algae Dome, a piece of equipment that produces algae. Why algae? Space10 says on its website that it's more than a "slimy seaweed."

MILK PROCESSING IN WINNIPEG

Vitalus Nutrition Inc. and Gay Lea Foods Co-operative Ltd. have officially opened the doors of their joint venture called MDI Holdings Corp. in Winnipeg. The \$100-million dairy facility will process milk into a range of milk proteins, buttermilk powder and butter. The milk will come from Manitoba and Western Canada.



Low-fat avocado?

While one of the great benefits of avocados is the healthy fats they contain, a company in Spain is touting an avocado with 30-per-cent less fat than regular avocados, reports Fresh Plaza ("Avocado Light contains 30% less fat," Oct. 5, 2017). The avocado is sold under the Isla Bonita Light brand. To find the low-fat avocado, says Fresh Plaza, the company analyzed 32 different types of avocados from six countries.



It may "help solve some of the world's biggest problems." As Space10 explains, algae are packed with vitamins and minerals and have twice the protein as meat. They don't need a lot of land or resources, they grow fast, they turn "carbon dioxide and water into useable energy" and they can be grown in a way that reduces greenhouse gases.

That's where the Algae Dome comes in. The dome is a bioreactor that grows microalgae. An article on PSFK.com ("A bioreactor from Ikea's future lab can produce mass quantities of algae, which has surprising benefits as a food source," Sept. 15, 2017 by Laura Yan) says the Algae Dome is a "13-ft. structure that contains 1,050 ft of coiled tubing full of green microalgae in a photo-bioreactor."

Great big food fight

Several food entrepreneurs gathered in Winnipeg in late September to gear up for The Great Manitoba Food Fight. The event is sponsored by the Mani-

toba government and Food & Beverage Manitoba in partnership with De Luca's specialty grocery store, where the competition took place. According to the Manitoba government, the competition is "open to companies that have developed but not fully commercialized a new food or beverage product."

Prize packages, says the government, are "tailored to each entrepreneurs' needs and the expertise and resources needed to help move the product toward commercialization." Those could include recipe refinement, package design, marketing, workshops, trade shows, business management, food processing, or safety and handling.

This year four companies received awards to help them get their products out to the market. They included:

- » Capital K Distillery won the inaugural craft beer and spirit competition for its Tall Grass Dill Pickle Vodka. Owner Jason Kang received a prize package valued at approximately \$5,000.
- » Little Bones Wings won Gold in the food category for its Little Bones. Owner Alex Goertzen received a prize package valued at approximately \$13,000.
- » Piccola Cucina won Silver in the food category for its Hemp Macaroons. Owner Pina Romolo received a prize package valued at approximately \$7,000.
- » Mr. Billtong Beef Jerky Company won bronze for its Bilton and Stokkies. Owner Jeremy Silcox received a prize package valued at approximately \$4,000.

Reinventing the oyster industry

Engineering students at the University of PEI have developed a piece of equipment that takes the hard labour out of growing and producing oysters.

Oysters are grown in cages that can weigh up to 200 lbs each. A farm can have hundreds or even thousands of these cages, and each one needs to be turned for about 10 hours a day once or twice a week in order to ward off algae, mussels and barnacles. It was done by hand, but now the process can be done mechanically.

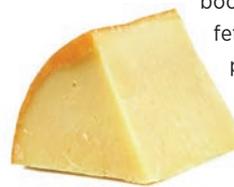
The invention has been welcome news for the oyster farming industry. The students have applied for a patent and start-up funds, and will soon incorporate their company. ➔



(L – R) Jordan Sampson, Brett McDermott and Dylan MacIsaac, students of the School of Sustainable Design and Engineering.

GAY LEA FOODS ACQUIRES ANOTHER CHEESEMAKER

In October, Gay Lea Foods Co-operative Limited acquired Calgary-based Alberta Cheese Company Ltd. Alberta Cheese Company is a family-owned manufacturer founded in 1976 by cheesemaker Frank Talarico. Today it employs 28 people. The company produces Italian cheeses under the Franco's and Sorrento brands, and imports and distributes cheese and other foods from around the world. The Franco's brand includes traditional



bocconcini, burrata, Cheddar, feta, mozzarella, Parmesan, provolone, ricotta and Monterey jack style cheeses, as well as a number of specialty varieties.



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TALKING SOCIAL MEDIA 

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With 2017 winding down, it's time to look at what's trending for 2018

Video content & more video content

Content is still royalty, even if the focus has moved away from SEO. It's now about creating content with the purpose of sharing your story in order to build and ultimately connect with your audience. And nothing connects your audience and consumers like being able to see (and hear) you, your staff, your products and your brand up close and personal.

Honestly, the content you create doesn't have to be amazing but it absolutely does need to be authentic. Don't think of it as having to create new and fresh content, but instead as sharing what happens in your average day. Think of it as a daily documentary and taking your audience for the ride. As I've said in previous columns, you may not think what you do is unique, but not everyone walks the factory floor or strolls the fields every day.

Instagram Stories are on the rise

Instagram (IG) has been around since 2010 so it feels like their accompanying Instagram Stories has been around for a long time too. But IG Stories only made its debut in August 2016 and there is no sign of it slowing down. IG Stories allows you to offer little glimpses of your day, your business, your products and your brand. These 15-second stories exist for 24 hours and then disappear forever. Think of it as being great for doing a cooking demo, sharing a new product or having fun with a peek at your office shenanigans.

Instagram Stories Live & Facebook Live

Broadcasting live is more accessible than ever before. The two most popular platforms right now are the Live feature on Instagram Stories and Facebook Live. Think of it as a live broadcast for everyone who follows you on these platforms with the ability to save it afterwards. If 15-second snippets aren't your thing and you'd rather do one longer video or capture a longer event, this is a better option.

Creating videos isn't for everyone, so the most important thing to do is what you feel comfortable with. If you only want to post awesome pictures, then do that. It all comes back to creating content and offering your audience the opportunity to witness for themselves how their favourite products come to be.

Ethan Adeland is the co-founder and managing director of Partnerships for Food Bloggers of Canada. Contact him at Ethan@FoodBloggersofCanada.com, or @Ethan Adeland, or visit foodbloggersofcanada.com



Mars unveils Ontario facility

Mars Food has expanded its plant in Bolton, Ont. to 55,000 sq. ft., officially unveiling it in October. The expansion will increase Mars Food's capacity to produce ready-to-heat Uncle Ben's and Seeds of Change rice and grain products. It has also created 37 new high-skilled, full-time jobs.



(L – R) Dan Jackson, Jaroslaw Swigulski and Dave Dusangh, Mars Food; Allan Thompson, mayor of Caledon, Ont.; Jeff Leal, Ontario's minister responsible for Small Business and minister of Agriculture, Food and Rural Affairs; Ontario premier Kathleen Wynne; Sylvia Jones, MPP for Dufferin-Caledon; and Mars Food's Carrie VanZutphen, Khaled Rabbani, Amy Fernandez, Erik Owino and Caroline Sherman.

Solar power



Vankleek Hill, Ont.-based Beau's Brewing Co. and Bullfrog Power have launched a solar project in Ottawa that will help Just Food, an organization that is working toward just and sustainable food and farming systems in the Ottawa region. Bullfrog Power and Beau's are both helping to finance the solar installation. The newly renovated Just Food Farm held a community celebration to launch the solar project on Oct. 14.

IN BRIEF

> Saint John, N.B.-based **Cooke Inc.**, the parent company of Cooke Aquaculture Inc., has acquired Omega Protein Corporation of Houston, Texas. Omega Protein develops and produces essential nutrients like omega-3 fatty acids, dairy and botanical proteins and antioxidant-rich nutraceuticals.

> **Sofina Foods Inc.** is expanding its turkey processing capacity and opening an innovative and advanced facility in Mitchell, Ont. The

Ontario government provided a \$5.3-million investment to help the company with the project. Sofina Foods' brands include Lilydales, Janes Family Foods, Fearman's, San Daniele and Mastro. In other news, the company's charitable arm, the Sofina

Foundation, hosted its annual charity golf tournament over the summer. The charity raised a record \$700,000 in support of the **Sunnybrook Health Sciences Centre** as well as the **Ronald McDonald Houses** in Toronto and Edmonton. ➔

ONTARIO TO GAIN MORE HAZELNUT FARMING

Agriculture and Agri-Food Canada (AAFC) has invested almost \$500,000 in the Ontario Hazelnut Association (OHA) to help it develop good orchard management practices. The OHA says it is welcome news, adding in a statement that research so far has helped develop new innovations in micropropagation, variety selection, and orchard management. AAFC also partnered with the University of Guelph and Ferrero Canada to work on the project.



(L – R) Barbara Yates, senior agronomist at Ferrero Canada; Andrew Nixon, project manager at the University of Guelph/Ontario Hazelnut Association; Peter Fragiskatos, MP for London North Centre; Wayne Caldwell, associate vice-president of Research at the University of Guelph; and Les High, secretary/director of the Ontario Hazelnut Association.



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> **Cavendish Farms** staff, local politicians and business people gathered in Lethbridge, Alta. to celebrate the official ground-breaking for the company's new facility.



The \$360-million, state-of-the-art frozen potato-processing facility will create more demand for local growers and hundreds of jobs. In other news, the company opened new potato warehouses in New Annan, PEI. The new facility is 88,000 sq. ft. that will be split between two 44,000-sq.-ft. warehouses. The space has a refrigerated potato storage capacity of 48 million pounds.

> The **Souris Harbour Authority Inc.** in Souris, PEI will soon create more cold storage space with the help of a repayable contribution of \$500,000 from the Atlantic Canada Opportunities Agency. The Souris Harbour Authority will purchase equipment and expand its current storage by four million pounds to meet the demand from local fruit and seafood processors for more affordable cold storage space.



> The Mississauga, Ont.-based **Maple Leaf Centre for Action on Food Security** has invested in four projects that focus on advancing food security in Canada. The four partners are Food Secure Canada, Meal

> **McCain Foods**, which is celebrating its 60th anniversary, has opened a new \$65-million state-of-the-art, 35,000-sq.-ft. specialty production line at its flagship potato processing facility in Florenceville-Bristol, NB. The new production line will create more than 40 new jobs and require an additional 4,000 acres of potatoes, which will be supplied by New Brunswick farmers.



Exchange, the Ottawa Food Bank and the Kamloops Food Policy Council. The Maple Leaf Centre will support each organization in different ways to further their goals in reducing hunger.



Photo: Lisa Duizer

University of Guelph students Colin Jones and Chloe Van Acker prepare for the annual capstone project that brings together students from different programs as well as industry experts.

> In October as part of an annual capstone project, **University of Guelph** students in Ontario presented their original food concepts to a panel of industry mentors. Over the next five months, the students from the Food Science, Marketing, Nutrition and Engineering programs will work in teams to turn their ideas into prototypes. A final competition will take place in March 2018. Each student team must develop a product that fits into a growing and up and coming food category,

such as vegan, vegetable proteins, convenient indulgences, breakfast, beverage and snacks.

> **Spearhead Brewing Company** has moved to Kingston, Ont. from Toronto. The independent craft brewery was established in 2011, and says it has a passion for brewing "off-the-hook" beers it calls Beer Without Boundaries.



(L – R) Award winners Jim Kostuch, Angela Bernoski and Jose Medina.

> **NSF International** announced the winners of its 2017 NSF Canadian Food Safety Recognition Awards during its 2017 State of the Industry event. The winners were: Angela Bernoski, director of QA and Food Safety, Piller's Fine Foods (Food Safety Leadership Award); Jose Medina, senior director of QA, the Original Cakerie (Food Safety Excellence Award); and Jim Kostuch, president, TrainCan, Inc. (Allied Trades Award).

PUBLIC AUCTIONS

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2ND SALE

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Thurs., Feb. 22nd, 10:00am PST

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PLANT #5: 4755 Brooklake Rd. N.E., Brooks, OR
Lots 700-799 (20 Min. Travel)

PLANT #6: 2210 Madrona Ave. S.E., Salem, OR
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> This fall **Ontario Pork's Friends of the Food Bank** program reached one million servings of Ontario pork donated to families living with hunger. The milestone was reached through the generosity of Ontario's hog industry, countless farmers, and matching funds donated by Food Banks Canada and The French's Food Company.

> Scientists at the **University of Guelph** in Ontario have developed a hand-held biosensor that can accurately detect allergens in food. It can deliver results in minutes and can be used by consumers, restaurants and food manufacturers. The biosensor provides a one-step assay to test for the presence of food allergens. The biosensor uses nanotechnology and can pinpoint an exact allergen using a miniscule amount of a food sample.



> **Forty Creek**, a Toronto-based Canadian whisky, has debuted new packaging. The company says they chose "each new element of the design to help improve premium perceptions of the brand." The design features a proprietary bottle, new aluminum cap, and an embossing that calls out the brand's home province.

> This year **Kellogg Canada** launched its **The Kellogg Canada Feeding Better Days Award**. The award goes to a generous Breakfast Club volunteer working to make a positive difference in the lives of students. The winner of the inaugural award was **Pat Fukunaga** of E.J. Sand Public School in Thornhill, Ont. Her school's breakfast program received a \$10,000 donation.

> **Ontario Tender Fruit Growers** partnered with **Brock University** in Ontario, **KCMS Inc.**, and **Weather Innovations Inc.** to develop a weather tool that updates growers on regional temperatures and bud survival data. The tool, which



> **Food & Consumer Products of Canada** awarded **John Pigott**, CEO of Club Coffee LP and Morrison Lamothe Inc., with the 2017 Award of Distinction at the annual CEO & Executive Leadership Conference.

Jason McDonnell, president of PepsiCo Foods Canada (L) and Tom Gunter, executive vice-president and general manager of Fiera Foods Company (R), present John Pigott, CEO of Club Coffee LP and Morrison Lamothe Inc., with the Award of Distinction.

is designed to help growers monitor bud cold hardiness through the fruits' dormant period and help them manage winter injury, is available at TenderFruitAlert.ca.



> The **Canadian Federation of Agriculture**, the **Canadian Forage and Grassland Association** and **Pollinator Partnership** have named Antony John the winner of the 2017 Canadian Farmer-Rancher Pollinator Conservation Award. John has a farm near Guelph, Ont. The award recognizes farmers who protect and create environments where pollinators can thrive.

A WILD THANKSGIVING



The Marine Stewardship Council (MSC) teamed up with chef Charlotte Langley to help inspire new traditions for Thanksgiving. Since the holiday historically celebrates the fall harvest, MSC and Langley suggest including wild seafood as part of the celebration. The campaign was called Keep it Wild, and included recipes using wild salmon, scallops and haddock. More than 2,000 locations across Canada sell MSC-certified sustainable seafood.



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SUPPLIER NEWS

- > Germany-based **ADDCON**, a leader in green chemistry, has chosen Cambridge, Ont.-based **Blendtek Ingredients Inc.** to distribute the company's ammonium bicarbonate and calcium propionate. The ingredients are used in shelf-stable bakery products.
- > The **Atlantic Canada Opportunities Agency** has given Shelburne, NS-based **Kenney & Ross Limited** a \$1-million repayable contribution to help the company improve its wastewater infrastructure. Kenney & Ross uses the skins of wild fish species to manufacture kosher- and halal-certified collagen and gelatin products.
- > Connecticut Innovations announced the winners and finalists of its **VentureClash** global investment challenge for early-stage companies. One of the finalists was Toronto's **Tellspec**, a data company that has developed a technology that offers real-time and reliable food analysis. The technology can be used to quickly test food safety and quality of food and beverages at any point in the supply chain.
- > Burlington, Ont.-based **Endress+Hauser** has made Alberta's **Intrepid Group Ltd.** its latest authorized channel partner. Endress+Hauser provides measurement and instrumentation equipment.

> **Handtmann** has opened a new US\$9-million Handtmann Customer Center on the company's campus in Biberach, Germany. The centre is open to Canadian and U.S. customers for testing and training opportunities in all types of dough dividing processes; portioning dough and products into moulds, trays or other containers; forming and producing specially shaped food; extruding dough sheets; and depositing fillings.



- > **C.H. Robinson**, a third-party logistics and supply chain management provider, is now using **Omnitracs Virtual Load View** from Dallas-based **Omnitracs**, a provider of solutions to transportation and logistics companies.
- > **Tate & Lyle PLC**, a provider of food ingredients and solutions, has achieved Non-GMO Project verification for its PromOat Beta Glucan and PrOatein Oat Protein ingredients.



> At the World Beverage Innovation Awards 2017, **SIG Combibloc Inc.**'s SIGNATURE Pack, an aseptic carton pack made with plant-based renewable materials, won in the Best Carton or Pouch category.

- > St. Paul, Minn.-based **3M** has acquired **Elution Technologies**, a Vermont-based manufacturer of test kits that enable food and beverage companies to ensure their products are free from potentially harmful allergens like peanuts, soy or milk.
- > **AlgaPrime DHA**, a sustainable, omega 3-rich whole algae ingredient produced by the joint venture partnership of **Corbion N.V.** and **Bunge Limited**, has received the 2017 Global Aquaculture Innovation Award from the Global Aquaculture Alliance.
- > **Kerry Group**, a global taste and nutrition and consumer foods group, has acquired U.S.-based **Ganeden**, a company that focuses on patented probiotics and related technologies.
- > Pennsylvania-based **Eriez** celebrated 75 years in business in October at its 2017 Business Conference. In other news, Eriez named Adams Brothers Inc. as the winner of its 2016 Merwin Sales Award. Eriez gives the award out each year to a sales office that represents the company in an outstanding way.
- > **Bühler** celebrated the ground breaking for its new Innovation Campus in Switzerland.

The building is expected to be complete in 2019. Bühler supplies food production lines; and animal feed manufacturing installations.

> **Algatech (Algatechnologies) Ltd.** says its 100-per-cent organic Haematococcus pluvialis microalgae powder and astaxanthin oleoresin have both been granted non-GMO verification by the Non-GMO Project Inc.

PEOPLE ON THE MOVE

- > Chef **Roger Mooking** is now culinary director for Kingsville, Ont.-based Mastronardi Produce's SUNSET brand.
- > The Ontario Farm Products Marketing Commission has appointed **Suzanne van Bommel** as the chair of the Ontario Processing Vegetable Growers.



Henein

> New Jersey-based AAK, a manufacturer of specialty vegetable fats and oils, has named **Emile Henein** as its new Business

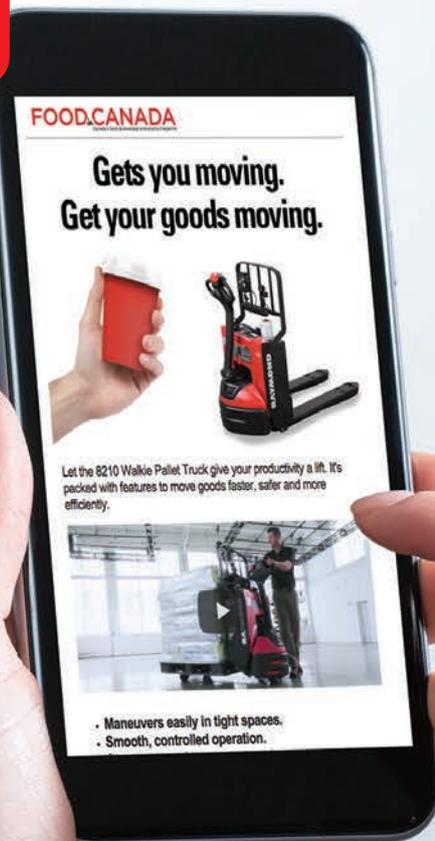
- Development manager.
- > Hempco Food and Fiber Inc. of Vancouver has named **Steve Dobler** to its board of directors.
- > **Neil Hetherington** is now CEO of the Daily Bread Food Bank.
- > California's Ready Pac Foods has appointed **Peter Laport** to COO, and has promoted **Scott McGuire** to Chief Supply Chain Officer.
- > **Craig Slate** its now president and CEO for Arizona-based SunFed.
- > Tekni-Plex Inc., a manufacturer of packaging materials, has promoted **Glenn Fish** to COO.
- > North Carolina-based Spiroflow Holdings Inc. has named **David Rose** as managing director of Spiroflow Automation Solutions Inc.
- > Butler Automatic has expanded its sales team. In North America, **Lou Pelnar** is now Sales director East and **Mark Austin** is Sales director West.



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Congratulazioni!

The Italian Chamber of Commerce of Ontario (ICCO) and Unico Primo held its fifth Pentola d'Oro Awards Gala on Nov. 17 in Concord, Ont. at the Chateau Le Parc Event Centre.

According to the ICCO, the awards are an opportunity for everyone involved in food and beverage manufacturing to “celebrate breakthroughs and advancements, network with other like-minded

professionals and learn about what others are doing.”

This year’s award winners were:

> The City of Vaughan Italy-Canada Award went to Pietro Nenci, vice-president and GMM of Eastern Canada Food & Sundries, Corporate Foods, Quality Assurance & Food Safety for Costco Wholesale Canada Ltd.

> The Jan. K. Overweel Award went to Vince Scorniaenchi, executive



vice-president of Fortinos & Fresh Food Development.

> Noce Restaurant won the City of Toronto Favourite Hotspot Award.

> Folonari Wines won the LCBO Best Performing Italian Supplier award.

The Pentola d'Oro Awards Gala marked the end of this year’s CENTItalia: Gusto Cultura food festival that was presented with Centennial College’s School of Hospitality, Tourism and Culinary Arts, and supported by the Italian Ministry of Economic Development. Celebrity chefs Franco Pepe, Cristina Bowerman and Ugo Mura took part in the events. From Nov. 14 to 17 the event included cooking demonstrations, performances, panel discussions, a Power of Women fundraising dinner, and plenty of food.

For more on the awards, visit www.italchambers.ca

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MARKET COMMENTARY: What leadership?

With rising disarray in the U.S., one would think it would be a good time for Canadian leaders to find ways to help our economy take advantage of the situation. But then we were reminded of the quality of that leadership by a Fraser Institute study demonstrating how harshly Ontario’s “Green Energy” plan treats Ontario households and businesses. Then there is the almost 50-per-cent hike in minimum wages. Consider what that does to the cost base for an industry competing with a U.S. industry that is being deregulated.

And what could be better for our agri-food sector than to gain greater access to Asian markets without U.S.

competition in a new TPP, especially as we are now likely facing an end to NAFTA. Imagine the strategic stupidity of the U.S. to allow that to happen. But wait, our prime minister, who has never had the responsibility to meet one private sector payroll, decided to snatch defeat from the jaws of victory with an eleventh hour hold up.

Oh for the reincarnation of Pogo, whose quote is one for the ages: “We have met the enemy and he is us.” ●

Market Trends is prepared by Dr. Larry Martin, who offers a course on managing risk with futures and options in January in Guelph, Ont. through agrifoodtraining.com. Contact him at DLM@explornet.com or (519) 841-1698.

MARKET HIGHLIGHTS

> Grains: USDA again put U.S. corn yields higher than traders expected in its Nov. 9 report, though it did trim soybean yields. Continued concerns about dry weather in Brazil provide shaky support, but there are still burdensome stocks of corn and wheat, and investment funds are net short in these markets.

> Corn: March futures hugged support at \$3.57 ¼ since mid-August with two bullish key reversals along the bottom. Then USDA’s report took the close to \$3.54 with a record yield forecast at 175.4 bu/acre, above pre-report estimates of 172.3. Total crop estimate is up 2.1 per cent from October with projected stocks up 147 million bu from 2.487 billion. USDA did add 75 million bu to expected exports. Stocks are a little lower than last year’s but still burdensome. USDA’s price forecast is \$3.20, well below futures. The market has not yet followed through to a lower level. If the demand side is viewed as stronger, prices will climb back above the \$3.57 ¼ support. If it’s the supply side, the next level of support is \$3.28 ½. We suggest watching the chart over the next few days to see which occurs. Either one suggests a bottom and a good place to buy.

> Wheat: USDA trimmed 25 million bu off its wheat stock estimate, down to 935 million bu, which is still burdensome, but

almost 250 less than last year. March Chicago was supported at \$4.46 from late August until late October, then dropped to \$4.34, before trading again above \$4.46. It certainly looks like a bottom, supported by the fact that the Minneapolis spring wheat premium increased to \$2.10 from \$1.80 last month. This is a good place to price in the cash market, or to buy \$4.70 or higher Calls.

> Soy oil: Bean oil rallied from \$0.327 back to resistance at \$0.358, before dropping off with the USDA report, which marginally dropped expected U.S. soybean yields. Weak soybean export sales brought the whole soybean complex under pressure. We suggested last column to price just above support and/or to cover with \$0.36 Calls. If pricing was done with futures, it’s a good place to take profit, but hold the Calls. If you did nothing, we would be covered now with futures above \$0.36.

> Sugar: Sugar rallied with crude oil from \$0.132 on the March to \$0.1495. Fairly strong resistance is at \$0.152. We continue to suggest covering against \$0.152. As with soy oil, if you bought futures at the bottom and \$0.152 Calls, this is a good place to take profit on futures, but hold the Calls.

> Natural gas: December natural gas dropped below its range between \$3.05 and \$3.35 in late October as warm weather dominated expected winter demand. Cooler weather and lower inventories raised futures by 10 per cent

in early November, bringing December back to \$3.20. Prices going forward depend on demand and, thus, weather. We would protect against resistance at \$3.35 and take advantage of lower prices while they exist.

> Crude oil: At \$63.38, March Brent Crude has recovered more than 38 per cent of its decline from 2015 \$100 highs to its 2016 \$40 lows. Better OPEC discipline on supply control, strong Asian demand, declining inventories and the uncertainty of Saudi Arabia’s crown prince within the regime, as well as increased Saudi/Iran tensions, caused the rally. Technically, there is no sign the rally has ended. If it continues up, the next two potential areas of resistance are just under \$70 and just over \$75. We have long suggested that buyers cover above \$60. Nothing changes.

> Canadian dollar: The loonie is being buffeted by the bearish pronouncement by the Bank of Canada of no more interest rate hikes, the bullish effect of rising oil prices, and the goofy carryings on in the U.S. and their volatile effects on the U.S. dollar. The loonie just completed a 50-per-cent retracement of its gain from May’s \$0.73 low to September’s \$0.83 high, but then rallied back to the 38-per-cent retracement at \$0.7886. Who knows what’s next? Two months ago we suggested that if resistance was at \$0.83, then buy \$0.80 Puts. If you did that, hold them. If not, then last month we said to buy \$0.785 Puts. Hold them. Now we would go to \$0.78s or \$0.775s.





Microwave-Assisted Thermal Sterilization (MATS)

Ron Wasik



many readers will have read an article by Jeffrey Dastin in *The Globe and Mail* that appeared on Aug. 12 entitled “Amazon looks at new food technology for home delivery.” The new food technology mentioned in the article is Microwave-Assisted Thermal Sterilization (MATS). Eager to learn more about MATS, I contacted 915 Labs, the company that has the worldwide license to manufacture and market the MATS technology. Here is some of what I learned about MATS.

MATS was developed in 1998 at Washington State University (WSU) by a team of food engineering researchers led by Dr. Juming Tang. The process was patented by WSU in 2006. Not long thereafter, MATS received approval from the U.S. Food and Drug Administration (FDA) and the U.S. Department of Agriculture (USDA) for processing products under the respective jurisdictions of each administration. The first MATS processed foods were available in Asia in June 2017. Given Amazon’s interest in MATS, I have to believe that there are a number of products in the regulatory pipeline awaiting approval in the U.S.

The rapid development of MATS in an academic environment could not have happened without significant outside funding. In this case it came from the U.S. Department of Defense and the Microwave Sterilization Consortium whose members at that time included the U.S. Army and several of North America’s top food processors such as Del Monte, Kraft, Campbell’s Soup, General Mills, Nestlé and PepsiCo. The

initial and on-going financial backing that MATS has received and continues to receive is a reflection of the commercial interest in this technology.

How it works

MATS technology takes the traditional retort process (high temperatures and pressures for prolonged times) to another level by cutting the time foods are exposed to elevated temperatures and pressures. Here is how it works. Packaged food is immersed in pressurized hot water and then rapidly heated with microwaves at a frequency of 915 megahertz to temperatures high enough to effectively eliminate pathogens and spoilage organisms in a matter of minutes. Added benefits of a shortened heating time are improved nutrient retention, colour, texture and flavour when compared to traditional retort processes.

According to 915 Labs, “Any food or beverage that will benefit from a lower processing temperature and a reduced processing time is ideal for MATS processing. Heat-sensitive foods such as eggs, dairy ingredients, seafood and pastas have all been successfully processed with MATS.” The company went on to say, “MATS creates a new world of packaged foods currently not available. Packaged food products possible through MATS include spears of asparagus, corn-on-the-cob and beets (in water), spicy Indian dishes and salmon fillets, each with an additive-free label.”

Equipment, capacity & cost

In addition to manufacturing MATS

systems, 915 Labs also provide the packaging optimized for the MATS process. The company currently manufactures a system that processes 30 packages per minute or 1,800 packages per hour. In 2018 the company plans to launch a system that processes 100 packages per minute or 6,000 packages per hour. Actual capacities will vary depending on the nature of the product, size of package and the desired shelf life to be achieved.

The cost per kilogram will depend on the type of packaging used and the processing parameters. MATS is capable of processing across a wide time and temperature spectrum, ranging from light pasteurization to full sterilization. MATS-pasteurized products have shelf lives of up to 14 weeks, while MATS-sterilized products have a shelf life of a year. The company claims that the cost of MATS processing is comparable to the cost of conventional retort processing.

MATS may be the key technology that will enable ecommerce providers like Amazon and Alibaba to deliver high-quality food directly to consumers through their traditional distribution channels. Walmart is also keenly interested in exploiting the benefits this technology provides. Companies interested in learning more about MATS should contact Roberta Brewster, vice-president of Business Development, at rbrewster@915labs.com

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



What are **novel foods** and when can they be used?

Katrina Coughlin & Megan Martins

Division 28 of the *Food and Drug Regulations* (FDR) prohibits the sale or advertisement of a “novel food” unless the manufacturer or importer of that food has submitted a pre-market notification to Health Canada and received confirmation that the food is safe for consumption.

What makes a food novel? For starters, a food is novel if it is derived from a plant, animal or microorganism that has been genetically modified (through intentional manipulation). A food is also novel if it has been manufactured, prepared, preserved or packaged by a “novel process” — a process that has not previously been applied to that food and causes the food to undergo a major change.

For the purposes of a novelty assessment, a major change is a change in the food that places the modified food outside the accepted limits of natural variations for that food with respect to: (a) composition, structure or nutritional quality of the food, or its physiological effects; (b) the manner in which the food is metabolized in the body; or (c) the microbiological safety, the chemical safety, or the safe use of the food.

Less commonly considered is that a substance may be a novel food if it does not have a history of safe use as a food. This can pose a challenge to companies looking to sell foods that include herbal substances and other ingredients that have a history of use in dietary supplements or cultural practices (for example, plants used for teas in herbal medicine) rather than as traditional foods.

A key consideration in a novelty determination is that history of safe use must be in a food context. Health Canada takes the position that use of a substance for a purpose other than satisfying hunger or thirst is not sufficient to create a history of food use. We do not consume foods with the same discretion that we do health products — when we eat foods, we don’t defer to recommended doses and directions of use.

“A substance may be a novel food if it does not have a history of safe use as a food.”

So, what can be done if you have a (potentially) novel food or ingredient? Novel foods must be notified to Health Canada, with detailed information on history of use, dietary exposure, and nutritional, toxicological, allergen and chemical considerations.

It’s possible to request an initial novelty determination from Health Canada before preparing this notification, but unfortunately Health Canada does not have a published list of substances that they have considered and determined to be novel or not. Decisions are only published for substances that have undergone a full novel food notification process.

In February 2016, Health Canada published the *Category Specific Guidance*

for Temporary Marketing Authorization: Supplemented Food (the TMA Guidance), which identifies certain substances as novel. These substances were found in the earliest fortified food products during their transition from food-like natural health products (NHPs) to foods regulated under the FDR. While they have some history of use in NHPs, they are not currently authorized for use in foods.

Health Canada has undertaken to assess the novel substances in the TMA Guidance, rather than waiting for a company to submit a novel food notification. These safety assessments started with the substances found most frequently in early fortified foods, and decisions on this first batch of substances are expected within the next few months.

The remainder of the novel substances from the TMA Guidance will be assessed at a later date. Industry may be called on to provide information on certain ingredients to support Health Canada’s safety assessment.

In the push to develop new, innovative food products, novel foods can create unexpected challenges and delays, but the alternative is potential compliance action by the CFIA. ●

Katrina Coughlin and Megan Martins are associates in the Ottawa offices of Gowling WLG, specializing in food and drug regulatory law. Contract them at Katrina.Coughlin@gowlingwlg.com and megan.martins@gowlingwlg.com. Ron Doering returns next month.



The new label blues

Gary Gnirss



Canada is at the beginning of implementing food labelling modernization.

In December 2016, significant amendments were made to the Canadian *Food and Drug Regulations* (FDR) related to ingredient, allergen and nutrition labelling. Those amendments initiated a five-year transition period that ends on Dec. 4, 2021. Within the transition window, the Canadian Food Inspection Agency (CFIA) and Health Canada (HC) hope to complete further food labelling modernization. HC is continuing its consultation on front of packaging (FOP) nutrition information of saturated fat, sodium and sugar. Foods affected by FOP will be facing significant design modifications, and it will not be easy to implement. The new FDR is also more technically demanding, including in how information is to be displayed on a label. Because of this, many companies are waiting to make major label design changes until more is known about other food labelling changes.

It has been almost a year since the FDR was amended, and both industry and HC are using this initial period to grow into them. Currently HC is fielding questions on the new regs. This will be handed over to the CFIA sometime in early 2018, at which time we also expect to see more guidance on the new labelling rules. One challenging aspect of the new regs that will impact ingredient labelling is figuring out what sugar-based ingredients are, and in particular those that may be captured as a functional substitute for a sweetening agent. When the

new rules and definitions are applied to real examples, many questions will arise.

The new rules on serving sizes are also very prescriptive. Essentially, the regs expect a food to be found in the Table of Reference Amounts for Food, associated with a reference amount and a prescribed way of declaring a serving size. Realistically, it is impossible to predict all possible scenarios related to serving sizes in advance. There are many changes needed to the Table of Reference Amounts for Food. Fortunately, the latter table is incorporated by reference by the FDR. Reference amounts had previously been codified in Schedule M-FDR. It is more efficient to amend documents incorporated by reference than those codified in regulations. Despite being incorporated by reference, such documents are law, and must be respected as such.

Of concern in the new FDR are elements that impact the space required for labelling and design considerations. The ingredient list must now be located on a single continuous surface of the available display surface (ADS). The FDR permits nutrition facts under certain circumstances to be on the bottom of a container, but not the ingredient list. The ingredient list under the new FDR must be presented in black or equivalent to black type on a white or neutral background with no more than a five-per-cent tint in colour. The use of letter case, line spacing, bolding, punctuation and separation from other information is now subject to detailed requirements. The line spacing, letter height and use of condensed typefaces is linked to the

nutrition facts table (NFt). Where an NFt is required to display nutrients in an eight-point type, the type height and line spacing for ingredients will be required at the largest prescribed size. This generally coincides with packages with a large ADS, but regardless, an ingredient list, particularly if it is a long one, will occupy more space. Packages with less than 100 cm² ADS are excused from bearing a NFt, but must include a list of ingredients unless other exemptions apply. However, in that case the label would require a toll-free telephone number or address for consumers to contact the manufacturer for nutrition information.

The new NFt formats generally do not occupy more space, and in some regards they are more accommodating. The new narrow standard format is, however, a bit wider than before. That is posing a challenge in the case of transitioning labels where the narrow NFt currently just fits on a side panel. If the new narrow NFt does not fit, then another label location may be needed. New daily values can also result in changes in how the percentage daily values are calculated, which can influence compliance with nutrient content claims.

There is one certainty about the new regs — everyone in the industry will be very busy over the next few years. If you already have the label blues, be prepared as more is coming! 🍎

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



Sea Change

Ever-rising ocean temperatures are projected to have wide-ranging impacts on the fish and seafood sector

— By Rebecca Harris —

photo: UpdogDesigns/Thinkstock

The oceans are warming up, and if temperatures continue to rise, the global fish and seafood industry will feel the heat. In 2016, the University of British Columbia forecast that global fisheries will lose approximately \$10 billion in annual revenue by 2050 if climate change continues unchecked. And while 2050 may seem like the distant future, experts say the time to address climate change is now.

“The industry may perceive climate change as something that is far away and they have more immediate priorities,” says William Cheung, associate professor at University of British Columbia’s Institute for the Oceans and Fisheries, and director of Science at the Nippon Foundation-UBC Nereus Program. “But fisheries can’t wait for decades before they start to care. We’re already seeing changes that are associated with [climate change] and [industry] needs to think about how to adapt to those changes.”

Rising temperatures not only have dire consequences for marine life, but also for a global food system that relies heavily on the seas’ bounty. “We need to make oceans a priority because they’re often forgotten compared to land-based agriculture,” says Sylvain Charlebois, professor in Food Distribution and Policy, and dean of the Faculty of Management at Dalhousie University in Halifax. “We often think of fisheries as remotely located sources of nutrients and protein, and we think Mother Nature will take care of oceans,” he continues. “But we’re starting to realize that humans have had a huge impact on our oceans’ ability to produce food for consumers. And given that 50 per cent of the world population relies heavily on fisheries to eat and survive, the stakes are quite significant.”

How does ocean warming affect marine life? First, rising ocean temperatures change the chemistry and physics of the ocean, says Rashid Sumaila, professor and director of Fisheries Economics Research Unit at the University of British Columbia, and project director of research network OceanCanada Partnership. “It changes the pH, acidification and oxygen content, so clearly you are going to affect life in the ocean.”

The second big impact is that fish from warmer parts of the ocean are relocating to colder waters. Since fish rely on their environment to control their temperature, “they try to move to the [right] temperature zone, if ↗



they can,” says Sumaila. “So we see lots of movement of fish...away from the equator towards the poles.”

The northern movement presents challenges for the fish and seafood industry. “As fish change their distribution, one of the more immediate responses [from fisheries] is to follow the fish stocks where they can find them,” says Cheung. “But there may be implications for fishing quotas as well as [potential] increased safety risk if they need to go further off shore.” And when fish stocks shift their distribution, “they don’t respect political boundaries, like the border between U.S. and Canada,” says Cheung.

“That may create a limit to the extent that the fishing industry can adapt by changing their fishing grounds.”

The changes brought on by climate change are projected to dramatically affect global fish catches. A study by the UBC Nereus Program suggests that if the global temperature increases by more than the Paris agreement target of 1.5°C by 2100, there will be significant decreases in catches, particularly in tropical areas.

The study used a numerical model to calculate what would happen if the planet warms at 1.5°C vs. 3.5°C. It is projected that for every degree Celsius warmer, about three million tons of fish will be lost from the ocean in terms of potential catches. “There are substantial benefits associated with achieving the Paris agreement for fisheries in terms of reducing the risk of decrease in fisheries catches as well as changes in the composition of the catches,” says Cheung.

If 1.5°C warming is maintained, the findings show that the Indo-Pacific area would see a 40-per-cent increase in fisheries catches. Meanwhile, under the 3.5°C scenario, the Arctic region would have a greater influx of fish, but would lose more sea ice and face pressure to expand fisheries.

Another study by the University of British Columbia, in partnership with Vancity, looked at the impact of climate change on BC’s staple seafood

BY 2050 THERE COULD BE A 21-PER-CENT DECLINE IN SOCKEYE SALMON, A 15-PER-CENT DECLINE IN SABLEFISH STOCKS, AND A 10-PER-CENT DECLINE IN CHUM SALMON.

supply and prices. The study predicts that by 2050 there will be a 21-per-cent decline in sockeye salmon, a 15-per-cent decline in sablefish stocks, and a 10-per-cent decline in chum salmon.

Climate change will also contribute to an increase of more than 70 per cent in the price per pound (in 2015 dollars) of BC's iconic species such as sockeye and chum salmon. For the province's 10 staple seafood species, the net change in price attributable to climate change could cost British Columbians up to \$110 million a year. "First, you have the change in quantity that will hit the industry," says Sumaila. "You have some increase in price, which will soften the blow. But net, the industry will lose — the quantity effect is bigger than the price effect."

The seafood industry could also take a hit from imports. "For example, shrimp is quite popular in North America and we get a lot of it from different parts of the world," notes Sumaila. "That means we not only have to think about the impact on our oceans and our fish, but also the places we import from. So if Thailand is affected, the industry is going to feel it here. They're going to pay more for whatever they can import and process here."

Some might argue that there are "winners" of ocean warming. The lobster market is booming in Maine, for example, as climate change is driving lobsters further north. But, in Sumaila's view, the movement of any species north doesn't look good in the long run. "People up north, like Canada, Norway and Iceland, say 'Why should we worry? All the fish will come to us.' And I say, who knows how long they will come to you and stay? It's not like they come to the temperature they like and just stop there. Where will they go next? If you look long term and climate change continues unchecked, it will just empty the ocean of fish."

Geoff Irvine, executive director of the Lobster Council of Canada, says the Canadian lobster industry is definitely concerned about climate change, but it hasn't dramatically affected lobster fishing here — yet. "We have seen it in the U.S., but this is a very long-term thing: decades and decades and decades," he says. "There may be significant change, but it's something that people who are fishing today may never even notice. And it's too early to know what it really looks like."

Veronika Brzeski, executive director of the Cape Breton Fish Harvesters Association, points out that while fish harvesters are concerned about climate change, "we're very adaptable and flexible... We're multi-species fishermen who can adapt their gear to harvest whatever species are plentiful." The biggest worry, she adds, is the Department of Fisheries (DFO) and how it's managing those fisheries. For example, if there's an influx of invasive species — whether from climate change or not — no action can take place until they are monitored. "Science wants five years of data before they want to make a decision, which is understandable," she says. "But as the climate changes, we'll have to react to those changes a little bit quicker."

While the full effects of climate change may not be realized for decades, harvesters and processors can brace for change today. "Take all the science available and try to think of how to adopt and how to deal with the changes," advises Sumaila. "Are you going to move your business from somewhere in Chile to Norway, and what does that mean? Just having adaptation in their



““The Canadian lobster industry is definitely concerned about climate change, but it hasn't dramatically affected lobster fishing here — yet.””

mind in terms of organizing their business would be helpful.”

In addition, Sumaila believes industry can have a lot of influence on the government, and they can support regulatory efforts to mitigate climate change. "We have the Paris agreement, which is really in trouble now," he says. "Industry is influential, no question. So they could really play a role here."

Charlebois says food companies can engage with initiatives like the Ocean Frontier Institute — a research partnership between Dalhousie University, Memorial University of Newfoundland and the University of Prince Edward Island — for a better understanding of how climate change could affect their business. "It's very difficult for one business to get a grasp on something so vast," he explains, "so you want a collective of experts to look at this issue in a co-ordinated manner."

Cheung recommends that industry work with the DFO to understand the expected changes and how fisheries management will be able to adapt to the changes. "For example, if Pacific halibut is shifting their distribution from Europe to Canada, or Canada to Alaska, how would that affect the catch quota and the management of the fish stocks?" says Cheung. "I think it's a question for the industry to request and discuss with the [DFO] about how best to deal with that." ●

Stock options

Canadians are choosing healthier soups made with wholesome, locally sourced ingredients

—By Don Douloff—



As comfort foods go, soup, especially in the cold-weather months, has few rivals. A piping hot bowl of soup seems to cosset the soul even as it nourishes the body. These days, Canadian consumers are taking comfort in healthier soups made with wholesome, locally sourced ingredients that deliver big on taste.

In 2016, retail value sales of soup in Canada declined by one per cent to \$695 million, and the category declined by one per cent in volume terms, according to Euromonitor International's *Soup in Canada* report. The report notes that negative consumer perceptions about canned soups (the largest category) being of lower quality and/or too "processed" are hurting sales; however, soups such as chilled and organic varieties, perceived as fresher, have performed well.



photo: Happy Planet



Global flavours are also resonating. Tapping into the Asian food trend and the growth in popularity of Vietnamese pho soup, Campbell's introduced Pho Broth. In addition, Mendoza notes that bacon has "risen as a cultural staple" in recent years and penetrated foodie culture. To meet this demand Campbell introduced Condensed Cream of Bacon that consumers can incorporate into recipes such as mac 'n' cheese.

At Burnaby, B.C.-based Happy Planet Foods, Inc., "we are seeing growth across many flavours from all corners of the world," says Kyle Marancos, senior Marketing manager. Popular varieties include Thai Coconut, Tuscan Tomato and Berkeley Butternut. Happy Planet sells chilled soups in organic, gluten-free, dairy-free, vegetarian and vegan options, all made in small-kettle batches and sold in flexible packs.

Consumers, says Marancos, want products made with fresh, premium, natural and certified organic ingredients — "we are seeing strong performance on our organic soups" — and prefer products free of preservatives, artificial ingredients, colourings "or anything that you can't pronounce."

Besides its globally inspired products, Happy Planet offers a line catering to chilled soup buyers' desire for locally inspired recipes, says Marancos. Offering twists on traditional Canadian comfort foods, the Local Faves lineup includes Chicken Pot Pie, and Tomato & Grilled Cheese.

Healthy products made with wholesome ingredients is the mission statement of Canada's Own, ↗

Chicken noodle remains the most popular flavour due to its familiarity and perceived benefits as a remedy for colds and flu. Cream of mushroom and tomato follow, according to Euromonitor International's report.

This holds true at Campbell Company of Canada, where Classic Chicken Noodle, Cream of Mushroom and Tomato remain the most popular varieties, according to Melissa Mendoza, director of Marketing, Soup. "Consumers want their food to be made with recognizable, desirable ingredients" and are "looking for the absence of negative ingredients," notes Mendoza. All of Campbell's soups are made without artificial colours or flavours, and almost 70 per cent of Campbell Canada's vegetable ingredients (by weight) are sourced from farms located within three hours of the company's Toronto manufacturing plant.

Mendoza says there is a general movement towards health and wellness, and "while consumers are concerned about the level of sodium and sugar intake, they are also concerned about the presence of positives like whole grains and vegetables." Last year, Campbell's introduced No Salt Added Cream of Mushroom and No Salt Added Cream of Chicken, condensed soups in popular flavours that consumers can season to their tastes.

Organic soup, "while still a relatively small segment, is also growing, given the heightened, socially conscious movements and the rise in health and wellness with consumers," says Mendoza.



CHICKEN NOODLE REMAINS THE MOST POPULAR FLAVOUR DUE TO ITS FAMILIARITY AND PERCEIVED BENEFITS AS A REMEDY FOR COLDS AND FLU.





which debuted its soups in 2010, enlisting celebrated Canadian chefs Jamie Kennedy and Rob Feenie to create the company's lineup. Made from ingredients minimally processed and sourced from family farms, its soups are low in sodium and free of dairy, preservatives and artificial colours, and are sold chilled, in pouches.

Producing its soups at a Mississauga, Ont. plant, the company sources "99 per cent" of its products from Canada, with almost all ingredients sourced from Ontario, says founder and president Carole-Ann Hayes. Chicken Noodle is the best seller, and there's a four-way tie for second best seller — Butternut Squash, Tomato Basil, Kale Vegetable Barley and Red Lentil Dal. "These days, more people travel, and like global experiences," notes Hayes.

Augmenting the company's soup lineup are Vegetable Stock and Chicken Stock. "Stocks are a growing, health-based market," explains Hayes. "Serious home cooks are buying stocks. Sales of our chicken stock spike at holiday times, which makes sense, with all the cooking and entertaining people do during the holidays."

According to Aashwin Jeyakumar, general manager at RaviSoups, "Customers are looking for something

healthy and comforting, and they're looking for spice and adventure." The company operates six Toronto restaurants and one food truck, selling soups, sandwiches and wraps. At the top of RaviSoups' hit parade are Chicken Hot Broth, flavoured with coconut milk, lemongrass and Thai basil ("during the winter, it keeps you going if you have a cold," notes Jeyakumar), and Corn Chowder, featuring blue crab and Thai spicing.

At Nature's Emporium, a health food market operating three locations — Vaughan, Newmarket and Burlington, Ont. — "our customers are asking for soups that fit in with the season" says Ryan Dennis, director of Communications. "In summer, they're looking for light, rainbow-coloured garden vegetable soups made with fresh local produce," he explains. "In the winter, they're looking for warming, hearty and wholesome soups, like a rich, spicy organic tomato or a spicy organic Thai pumpkin soup, which provide a little extra energy, helped out with a spice kick for much needed heat."

At each Nature's Emporium location a dedicated fresh food team, including an onsite chef, prepares the soups sold at in-store hot tables and soup-and-salad bars. The Newmarket location also makes a line of to-go chilled soups sold at all three stores in one-litre mason jars. "For our customers, it's all about local. No matter the ingredient, they're looking to have it sourced as close to home as possible," says Dennis. "This includes meats — which we source from local producers — vegetables and spices."

Also trending is a "desire for homemade, wholesome and real ingredients," says Dennis, adding "our customers are asking for globally inspired." Nature's Emporium meets this demand "by anchoring these ingredients with a broad mix of global flavours, be they Eastern European, South American, South African, East Asian or anywhere in between." All of the company's soups are "on the low end of the sodium spectrum."

Dennis notes that Nature's Emporium's customers, who hail from a diverse range of backgrounds and demographic groups, have hugely varied preferences, something that reflects the larger soup market. "Some want high fat, such as the Paleo (Diet) crowd, some want low fat, some want gluten free, some want dairy free, some want high protein, others want low protein," says Dennis. "And some either want all of these in vegan format or traditional meat format." ●





Mad about Saffron

Deanna Rosolen

There's nothing mellow-yellow about saffron. Just read Susan Liechty's research on the North American Center for Saffron Research and Development's website. The spice has a long history, originating in ancient Greece. Traces of it have been found on cave walls in Iraq, in carpets and shrouds from ancient Persia, and says Liechty, frescoes in Greek caves show women harvesting it. Even Cleopatra used it — to bathe in before encounters with men (she felt it made her more “enchanted”). In parts of Asia the colour and scent of saffron were considered perfection, and there was even a Saffron War in the Middle Ages over a stolen shipment.

There are numerous health benefits connected to saffron as well. Margaret Skinner explains: “If you look in the literature you'll see that it cures practically everything that ails you. Does it really? I'm not sure anybody knows.” The University of Vermont professor, who works at the Center, says all the scientific articles she's reviewed indicate that further research and rigorous medical trials are needed.

Today the spice is cultivated throughout Western Europe, the Mediterranean, the Middle East, Asia, the U.S., and since about 2011 in Canada. Nathalie Denault is the co-owner of what is likely Canada's first saffron farm — Pur Safran — in St-Elie-de-Caxton, Que. It isn't a money-making venture, notes Denault, because the work is physically demanding and weather conditions are unpredictable. On the other hand, she says, “it requires little space, no big equipment, it respects the environment and is a good family crop.”



Denault says it's important to know that saffron is one of the most adulterated foods in the world. In fact, in the Middle Ages saffron fraudsters received the death penalty. Fortunately in 2010, the ISO released its ISO 3632-2 standard to categorize the quality of saffron.

The number of saffron farms in Canada today is growing, with many of them having gone through Denault's own training program.

What is it?

Saffron comes from “the stigmas of a fall-blooming crocus flower called *crocus sativus*,” explains Skinner. The leaves appear in September and flowers bloom in October. The plant is dormant during the spring and summer. The flower has six purple petals, three golden yellow stamens and one red pistil. Saffron is found in the pistil where there are usually three stigmas, which when dried become the saffron spice.

Michael Bryanton, Research and Development chef at Charlottetown, PEI-based Canada's Smartest Kitchen, says saffron is pricey “mainly because there's no mechanical way of harvesting it. The crocus flowers are harvested by hand and then the stigmas are pulled out

by hand.” He adds that one kilogram of saffron amounts to roughly 75,000 flowers.

According to the UN Food and Agriculture Organization, saffron varieties from Kashmir in Northern India were selling at US\$3,600 per kg in 2012, but prices were as high as US\$6,000 per kg. Kashmiri saffron “is considered to be far superior to that grown elsewhere in the world,” says the FAO. Iran and Spain are the largest producers, with Iran producing 85 per cent of the world's supply. In Europe, prices for saffron range from 1,600 euros per kg to 2,500 euros per kg, according to Roco Premium Quality Saffron.

How is it used?

Saffron is found in honey, liqueurs, jams, sugar, confectionery, dairy products and pastas. Skinner says in Iran it's a staple item, used the way salt is used in the Western world. Both Skinner and Bryanton point to the classic dishes featuring saffron, such as paella, risotto and bouillabaisse. It's common in Middle Eastern bakeries where it's found in breads and sweets. Bryanton adds that it works well with all sorts of seafood, too. He adds that saffron can be a versatile ingredient for chefs. One of the tricks to using it, he says, is to steep it “in a little water to extract the colour before adding it in.” This is especially effective if the dish has a short cooking time, and ensures that the entire dish is infused with the flavour and colour. Skinner adds that steeping saffron is also a more cost-effective way of using it — the longer it steeps the more colour and flavour you derive from even a small amount. ●



THE FUTURE IS AUTOMATED

Advances in automation and robotics are enabling food and beverage manufacturers to boost productivity and attract higher-skilled workers

— By Rebecca Harris —



photo: koya79/Thinkstock

When Flow Water was planning its new 21,000-sq.-ft. plant in Aurora, Ont., the company went all out on automation. The new facility, which opened in May 2017, is home to a state-of-the-art Tetra Pak A3/Flex filling machine that produces 7,200 bottles of Flow spring water an hour. The company also invested in TetraPak's latest innovation in closure technology — the DreamCap — a screw-top lid made from sugar cane.

“The Tetra Pak machines are extremely automated and robotic,” says Nicholas Reichenbach, CEO and founder of Flow Water. There are only four people working on the line, producing two units per second. “It’s faster than anybody could ever humanly

work and the quality output of that is consistently monitored with computers. So our quality levels are extremely high.”

Flow Water originally co-packed its product, but a booming business necessitated having its own facility, according to Reichenbach. “Secondly, we want to be at the forefront of innovation. To continue to advance biodegradable, renewable packaging with [TetraPak], we would have to buy the latest state-of-the-art machines, so we made that choice.”

Investing in automation is a choice that an increasing number of food and beverage manufacturers are making. “Large companies are going to have various levels of automation in their plants, but small- and medium-size manufacturers are facing the same competitive pressures,” says Mary Burgoon, market development manager at Rockwell Automation in Milwaukee, Wis. “That’s inciting them to look at ways to increase their productivity,



photo: zillkovec/Thinkstock



photo: Nordroden/Thinkstock

reduce their cost and improve their product quality. So they're driving full speed ahead towards automation."

One small food company that's investing in automation is Kitchener, Ont.-based Henry's Tempeh. Last October, the company moved into a new 2,500-sq.-ft. facility, and with seed funding from Bioenterprise, implemented automation technologies such as packaging and labelling machines. The company is seeing big increases in efficiencies: two people can package a unit in four seconds, down from 15 seconds. Factoring in the labelling, "what used to take us 70 minutes now takes us 18 minutes," says Jason Jurchuk, one of three co-owners of Henry's Tempeh.

Automation also helps the company expand while keeping costs reasonable. "I would love to have a staff of 40 people doing everything manually, but there's just no way that would work. Our product would be overpriced and nobody would buy it," says Jurchuk. "We're trying to offer a good-quality, vegetable-based protein source at an affordable and accessible price, and automation helps us keep our prices lower."

In the future, Jurchuk thinks there will be a lot more automation in the food sector as a whole. "It's the key to expansion, both for food quality and consistency, and to be able to meet demand," he says.

Robotics is another emerging area for the food and beverage sector. According to the Ann Arbor, Mich.-based Association for Advancing Automation, the North American food and consumer goods industries increased orders for robots by 32 per cent in

2016. Robot sales were also up 17 per cent in the first half of 2017 compared to the first half of 2016. Robots in these industries are used in a variety of functions, including improving food safety, and packaging tasks such as tray loading, case packing, bagging and palletizing.

"There is definitely a spike in the sector, but it's still a relatively small part of the market at only five per cent," says Bob Doyle, director of Communications at the Association for Advancing Automation. "However, we see it continuing to grow because more and more food and beverage companies are realizing the benefits of automation. [In addition], new technologies are helping to meet and exceed the requirements that are necessary in the food and beverage market."

As an example, Doyle points to a Boston-based startup called Soft Robotics, which has developed a new class of soft robotic grippers designed for food and beverage manufacturers. The robots can sort and package delicate produce and bakery items, or handle items of varying weight, shape and size, such as dough balls and hamburger patties. "Most grippers are made out of metal or they're used to grip car parts," says Doyle. "You don't want a robot to pick up tomatoes with a metal gripper. It's just going to destroy them."

Another newer technology that's gaining traction is collaborative robots, or "co-bots," which are designed to work alongside humans. In the past, the robot and the operator had to be separated by a cage because of the risk that the robot could



photo: Claudio Ventrella/Thinkstock

harm the operator, notes Peter Fitzgerald, general manager at robotics company FANUC Canada. The collaborative robots have safety systems and control mechanisms in place so the machines and humans can work together.

“It creates a real shift in how automation is applied,” says Fitzgerald. “It goes to a truly collaborative environment where the operator may do a portion of the work and the robot may do another portion. The operator can make all the decisions as to what needs to get done and the robot can take on all the heavy lifting.”

Dispelling the notion that robots will replace people, Fitzgerald says the technology can allow employees to increase their skills and knowledge, and get redeployed to other positions. “If there is a worker on a line doing a simple task day after day, you can replace that task if it’s suitable for automation,” he says. “That employee can then [learn] how to operate, maintain and apply the automation, which can lead to other productivity gains.”

With an increased need for tech skills, schools like Conestoga College in Kitchener, Ont. are training students on the latest innovations. The college’s Institute of Food Processing Technology has a state-of-the-art food manufacturing pilot plant designed to resemble a real food manufacturing plant. The facility has three complete production lines: bakery, fresh vegetables and beverage. “One area of focus is preparing highly skilled people for the plant floor, anywhere from machine operators to maintenance staff to QA technicians to supervisors,” says Luis Garcia, chair of the Institute of Food Processing Technology.

Another area of focus is applied research, which involves conducting projects with industry partners that want to find a technical solution to a specific problem. The institute works closely with other Conestoga College students in programs such as engineering and robotics. In 2012, students worked with a food company to develop an application for a robot to pick up cupcakes from a mould and place them in a tray. Garcia says students are currently working on a hyper-spectral technology to assess the quality of food products, and recently completed a project on automation for a green bean packing facility.

With increased automation and robotics, Garcia says future food industry employees will need troubleshooting and analytical skills, along with knowledge of programmable logic controllers — the computers used in automation. He believes there’s already a skill shortage in automation and robotics, “and it’s going to increase in the next few years.”

“Future food industry employees will need troubleshooting and analytical skills, along with knowledge of programmable logic controllers — the computers used in automation.”

As factories become more digitized — incorporating “smart” technologies, data and cloud computing — employees are going to need more of a technology background, says Rockwell Automation’s Burgoon. “They may not need to have an engineering degree, but they have to have experience with digital operations, so that’s changing how companies hire.”

The technology is also changing the nature of factory work, allowing employees to be more autonomous and to make decisions that affect production. “Manufacturers are leaning towards the operator to be more in tune with what’s going on on the line and giving them more criteria to work with,” says Mike Mokros, industry manager for Food and Beverage at Rockwell Automation’s Toronto office. “They’re looking for them to provide input and take more actions as the technology allows it.”

While there is a labour shortage in the food and beverage sector, higher-tech positions could potentially help companies attract employees. Burgoon says many companies (including Rockwell) are working to build the STEM workforce of the future by talking about manufacturing programs with elementary and high school students. “The nature of manufacturing is perhaps not what people think it is — that it’s dirty and unsafe,” she says. “This is not your father’s manufacturing facility. It’s a lot sexier than it used to be.”



CLAWING OUR WAY TO THE TOP

Canadian exports continue to boom, especially for seafood

— By Ken Mark —

While President Trump keeps blustering about the evils of international trade agreements, family-owned Gydne Fisheries Ltd. in Centreville NS is poised to reap the benefits of the Comprehensive Economic and Trade Agreement (CETA). After eight years of negotiation, the treaty between Canada and the European Union came into force on Sept. 21.

The agreement removes the eight-per-cent tariff on imported fresh Canadian lobsters in all of the EU's 28 member countries. That change makes Canadian exports more competitive against U.S. lobsters, which in the past outsold ours owing to the higher Canadian-greenback exchange rate. But the existing duty on frozen and processed lobster products, which at Gydne are blast frozen at -70°C , will remain for the next three to five years.

Before, European buyers/importers had to pay the eight-per-cent duty. Now, they simply have to provide a copy of the EU Catch Certificate issued by the Canadian government proving that the lobster have been caught legally and other relevant information.

"Canadian and American lobsters are the same species. But many consider Canadian lobster better tasting because of its hard shell," says Robert MacDonald, Gydne's fourth-generation president and general manager. "That's because up here the water is colder and lobsters are harvested at different times." The Gydne plant currently has storage capacity for 900,000 lbs of lobster, good for six to seven months' supply. That enables the firm to supply customers throughout the entire year. Its daily processing output is 10,000 to 15,000 fresh lobsters.

Consumers are now paying much closer attention to how food is handled, stored and packaged. To eliminate the need to pluck lobster meat by hand, Gydne has introduced modern German

technology to crack lobster shells and extract the meat quickly and humanely. The equipment reduces processing time, waste and cost of air shipments of shelled lobster. Such fresh product eliminates the need for chefs and homemakers to shell lobster, making it a much more convenient alternative.

Although product supply is rising, worldwide consumer demand is increasing even faster, especially in Asian markets other than Japan and Hong Kong. New markets include China, South Korea, Vietnam and others. In 2015, Nova Scotia exported \$210 million dollars of seafood to China, of which lobster accounted for \$113 million. According to Export Development Canada (EDC) figures, Canadian seafood exports to Asia were close to nil 10 years ago. Gydne plans to increase staffing by 50 per cent above its current level of 85 employees to keep up.

Such demand has led to the recent creation of the Nova Scotia-China Live Lobster Quality Project involving Gydne Fisheries and two other suppliers, together with China's dominant online retailer, Tmall-Alibaba. Based on the agreement, the three suppliers have committed to sending 300,000 quality-certified live lobsters as the first step in a long-term quality program.

To meet growing Asian demand, Korean Airlines (KAL) offers a weekly 18-hour charter, Boeing 777F service from Halifax to Incheon, South Korea that includes a brief stop in Anchorage Alaska. Clearing customs at the final destination can take an additional one to six hours. However, when a recent shipment for Alibaba's Singles Day sales on Nov. 11 (China's equivalent to the U.S. Black Friday post-Thanksgiving shopping holiday) ran into a Chinese customs snafu, total shipping stretched out to almost 70 hours. "Since we use the latest refrigeration technology there was only 1.5-per-cent spoilage," notes MacDonald. "We use the latest cold chain monitoring technology to track and record the temperature of the containers throughout the flight to ensure that the lobster meets all food quality, health and ISO 9000 standards."

Despite rising overseas demand, Canada still exports most of its lobster to the U.S. by truck or air using smaller freight carriers such as Cargojet and major integrated carriers including FedEx. "FedEx stores live lobsters in huge tanks near its central Memphis, Tenn. hub. From there, they are distributed to U.S. restaurants and seafood outlets as needed," explains Glen Boone, director of Cargo & Real Estate Development, Halifax International Airport.

The next time Trump sits down to enjoy lobster at his favourite haunt, it may have come from Canada — just don't tell him. 🍷



GOING GLOBAL

The Canadian food industry has a few aces up its sleeve that can enable exporting success

— By Mitchell Osak —

A week doesn't go by when a Canadian economist or politician is not urging manufacturers to export their way to higher revenue growth and market diversification. And for a good reason. Growth is increasingly difficult to come by. In addition, domestic demand has been sluggish for the past decade and emerging technologies are disrupting industries. Plus global players are entering the Canadian market, challenging Canadian firms on their home turf.

Canadian food manufacturers and processors are not immune to these forces. They have to contend with the challenges of buyer (read: retailer) concentration, high regulatory costs and the shift to sustainable production. If exporting as a strategic imperative makes sense for any industry, then food would be close to the top of this list. Fortunately, the Canadian industry has a few aces up its sleeve that can enable exporting success.

Our industry boasts a number of important assets that makes us globally competitive. Canadian food companies such as Clearwater Seafood, McCain's, Cooke Aquaculture, and George Weston have a global reputation for high quality, food safety and innovation. While the largest food exports are canola seed, canola oil and peas, global demand is growing for our meat, seafood and culinary luxuries such as maple syrup and ice wine. Plus, our unique Canada "food brand" carries a reputation for safety, purity, nature and trust.

To capture global markets, export-minded food manufacturers face two interrelated strategic decisions: 1) where do you expand? and 2) how do you improve your chances of success? Let's begin with selecting the right export markets.

For many obvious reasons — size, location and cultural similarities, to name but three advantages — the U.S. market is a natural option for most firms and is generally a well-understood market — notwithstanding the uncertainty over NAFTA renegotiations. Canadian companies can uncover other riches if they look beyond the U.S. Consider two high potential and relatively unexploited markets: the European Union and China.

The EU

The EU is one of the largest uniform markets in the world. In the past, high tariffs and regulations on food made it difficult for non-EU firms to sell into this bloc. On Sept. 21, 2017, Canada and the EU signed the Comprehensive Economic and Trade Agreement (CETA), drastically reducing duties on exported food from Canada. Specifically, 94 per cent of the EU's agricultural and 96 per cent of its fish and seafood import tariffs will be immediately duty-free, versus previous average tariff levels of five per cent to 20 per cent on a wide range of products. These reductions open up significant opportunities for Canadian firms. Canadian food products have become more cost competitive versus EU firms, expanding existing markets and creating new ones.



Canadian food companies stand to have a major advantage over competitors still facing EU tariffs.

China

Given its rich food heritage and large diversity of food, one could assume the Chinese would be very satisfied with their indigenous food choices. In fact, their buying and consumption habits are rapidly evolving. Rising wealth, improving education and growing awareness of Western lifestyles have stimulated Chinese interest and consumption of Western foods. Demand is not only increasing for the above reasons—a number of recent food safety scandals has heightened the importance of quality and safety. As a result of our good global reputation, Canadian products are seen by Chinese consumers as being safe, clean and healthy, not to mention tasty. According to a 2015 Canadian Agri-Food Policy Institute report, while secondary processed foods represent just one per cent of the total value of food exports, “value-added foods present immediate and emerging niche opportunities for Canadian companies, given changing demographics, food preferences and the size of key target segments in China.”

Identifying the right target market is only half the battle. Having a bold yet prudent market-entry strategy is just as important. In our experience, firms will improve their odds of market success heeding these three lessons:

1. Measure once, cut twice (Measure twice, cut once)

For many food companies, success in the U.S. and other markets was a matter of luck or proximity. In today’s hyper-competitive, uncertain world, exporters must be deliberate and agile, especially in unfamiliar geographies. To reach a sufficient level of knowledge, managers need to perform extensive quantitative and qualitative research on their target market looking at key areas like customer behaviour, channel design and costs. A thorough analysis is key to reducing risk, minimizing capital and time, and better targeting consumers and retailers.

“Canadian companies can uncover other riches if they look beyond the U.S. Consider two high potential and relatively unexploited markets: the European Union and China.”

2. Find the right partners

It is difficult and expensive — and often unnecessary — to pursue a “go it alone” entry strategy, particularly in markets such as Africa or Asia that are unfamiliar to the average Canadian firm. Partnering with effective, ethical local partners with strong networks will help you understand local market conditions and regulations faster, attract key local talent and make introductions with potential clients. Partners come in all shapes and sizes, including a business advisory firm, a Canadian trade commission or a potential supply chain partner.

3. Leveraging new digital platforms

In the old days, prospective exporters were dependent on physical but often unknown and unreliable supply chain infrastructure and selling channels. Today, forward-thinking companies have other market entry options. The scale and functionality of global digital platforms such as Amazon and Alibaba provide an economical and quick access point for millions of global consumers, retailers and business partners. For perspective, the Amazon platform can support exporters in over 100 global markets with a wide variety of services, ranging from ecommerce and fulfillment to customer analysis, and supports thousands of food and beverage vendors who use Amazon to sell their products.

Food exporting need not be the hair-raising and expensive proposition it once was. The market opportunities are growing and the support has never been better. ●

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Soup's on!

Daniel Scholes



Soup has always been a simple yet nourishing food option. Historical references to soup date back about 9,000 years, although some anthropologists now believe that soup was likely a staple of the Neanderthal diet. There is no shortage of convenient options for today's soup-savvy consumer — dried, chilled, canned, ready-to-eat, low-calorie, low-sodium, gluten free, organic — all offered in an endless selection of flavours.

Condensed soups first arrived in 1897 thanks to Dr. John Dorrance, a chemist at Campbell, and they have been an affordable, delicious staple mainstay in our pantries ever since. Although this segment of the processed soup category has declined, Canadians remain big fans, consuming it on average more than three times a month. Tomato soup in particular has assumed an iconic role in our psyches, as immortalized in the famous Andy Warhol pop art of the 1960s. We recently took a closer look at condensed tomato soup to explore whether the brands competing in this space all taste equally souper!

Souped up

We asked 50 females from the Greater Toronto Area to taste test four brands of canned condensed tomato soup. We chose brands with similar selling features focusing on regular full-flavour varieties, and prepared all four soups using a combination of half water, half milk — despite the fact that instructions on the cans recommended water only. We asked participants how they normally prepare it at home and they were equally

divided between water only, milk only, and a combination of the two. Seventy-three per cent of our respondents said they buy tomato soup simply because they prefer the taste, and when it comes to brand choice, trust in the brand was the number-one consideration, followed by price and flavour.

Two soups stood apart as clear winners in our brand array, with similarly good scores on many key measures of performance, such as overall liking and flavour, and significantly better aroma, appearance and colour. But one of these top tomatoes truly emerged as the winner because it stood apart on texture — boasting a significantly creamier and thicker profile than the rest of the pack. The only downside with this darling was the high sweetness of flavour — which was aligned with the highest declaration of sugar on the label among all four brands.

On the other end of the performance spectrum, one bowl of soup was not strongly endorsed by our soup lovers, with close to 40 per cent saying they probably or definitely would not buy it. This soup was too thin, not very creamy, with a weak tomato flavour and unappealing and unnatural colour. Clearly the profile of this soup was too far away from the look, taste and feel of the canned tomato soup they have come to know and love.

All of our soup tasters stated that they sometimes or always read nutritional labels when buying canned soup, and consistent with previous findings in this category, their main interest was in sodium content. Among the four brands

we tested, declared sodium levels were between 750 g and 930 g per half cup, accounting for 30 to 40 per cent of recommended daily values. Interestingly, there was no observable correlation between overall liking of the flavour and this range of sodium delivery. However, we did find that the best tasting and creamiest brand also had the highest calorie count, which ranked second in importance among our participants.

Soup du jour

Canned condensed soups may not carry the same panache and excitement as the barrage of new pantry options that are competing for share of the shopping basket. But for a product that carries much of the same taste and benefits as it did when it was first introduced 120 years ago, it is a shining example of how a simple product that delivers value and consistency can have extraordinary staying power. While there may be temptations to change it up in order to compete with the latest “soup of the day” and deliver to shifting consumer food trends and tastes, for some products, change comes at a big risk. And if your mission is taking on a competitor in a space where consumer tastes have been conditioned over time and brand loyalties run deep, staying close to the existing consumer-endorsed template maybe the only way to avoid getting “bowled” over. 🍅

For questions about this research, or how you can leverage consumer taste buds in your business, contact Dan Scholes at info@contracttesting.com or (905) 456-0783.

PET FOOD in CANADA

A supplement of Food in Canada magazine

OPPORTUNITY KNOCKS

Simple, clean and innovative
dog treats keeps Brampton,
Ont.-based The Crump
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Pet food BY THE BOOK

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Instant refill

A Santa Cruz, Calif.-based dog food company wants to ensure consumers in the U.S. never find themselves out of dog food. YaDoggie Inc. is a subscription and home delivery dog food service. When customers sign up the company works with them to determine how much food their dogs need and will actually eat, so that the company can predict when they'll need to reorder. YaDoggie will send a reminder text so that customers can change or delay their order if necessary. The idea is to let YaDoggie "worry about the food. You enjoy being a pet parent."



Barks & bites

Pet food industry news



Pampered pets

Amazon.ca released its fifth annual list of the top cities in Canada that have the most pampered pets. Of the top 20 cities, the top five were: Vancouver, Edmonton, Calgary, London, Ont. and Burnaby, BC. Halifax came in at number 20.

Amazon.ca says Vancouver came out on top because pet owners purchased the most accessories, grooming products, toys and treats. Burnaby had fallen off the top 20 list last year, says Amazon.ca, but this year cat owners brought it back with their purchases of everything from beds to grooming to litter products.

Winnipeg came in at number six, but was first when it came to spoiling fish and aquatic animals. And Ontario had the biggest paw-print as far as provinces go: nine of the top 20 cities are based there. As for Toronto, it came in at number 15, but ranked highest in purchasing products for reptiles and birds.

How we relax

New research from Germany-based GfK has found that one of the top five activities consumers use to maintain physical health is spending time with family, friends or pets. The number of respondents who said this — 62 per cent of the 23,000 internet users GfK surveyed in 17 countries — is up from 56 per cent in 2014.

Hemp in pet food

Vancouver-based Hempco Food and Fiber Inc. says it is launching a new product "as part of its whole-crop-utilization strategy." Hempco, which was established 12 years ago, develops hemp foods, hemp fibre and hemp nutraceuticals. It will also launch a new product line, called PRAISE, aimed at the animal feed supplement market for horses and dogs.



According to Hempco, the launches are the result of its thorough research and testing program focusing on horse and dog feed supplements, as well as by consulting with veterinarians. The program aims to assess the viability of developing a line of hemp-based products that would meet the North American Compendiums' Low Risk Veterinary Health Products standards.

NEW PRODUCTS

Be pet-food safe

Iowa-based Kemin Nutriscience has added ALLINSURE M, a new natural product, to its family of natural and synthetic preservatives. The company explains that pet food processors often face "the risk of oxidative deterioration and microbial contamination in both raw ingredients and finished pet food" so ALLINSURE M offers a natural solution to help deal with those issues. The product can ensure both the quality and freshness of raw meat ingredients, extend shelf life, manage the risk of biogenic amine and free fatty acid formation, provide a natural preservation option, and have a positive impact on pet food palatability.

www.kemin.com



Petcurean now features Tetra Pak cartons

Chilliwack, BC-based Petcurean is expanding its NOW FRESH line with stews and pâtés that are cooked directly in Tetra Pak cartons to help prevent cross-contamination.

The NOW FRESH stew and pâté recipes for dogs and cats are made

with 100-per-cent fresh wild salmon, turkey or pork in nutrient-rich turkey bone broth, fresh potatoes, carrots, peas, cranberries, sweet potatoes and apples. The non-GMO recipes also use flaxseeds, omega-3 and 6 oils from coconuts and canola, and dried kelp. They can be served as a treat, topper or a complete meal.

The stews and pâtés come in six recipes: turkey stew for dogs and cats, pork stew for dogs, wild salmon stew for cats, pork pâté for cats and wild salmon pâté for cats. The stews and pâtés are found at pet specialty retailers across Canada and have a manufacturer's suggested retail price of \$5.49 for the dog recipes and \$3.99 for the cat recipes.



CALENDAR

Dec. 5, 2017

Pet Food Technology: Innovation in Superpremium Diets, Ensenada, Mexico
www.petfoodforumevents.com

Jan. 13 – 14, 2018

Expozoo 2018, Paris, France
www.expozoo.com

March 21, 2018

Global Pet Expo, Orlando, Fla.
www.globalpetexpo.org

April 15 – 16, 2018

Western Canadian Pet Industry Trade Show
 Richmond, BC
www.pijaccanada.com

May 8 – 11, 2018

Interzoo 2018, Nuremberg, Germany
www.interzoo.com/en

IN BRIEF



> Vancouver-based **Liberty Leaf Holdings Ltd.** says it is working on research into veterinary cannabis use. The company has a three-year collaborative agreement with ESEV, an Israeli-American research and development company. To further its research, Liberty Leaf has appointed **Dr. Mary Fitzpatrick** to its new advisory board. Fitzpatrick will provide expertise in animal health, specifically on how effective cannabidiol (CBD — the compound that offers health benefits but does not give users a high) pain management could be for canine osteoarthritis. The research could generate

sales for Liberty Leaf in the \$105-billion global pet health and wellness industry.

> The province of Quebec and the federal government have invested \$116,244 in **CaniSource of Terrebonne**, Que. The funding will help the company improve its processing and expand into new markets. CaniSource produces cat and dog food under the HomeMade (oven-baked gourmet food) and Grand Cru (low-temperature dehydrated raw food) brands.

> Albany, N.Y.-based Transparency Market Research says the **global pet food packaging market** will be valued at US\$8.3 billion by the end of 2017. That's expected to rise to US\$10.7 billion by 2022. The leading driver for the market is rising demand for pet ownership in developed countries such as the U.S., Canada, the U.K., France and Germany. Emerging markets such as Japan, China, Indonesia, India, Taiwan, Korea and Australia will also contribute to the rise in demand.

> **Unison Pet Supplies**, an Ontario pet supply distributor, has partnered with Bond Pet Inc. of Orford, Que. As part of the agreement, Unison will increase the presence of **Bond Pet products** by increasing its points of sale in markets such as Ontario and Western Canada. Bond Pet designs high-performance products for active pet owners.

> **Cargill Inc.** has acquired **Diamond V**, a provider of innovative natural solutions and technologies that help to improve animal health, animal performance and food safety. Iowa-based Diamond V develops immune support technologies that work naturally with the biology of the animal to strengthen the immune system and promote a healthy digestive system.

> A consortium of businesses in China — **Hosen Capital, New Hope Group and Temasek** — has acquired **The Real Pet Food Company** of Australia for US\$1 billion.

Pet food BY THE BOOK

Thinking of entering Canada's pet food industry? Be prepared for both regulations and voluntary recommendations

BY TREENA HEIN

In Canada, there is no set of omnibus regulations for pet food products. Instead, they are subject to a smattering of several pieces of Canadian and international legislation.

For example, the *Enhanced Animal Health Safeguards*, implemented in Canada in July 2007, made it illegal for specified materials to be fed to any animal, including dogs and cats. According to the Pet Food Association of Canada (PFAC), Canadian pet food manufacturers must also comply with the *Consumer Packaging and Labelling Act*, administered by the Competition Bureau of Industry Canada (see sidebar on page 40). "These regulations specify how pet foods may be marketed to consumers, including how food is named and what information must be included on pet food labels," the association states. This prohibits false and misleading marketing, adds Dr. Jennifer Adolphe, senior nutritionist at Chilliwack, BC-based Petcurean, and Health Canada also prohibits unsubstantiated health claims in the marketing of pet food.



photo: Petcurean, in the River Valley; Roxanna Froese



Photo: Champion Petfoods

Importation of pet foods containing animal products are regulated by the Canadian Food Inspection Agency (CFIA). PFAC members also voluntarily manufacture to the nutritional standards set out by the Association of American Feed Control Officials (AAFCO).

Labelling & export

In the 1990s, both consumers and Canadian pet food manufacturers called for a more uniform approach to labelling and advertising of pet food. In response, in 1998 the Competition Bureau organized a working group to develop the *Guide for the Labelling and Advertising of Pet Foods*. Members of the working group include staff from the Competition Bureau, Agriculture and Agri-Food Canada, Health Canada, the Canadian Animal Health Institute, Canadian Kennel Club, Canadian Veterinary Medical Association, PFAC and the Pet Industry Joint Advisory Council of Canada. The Guide, finished in 2001, provides a voluntary code of conduct for the labelling and advertising of pet foods, and a benchmark for enforcement of infractions. It also provides for labelling consistency and accuracy, helping Canadian consumers easily understand product contents.

A new ingredient in one Canadian pet food brand is black soldier fly larvae meal, described on the label of KASIKS Grub Formula canned cat and dog food (made by First Mate of North Vancouver) as a “novel protein source.”

However, it is further described on the company’s website as “novel, eco-friendly, clean and healthy insect protein.” The meal, along with whole dried larvae and oil, is made by Enterra Feed Corporation of Langley, BC and is used in feed for poultry, farmed fish, pets, wild birds and zoo animals. Enterra says its insect protein ingredients are being tested by some other Canadian pet food makers and are already used by some companies in the U.S.

Regarding labelling and other requirements for export, Canadian pet food-makers must meet the individual regulations of each country they are shipping to, notes PFAC executive director Martha Wilder. “Countries change and update their import requirements on an ongoing basis,” she says, “but ↗

“THE GUIDE PROVIDES A VOLUNTARY CODE OF CONDUCT FOR THE LABELLING AND ADVERTISING OF PET FOODS AND A BENCHMARK FOR ENFORCEMENT OF INFRACTIONS.”

photo: Thinkstock



photo: Champion Petfoods



photo: Thinkstock

there are no current issues pending.” Manufacturers that export to multiple countries have to achieve very high regulatory standards to meet all of the associated requirements, she says, and some also undergo voluntary independent food safety audits.

Changes to come?

There are currently no pending updates or proposals to regulate pet food in Canada, but Petcurean and Edmonton-based Champion Pet Foods both have a wish list of recommendations. “One of the working groups within AAFCO is currently developing recommendations to revise the labelling format on pet foods to make them similar to the Nutrition Facts panels on human foods,” reports Adolphe. “We believe that this is a step in the right direction to help consumers better understand pet food labels.” She adds that with the increasing prevalence of obesity among Canadian pets, Petcurean believes it is important for pet parents to know the calorie content of their pet’s food, which is currently not mandatory in Canada.

Champion’s Regulatory Affairs manager, Chinedu Ogbonna, notes that in the U.S. and most countries, the quality of a pet food product is regulated. However, in Canada it is a voluntary compliance situation, meaning adequate tools to get products to market are lacking. “It will be great to have a more engaged Canadian Market Access Secretariat,” he says. “The current tier system is complex and challenging. Even with our Biologically Appropriate foods, which is a new category of pet foods, market access is still challenging.” Champion would also like to see more agreements like the Canada-EU Comprehensive Economic and Trade Agreement (CETA), particularly with China, and more interaction between the Chinese and Canadian regulators to identify and find ways to eliminate trade barriers. In addition, the company favours the creation of “a mandatory reporting mechanism or portal dedicated to adverse events concerning dogs and cats,” says Ogbonna, “including their foods.” 🐾

ON THE LABEL

Canada’s *Consumer Packaging and Labelling Act* mandates that the following items be included on pet food labels:

- > General name (e.g. cat food).
- > Net weight.
- > Manufacturer or importer contact information.

In addition, the Competition Bureau’s voluntary *Guide for the Labelling and Advertising of Pet Foods* states labels should contain, at minimum, the following:

- > List of ingredients by percentage of weight and by common name.
- > Feeding instructions.
- > Guaranteed analysis (for example, maximum or minimum percentage of protein, fat, fibre and moisture).
- > Nutritional adequacy or intended life stage for which the food is suitable.
- > When an ingredient or combination of ingredients makes up 90 per cent or more of the total weight of all ingredients, these ingredients may also form a part of the product name. For example, if the product contains 90 per cent or more beef, it may be called “My Brand Beef Dog Food.”
- > A label must not bear a statement or any other representation that has the capacity, tendency or effect of misleading or deceiving consumers with respect to the composition, form, suitability, quality, colour, flavour, performance, method of manufacture or intended use of the product or any of its ingredients.
- > Terms such as burger, chunk, patty, cubes, meatballs, croquettes, slice or any other similar terms must not be used to describe a product or an ingredient thereof which does not have substantially the shape, form or composition so represented when it is sold to the retail purchaser.



(L-R) Joe and Margot Crump with employees at Brampton, Ont.'s The Crump Group.

Opportunity knocks

Simple, clean and innovative dog treats keeps Brampton, Ont.-based The Crump Group ahead of the pack

BY DEANNA ROSOLEN

Would you recognize an opportunity if it fell in your lap? How about if it was a small business in an industry that you knew very little about? For Margot and Joe Crump, that's how the opportunity presented itself in 2005, when an acquaintance wanting to retire offered the duo their pet treat business.

It just so happened that the Crumps, who are lifelong dog lovers, also both have an entrepreneurial spirit. Having just returned to Canada after living in the U.S. for several years, the pair were trying to determine what they were going to do next. Margot, a teacher by training, couldn't find a job and so was home with their four kids. It was a situation ripe for an out-of-the-blue opportunity.

The Crumps jumped on it. "We were very much entrepreneurs and willing to take on challenges," says Margot Crump. "We didn't really know anything



about pet food but we said, 'let's give it a shot.' That's the way we roll."

The Ontario couple took over the business and incorporated it in 2006, calling it The Crump Group Inc. and launching the Crumps' Naturals brand. Today the company is based in Brampton, Ont. in a 65,000-sq.-ft. facility employing approximately 75 people who help produce 80 SKUs of products sold under several brands. But in those early days production took place in the couple's garage where they used a meat slicer, one oven and a fridge to produce baked beef liver. Their main customers were veterinarian offices across Canada.

The business grew steadily in the first few years, with Margot focusing on production and Joe →

on sales. “Our success is due to his ability to sell to anybody,” says Crump. “He spent a lot of time on that and took on a second job to pay the bills.” But there was a steep learning curve for both of them, and they worked diligently to understand the market and its consumers. That’s how they saw a need, says Crump, “for single-ingredient, high-quality dog treats. That’s

“What we would expect in our foods, pet owners were looking for in pet foods. The fewer the ingredients, the better.”

how we developed the company, that’s how we were going to move forward.”

Then in 2007 there was a massive recall of pet products contaminated by melamine through Chinese ingredients. Pet owners suddenly became cautious about what they were feeding their pets. They wanted to know where the food was made, and to understand the ingredients. In other words, pet owners wanted locally made pet food and transparency — two key characteristics the Crumps were offering. “Transparency is really key and more important to consumers,” says Crump. “They want to be able to understand the label. What we would expect in our foods, pet owners were looking for in pet foods. The fewer the ingredients, the better.” Pet owners also became more concerned about allergies, so a single-ingredient treat or a pet food with fewer and recognizable ingredients was seen as a better way to keep pets safe.

That year the Crumps secured a pet specialty distributor in Canada and started to hire friends to help with production. Although still working out of their garage until 2010 (with an eventual extension), the couple had added a truck, built a ramp and cooked on the back of it. The company added to their treat lineup with the launch of Sweet Potato Chews in 2009, and launched their second brand, Caledon Farms, for the grocery retail sector.

Between 2010 and 2012, business grew quickly. The company began exhibiting at trade shows in

the U.S., and moved into a 6,500-sq.-ft. facility. With products in several major chains by 2012, Crump says the company experienced 50-per-cent growth, “which was very exciting, but then you have to quickly learn to scale that. How do you manage that growth in terms of cash flow and production capabilities and space?” she notes. “I’m not kidding when I say we filled out a lot of credit card applications over that time period. That’s how we had to fund a lot of it at the beginning. It was pretty risky.”

But the gamble did pay off. In 2013 the company moved into its current facility, and in 2014 passed its first GFSI audit. Over the years the couple expanded further, and launched another brand for big-club stores called Dog Delights, which is found in Costco, and will be in Sam’s Club stores in the U.S. They also partnered with U.S. grocery chain Kroger in the U.S. to produce a private-label dog food brand called Abound, which is in 2,000 stores.

Following trends in pet food and pet ownership have helped the company to innovate. Recognizing that small-breed dog ownership was on the rise, the company launched the Mini Trainer line of treats in 2016. Crump says they also saw demand for dental chews and launched Plaque Busters, which are made from sweet potato, ground oyster shell, coconut oil and citrus fibre. And next year the company will launch a dog food called Gutsy, which contains ingredients that promote good gut health, another area Crump sees the company growing into.

It’s the art of keeping tabs on trends, attending forums and meeting consumers in person at trade shows that has helped set the company apart, says Crump, noting that because The Crump Group does its own manufacturing the company is nimble enough to respond to needs in the marketplace. “We’re innovative and we stick to what we know,” she says, “and that is simple, very clean ingredients.” Crump says it’s also important to build partnerships with suppliers, stores and even competitors “because it’s amazing how much you can learn from one another.” Crump is most proud of the feedback she receives from customers about how their products have helped improve the lives of both pets and owners. “It’s just a great response to the real simple, natural ingredients,” she says. “That’s what convinced us that we were on the right track.”





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A practical approach to sustainable packaging

Carol Zweep



In the past few decades, there has been an increase in environmental awareness. Investors are interested in social responsibility. Companies are incorporating sustainability into their business focus. Consumers are demanding “green” products and packaging. These initiatives also support environmental responsibility and provide economic benefit.

Packaging is a visible and crucial part of the environmental waste issue. Canadians produced 33.5 million tonnes of non-hazardous solid waste with 25.2 per cent diversion in 2012, according to Environment and Climate Change Canada.

The consumer is bombarded with terms such as biodegradable, eco-friendly and “green” packaging. This, along with eco-labelling, causes consumer confusion. In some cases, claims about sustainable packaging mislead the consumer about the environmental benefits of the product.

The definition of sustainable packaging given by the Sustainable Packaging Coalition is broader than package recyclability. The best choice for sustainable packaging depends on a number of factors, including consideration of the needs of the product within the package. Deciding which system has lower impacts is not always straightforward, and a single-criterion approach cannot be used. For example, is a multi-layer, non-recyclable plastic pouch better than a heavier recyclable glass bottle or metal can?

Performing a life cycle assessment (LCA) of the package can provide valuable information on the “cradle-to-grave” environmental impacts. The life cycle

assessment measures the environmental impacts of the package throughout the life cycle from extraction and processing of raw materials through manufacturing, distribution, usage and disposal. The goal is to compare the environmental impact of products and to choose the least burdensome one. The LCA is informative but infrequently performed since this is an expensive and time-consuming exercise that often uses industry average inputs and becomes quickly outdated with changes in process and technology.

So, what are some practical approaches to creating sustainable packaging?

1. **Reuse/repurpose:** As an example, the refillable beer bottles sold in Ontario are reused an average of 15 times before being recycled into new glass bottles (*Beer Store, Stewardship Report 2016*).
2. **Reduce:** Package reduction can be achieved by eliminating unnecessary packaging, light weighting initiatives and minimizing scrap during production.
3. **Recycle:** Selecting packaging materials for recycling and consumer education on recycling will increase recycling rates.
4. **Use renewable source materials:** The use of plant-based materials reduces the carbon footprint of the package.
5. **Use responsibly sourced materials:** Responsible sourcing considers ethical, labour, social and environmental aspects when purchasing packaging materials.
6. **Review the manufacturing process:** Environmental impacts can be reduced by minimizing waste, and by reducing energy and water consumption

- in the manufacturing process.
7. **Optimize package design:** Reducing product damage in the distribution system, increasing filling/packing line efficiencies, maximizing packing efficiency in unit and distribution packaging and maximizing shelf life will contribute to reducing environmental impacts of the package.
8. **Examine the distribution system:** Transportation efficiencies can be achieved by minimizing transportation distance or by minimizing transportation impact (for example, ocean instead of air travel and transport by rail instead of truck are more energy efficient per unit package).
9. **Create a corporate sustainability plan:** The plan can include building a business case, reviewing current practices, devising metrics to track progress and savings, identifying current problems, striving to meet the goal, and celebrating success. Industry must balance consumer demands for sustainable products with demands for convenience, performance, appearance and cost. One must also not lose sight of producing a quality package that protects and preserves the product and delivers it safely to the consumer. Consumer and industry education and awareness of the issue combined with practical solutions will go a long way to address packaging sustainability. ♣

Carol Zweep is senior manager, Packaging, Product Development and Compliance for NSF International. Contact her at czweep@nsf.org



Team trust, **brainpower** and profit

Peter Henderson

neuroscience shows that teams infused with trust and trustworthiness can continuously boost performance, innovation and profit. Why is this important? “Compared with people at low-trust companies, people at high-trust companies report:

- > 74 per cent less stress;
- > 106 per cent more energy at work;
- > 50 per cent higher productivity;
- > 13 per cent fewer sick days;
- > 76 per cent more engagement;
- > 29 per cent more satisfaction with their lives; and
- > 40 per cent less burnout.”

(Source: 2017 HBR article by Paul Zak PhD)

For close to two decades neuroscientists, business leaders and talent professionals have been suggesting a strong circular link between trust-building leadership practices and more effective and efficient collaboration. Trust stimulates neuropeptide oxytocin in the person who is trusted. It stimulates a feeling of trustworthiness. As more acts of trust and trustworthiness are enabled, more oxytocin is generated. The result is more efficient collaboration, innovation, higher-quality decision making, and a more positive work-life satisfaction.

To appreciate this as a sound “best practice” which lifts brainpower, understanding the dynamics behind the science can be helpful. Here are a couple of examples.

A January 2017 research paper appearing in *Scientific Reports* entitled “The Neuropeptide Oxytocin Enhances Information Sharing and Group Decision Making

Quality” by Tim De Wilde, Femke Ten Velden and Carsten De Dreun, states: “when groups received oxytocin this resulted in increased exchange and processing of new information. This finding is important because carefully processing



and integrating of new information is essential for reaching high-quality decisions. Results of our study points in the same direction: After group discussion the solve-rate of oxytocin groups was 26-per-cent higher than that of placebo groups. While not reaching statistical significance, this effect on decision quality in combination with significant effects on both information exchange and information processing indicates that decision-making in groups is facilitated by oxytocin.”

In the late 1990s, economists Stephen Knack PhD and Paul Zak PhD conducted some behavioural research. They explored the relationship between trust and economic efficiency. Their study “showed trust improves economic performance in two ways. First, trust reduces the transaction costs of doing business, increasing efficiency. Second, trust reduces the risk of investments, increasing the

confidence that projects will have a positive return.”

After years of teaching, research and practice, in 2017, Zak published an important business guide on the subject entitled *TRUST FACTOR: The Science of Creating High-Performance Companies*. Easy-to-read with excellent case studies and examples, it marries neuroscience with eight leadership best practices (building blocks for organizational trust). These are:

- > **Ovation** – Praise publicly and unexpectedly.
- > **eXpectation** – Induce challenge stress.
- > **Yield** – Learning through mistakes.
- > **Transfer** – Management by absence.
- > **Openness** – Crowd-source information.
- > **Caring** – Build relationships.
- > **Invest** – Enable whole person growth.
- > **Natural** – Be vulnerable.

Zak also speaks to a purposeful company vision, which helps stimulate dopamine, and attract the right talent.

Just as the Cloud, Internet of Things, Artificial Intelligence and/or mobile technologies are changing how every company does business, brain-centred leadership best practices will make it easier for companies to compete and provide rewarding work environments.

Be well. 🍎

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

sur le Québec

NOUVELLES



Saputo agrandit sa division australienne

La société montréalaise Saputo inc. a fait l'acquisition de Murray Goulburn Co-operative Co. Limited (MG) — une coopérative laitière située en Australie — pour un montant de 1,29 milliard de dollars. L'entreprise a fait valoir que cette acquisition viendra compléter la division laitière de Saputo en Australie.

MG est l'une des plus grandes entreprises australiennes de produits laitiers, exploitant des bureaux de vente en Australie, au Japon et en Chine. Elle a été fondée en 1950 et soutient environ 2,200 fermes laitières dans le sud-est de l'Australie. La coopérative transforme du lait frais, du lait de longue conservation, du lait en poudre, du fromage, de la crème, du fromage à la crème, du beurre et des boissons laitières, ainsi que des ingrédients et produits nutritionnels, y compris des préparations pour nourrissons. MG approvisionne les industries du commerce de détail et de la restauration sous les marques Devondale (sa marque phare), Liddells et Murray Goulburn Ingredients.

Fruit d'Or reçoit un coup de pouce financier

Le gouvernement fédéral a aidé Fruit d'Or — un transformateur de canneberges biologiques — à accroître sa production et ses exportations grâce à une nouvelle usine à Plessisville.

Agriculture et Agroalimentaire Canada a déclaré avoir consenti un prêt remboursable de plus de 9,3 millions de dollars dans cette "usine ultramoderne pour l'achat et la mise en service de nouveaux équipements et technologies."

Le projet a aidé Fruit d'Or à accroître sa production de huit millions de livres de canneberges traditionnelles et de 15 millions de livres de canneberges biologiques sur trois ans.



Défi culinaire de Montréal

Le Défi culinaire 2017 a eu lieu le 29 octobre à la galerie d'art Arsenal Art Contemporain (Montréal). Des amateurs de cuisine, chefs amateurs et gourmets ont amassé des fonds pour cuisiner aux côtés de chefs célèbres tels que Tyler Florence, Kimberly Lallouz, Mark McEwan, Danny Smiles et Michael Smith. L'hôte de l'événement était Brad Smith de Chopped Canada. Les fonds recueillis ont été versés à l'Hôpital général juif et à la Fondation du cancer du sein du Québec.

MTLàTABLE

Cet automne, tout Montréal était tournée vers la nourriture et les boissons locales. La SAQ a tenu la 10^e édition de son Salon des vins d'importation privée du 28 au 30 octobre, suivi de la Grande dégustation de Montréal du 2 au

EN BREF

> **Aurora Cannabis inc.**, basée en Colombie-Britannique, a annoncé que son installation de production intérieure de 40,000 pi ca. à Pointe-Claire a reçu son autorisation de culture de Santé Canada. La société affirme que l'établissement nouvellement titulaire d'un permis et connu sous le nom d'Aurora Vie est impatient de "servir à la fois le marché médical et, une fois légalisé, le marché des consommateurs adultes."



Photo: Aurora Vie (CNW Group/Aurora Cannabis inc.)

> Sainte-Agathe-des-Monts, dans la région des Laurentides exploite désormais son premier incubateur-accelérateur d'entreprises manufacturières. Appelé **La Manufacture**, l'incubateur aidera les entreprises en démarrage — entre autres du secteur des aliments et boissons — dans leurs tout premiers débuts, alors qu'elles sont souvent plus vulnérables. La Manufacture dispose d'une superficie de 20,000 pi ca., incluant des bureaux, des ateliers industriels, des aires et services communs et un quai de chargement.

> Neptune Solutions Bien-être de Laval a nommé **Michel Timperio** à la présidence de ses nouvelles affaires de cannabis et **Melody Harwood** à la direction des affaires scientifiques et réglementaires.



4 novembre, où des producteurs de vin, distillateurs et brasseurs se sont réunis pour mettre en valeur leurs produits.

Mais le grand événement s'est déroulé du 2 au 16 novembre, lorsque Tourisme Montréal a invité les résidents et les visiteurs à célébrer le 375^e anniversaire de Montréal par l'initiative appelée MT-làTABLE. Pendant cette période, 175 restaurants participants ont été encouragés à offrir des ingrédients locaux dans leurs menus.

Festin d'idées

Le 10 novembre à Montréal, le Réseau pour une alimentation durable (RAD) a organisé le "Festin d'idées pour l'innovation en alimentation." Ce symposium d'une journée a présenté des conférences, des plénières et des ateliers explorant l'innovation sociale dans le cadre de la politique alimentaire. L'événement a également inclus une conférence de Jean-Philippe Vermette, directeur général de Carrefour alimentaire Centre-Sud, qui a parlé d'un projet appelé Quartier nourricier, un modèle prometteur pour construire un système alimentaire valorisant la solidarité et l'écologie dans les quartiers.

Recherche en aquaculture

Développement économique Canada pour

les régions du Québec a accordé une aide financière de plus de 500,000 \$ à Merinov.

Établi à Gaspé, Merinov est un centre à but non lucratif voué à la recherche appliquée en pêche, en aquaculture et en transformation et développement de produits aquatiques. Merinov utilisera les fonds pour un certain nombre d'initiatives, dont le développement d'une méthode d'évaluation des durées de conservation des produits marins; la mise au point d'un appât de rechange pour la pêche au homard; l'évaluation du potentiel commercial de la collagénase du crabe des neiges; l'analyse des technologies de broyage et de séchage des coproduits marins pour en augmenter la stabilisation; et l'élaboration d'un outil de diagnostic-conseil sur les performances énergétiques et environnementales des usines de transformation.

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AIR PRODUCTS



Un homme en mission

Martin Bilodeau de GoGo Quinoa à Montréal veut aider plus de gens à découvrir les multiples bienfaits du quinoa sur la santé

—PAR MARK CARDWELL—

photo: Foxys_forest_manufacture/Thinkstock

L'entrepreneur culinaire montréalais Martin Bilodeau est encore émerveillé par les locaux spacieux de la nouvelle usine de 45,000 pieds carrés dans lesquels son entreprise a emménagé cet été à Laval.

“C'est une installation extraordinaire,” s'exclame Bilodeau, fondateur de la Cie 2 Ameriks, un producteur et importateur de GoGo Quinoa, qui comprend plus de 50 produits végétaliens, biologiques et sans gluten fabriqués principalement à partir du quinoa. “Cette usine va nous permettre de développer et mettre en marché beaucoup plus de nouveaux produits.” Le plus récent produit de la compagnie — les pâtes Super Grains composées d'un mélange nutritif de super grains de chia, de quinoa, de sorgho et d'amarante — a été lancé en Septembre dans les magasins Costco de l'Est du Canada. Il sera déployé dans les supermarchés et les magasins d'aliments naturels à l'échelle nationale en Novembre.

Pour Bilodeau, la nouvelle usine et les gammes de produits en pleine croissance couronnent l'ascension fulgurante de son entreprise au sommet d'un créneau en pleine expansion du marché alimentaire canadien. Cette aventure a commencé en 2003 quand M. Bilodeau, malheureux d'occuper un emploi de

bureau à Montréal — mais devant subvenir aux besoins de sa jeune famille grandissante — a tout de même décidé de faire le grand saut en démarrant une entreprise qui aiderait les gens et qui ferait des profits. “Je voulais faire quelque chose qui était proche de mes valeurs sociales et qui générerait aussi de l'argent,” se remémore-t-il. “Mon idée était de faire du commerce équitable avec des produits alimentaires bons pour la santé des gens. J'étais un homme en mission avec un plan d'affaires.”

Cette quête a ramené Bilodeau en Bolivie, qu'il avait visitée dix ans plus tôt lors d'un voyage en Amérique du Sud en sac à dos. Il se souvient notamment d'avoir mangé du quinoa, un grain datant de l'ère inca, que les paysans pauvres de la région du plateau de la nation enclavée continuent de cultiver et de consommer aujourd'hui. “Le quinoa est unique en ce sens qu'il offre un mélange parfait de fibres, de glucides et de protéines végétales complètes, comprenant toute la gamme d'acides aminés,” explique Bilodeau. “Contrairement à d'autres céréales protéinées, vous pourriez vivre toute votre vie en mangeant uniquement du quinoa.”

Désormais très recherché pour ses multiples bienfaits sur la santé, le quinoa était pratiquement inconnu des consommateurs occidentaux lorsque Bilodeau est rentré chez lui avec des ➔

FAC en campagne contre la faim

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Grâce à la générosité de nos partenaires, des bénévoles communautaires et de toutes les personnes qui ont contribué au succès de la 14^e édition de FAC en campagne contre la faim, nous avons pu apporter une aide importante aux Canadiens en amassant un nombre record de 7 285 279 repas. Nous vous remercions tous du fond du cœur.

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échantillons de grains de la plante à larges feuilles, qu'on retrouve de couleurs blanche, rouge ou noire. Il les a apportés au distributeur d'aliments naturels québécois Aux mille et une saisons, maintenant une filiale de SunOpta à Toronto, et il a obtenu un bon de commande en quelques minutes. "Après cela, j'ai contracté un prêt hypothécaire sur ma maison et j'en ai commandé un conteneur," indique Bilodeau.

Après avoir obtenu une certification équitable pour le quinoa au Canada — devenant la première entreprise nord-américaine à l'obtenir — Bilodeau a lancé sa gamme de produits GoGo Quinoa dans les marchés biologiques et équitables en 2004.

Travaillant dans le sous-sol de sa maison hypothéquée, Bilodeau a passé les trois années suivantes à vendre trois articles de quinoa en sacs de 500 g — pâtes au quinoa séché, spaghetti et grains — aux magasins d'aliments naturels dans l'Est du Canada. "La croissance était constante et, à un moment donné, j'ai réalisé que c'était une véritable affaire," commente l'entrepreneur, qui a embauché une compagnie de logistique pour s'occuper des commandes et de l'expédition, alors qu'il a pris la route pour vendre.



Martin Bilodeau

“ Mon idée était de faire du commerce équitable avec des produits alimentaires bons pour la santé des gens. J'étais un homme en mission avec un plan d'affaires. ”

Le quinoa a reçu un énorme coup de pouce, fait valoir Bilodeau, lorsque le Dr Oz, animateur de l'émission American health show a commencé à parler des qualités nutritives des super grains sans gluten comme le quinoa. L'augmentation soudaine de la popularité du quinoa s'est toutefois traduite par l'apparition de problèmes d'approvisionnement.

Désireux de consolider ses relations avec ses partenaires bolivien — pour la plupart de petites entreprises familiales avec lesquelles il fait encore des affaires — Bilodeau a déménagé dans

la cordillère des Andes avec sa femme Clara Cowen et leurs deux jeunes enfants, où ils vécurent pendant huit mois. "Ce fut une excellente initiative, car cela m'a permis de me rapprocher des producteurs et de développer des liens personnels et de nouveaux produits avec eux," raconte Bilodeau. "Ce fut bon pour eux aussi parce que j'ai payé 100 par cent à l'avance. Je me suis senti à l'aise en ce qui concernait la sécurité de mes chaînes d'approvisionnement lorsque nous sommes revenus au Canada quand ma femme est tombée enceinte de notre troisième enfant."

Une fois à la maison, Bilodeau a commencé à commercialiser environ deux douzaines d'articles, y compris plusieurs nouveaux produits fabriqués avec des flocons de quinoa et des grains de différentes couleurs. Il a également abandonné l'étiquette de commerce équitable après une dispute avec l'organisme de certification. Cependant, il a maintenu l'esprit de sa mission sociale en continuant à travailler et à acheter directement auprès des fournisseurs de quinoa.

En 2009, Bilodeau a acheté un batteur-mélangeur et sa compagnie est devenue le



premier transformateur canadien de quinoa. Il a déménagé son entreprise en expansion dans une petite installation de 3,000 pieds carrés du quartier Griffintown à Montréal, louant peu de temps plus tard un deuxième emplacement de 4,000 pieds carrés à proximité. Un nouveau déménagement attendait l'entreprise en 2012, cette fois dans un local de 11,000 pieds carrés dans l'arrondissement Saint-Laurent. À cette période, il obtint sa certification BPF, relatives aux bonnes pratiques de fabrication, et commença à fournir Costco avec une nouvelle gamme de biscuits au quinoa.

Depuis lors, la gamme de produits de l'entreprise a continué de se développer. En plus de sept articles de friandises et collations (incluant quatre biscuits), GoGo Quinoa offre des produits à base de grains, des pâtes alimentaires, des produits pour le petit déjeuner, des sels de table roses des Andes, des articles prêts à cuire, des farines et mélanges, et des produits en vrac. Selon Bilodeau, ses plus gros vendeurs s'avèrent les pâtes de quinoa courantes, les biscuits aux brisures de chocolat et les grains de base. Il espère que les nouvelles pâtes Super Grains fusilli — composées d'un mélange de chia, de quinoa, de sorgho et d'amarante biologique, sans gluten et végétalien pouvant être apprêté à la même cuisson al dente que les pâtes traditionnelles — deviennent également populaires auprès des consommateurs. "C'est un mélange fabuleux de produits nutritifs loin des préoccupations d'arsenic et d'OGM," insiste Bilodeau en parlant de ce nouveau produit élaboré en collaboration avec ses partenaires boliviens. La nouvelle usine de Laval permettra le développement de produits innovateurs additionnels du fait qu'elle réunit un trio gagnant de capacités de fabrication du quinoa: le mélange, la mouture et le nettoyage. "Cette dernière opération représentait toujours un gros problème pour nous," précise-t-il. Comme le quinoa est cultivé dans les sols volcaniques de Bolivie, les cailloux se mélangent facilement aux grains de quinoa, qui ont à peu près la même taille et le même poids.



Bilodeau a investi 100,000 \$ dans des machines qui assurent le retrait complet des cailloux, ainsi que les résidus de paille et de saponine: un produit chimique amer présent dans la peau des plantes de quinoa qui les rend peu attrayantes pour les prédateurs comme les oiseaux. "Ce fut de l'argent bien dépensé," note-t-il. "Nous sommes la seule compagnie canadienne capable de nettoyer le quinoa."

En plus d'être un fabricant, Bilodeau est sur le point de devenir un producteur de quinoa. Au cours des dernières années, il a travaillé avec le ministère de l'Agriculture du Québec et plusieurs producteurs de la région du Bas-Saint-Laurent qui ont effectué des essais de culture de quelques variétés de quinoa. Il espère commencer à récolter en 2018. "Nous voulons poursuivre la croissance verticale en augmentant la fabrication, en utilisant entre autres nos propres grains," poursuit Bilodeau. "C'est enthousiasmant et gratifiant pour toutes nos années de dévouement et de travail acharné. Nous sommes passés d'importateurs à fabricants de produits à la fois supérieurs sur le marché par leur valeur nutritive et leur texture. C'est extrêmement satisfaisant parce que ça répond parfaitement à notre mission de fournir des aliments sains fabriqués de façon éthique et responsable," conclut-il. ●

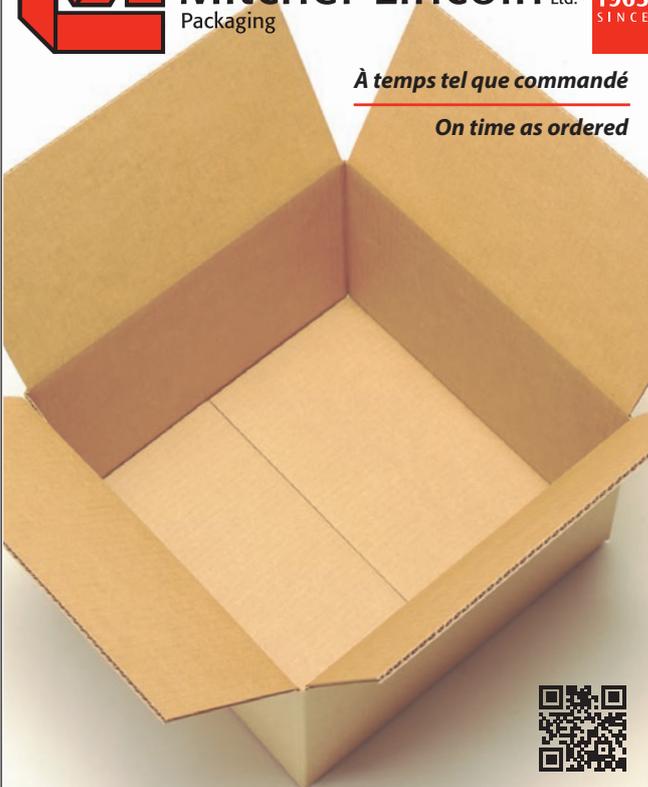


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SupplySide West

More than 15,000 guests visited SupplySide West (SSW) this year between Nov. 6 and 10 in Las Vegas. The show featured approximately 1,200 exhibitors, including suppliers from the dietary, supplement, beverage, functional food and sports nutrition industries. Here's a roundup of some of the innovative products and services *Food in Canada* saw at the show. SupplySide East happens April 10 to 11, 2018 in Secaucus, N.J., and the next SSW is Nov. 6 to 10, 2018 in Las Vegas.



Flavours & replacers

Concentrated Active Ingredients & Flavors (CAIF) highlighted its botanical extracts, fruit and vegetable powders and flavours for the dietary beverage, functional food and sports nutrition industries. The company offers flavour modulators, sugar and sodium replacers, as well as its new cascara, a cherry coffee pulp known for its aroma.

The company recently partnered with Duas Rodas to help it market its products further into the U.S. and Canada. www.caif.us

Online ordering

IngredientsOnline.com is a global, factory-direct marketplace where companies can list their ingredients as a pre-order option, while the platform provides the exposure to its qualified members. Potential buyers can see ingredient listings as a pre-order where they will also see factory-direct prices set by the manufacturer. Once an order is placed, the ingredient is shipped to a specified IngredientsOnline.com warehouse centre, where it will be filled and shipped. IngredientsOnline.com

Individual premixes

SternVitamin GmbH highlighted its micronutrient premixes, both vitamin blends and mineral blends. The company offers individually developed micronutrient premixes for fortifying

baby food, cereals, beverages, milk and dairy products, food supplements, sweets, and bakery products and pasta.

www.sternvitamin.de



Plant proteins

Axiom Foods Inc. shared its new protein solutions called Axiom Plant Proteins, an alternative to whey protein that feature a complete amino acid profile. They are low in cholesterol and sodium, are chemical- and hexane-free, easy to digest, clean label, all-natural and hypoallergenic. They're ideal for consumers who are lactose intolerant, vegan or kosher. www.axiomfoods.com

Collagen & gelatin

Nutra Food Ingredients LLC highlighted several products, including NutraCollagen, which can be derived from bovine, pork or fish; NutraGelatin, protein products derived from bovine, fish or pork; and organic ingredients such as protein, fibre, erythritol, stevia, sweetener blends and flavours. Other products included NutraVPro vegetable proteins and NutraFiber inulin fibre.

www.nutrafoodingredients.com

That's sweet

PanaSource Ingredients Inc. provides natural sweeteners like Stevia and Monk Fruit Extracts, and natural and organic food ingredients such as natural colours, inulin and erythritol.



The company also offers dietary fibres, herbal extracts, ascorbic acid, creatine, caffeine anhydrous and vitamin B12, prebiotics and polyols. PanaSource's products are ideal for bakery, confectionery, health food and other food applications. www.panasourceUSA.com

Non-GMO whey

FrieslandCampina Ingredients highlighted its Nutri Whey 800F and Excellion Calcium Caseinate Spray. Nutri Whey 800F is derived from a grass-fed dairy source, is non-GMO and offers a fast release of amino acids into the blood stream. Excellion Calcium Caseinate Spray is derived from a grass-fed dairy source, is non-GMO, and is a slow-digesting protein. www.frieslandcampinaingredients.com

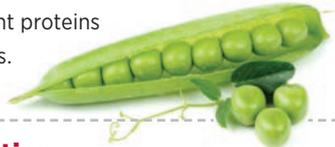
Process Expo

Process Expo 2017 took place Sept. 19 to 22 in Chicago. The show had more than 500 exhibitors and attracted nearly 14,000 visitors. As well as offering the latest technology and integrated solutions for all segments of the food and beverage industry, the tradeshow included a Virtual Reality Showroom, meetups and education programs. If you missed it, here are a few of the innovations *Food in Canada* spotted. The next Process Expo takes place in Chicago from Oct. 8 to 11, 2019.

Fibre & fruit

Kerry Ingredients showcased several products at the show, including Wellmune, a 100-per-cent natural food, beverage and supplement ingredient that can boost the immune system; Crystals, freeze-dried juice and specialty powders that maintain the flavour and nutrition of the starting material; and ProDiem, a combination of plant proteins like pea, rice and oats.

www.kerry.com



Yeast & probiotics

LHC Lesaffre Human Care launched Lynside ProteYn, a non-animal yeast protein that contains all nine essential amino acids and which is rich in Lysine. It's non-GMO, gluten-free, dairy-free, soy-free and free of anti-nutritional factors. The company also offers LifeinU Bacillus subtilis CU1, which is a stable probiotic suitable for food; and LifeinU L. rhamnosus GG, which can restore gut flora and is food- and baby-food grade.

www.lesaffrehumancare.com

Human nutrition

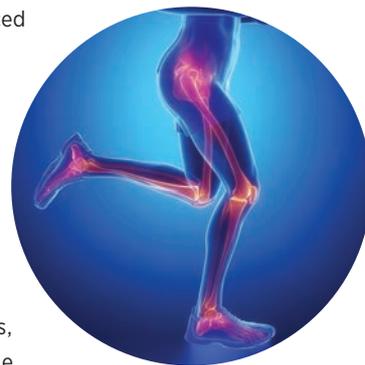
Kemin Industries Inc. highlighted several ingredients. These included FloraGLO lutein and ZeaONE zeaxanthin for eye health; BetaVia Complete dried whole algae fermentate, BetaVia Pure algae-sourced beta-glucan for immune support; and Neumentix Phenolic Complex K110-42 for cognitive support.

www.kemin.com

Collagen peptides

PB Gelatins/PB Leiner introduced its new SOLUGEL BD series of collagen peptides. The collagen peptides dissolve easily, which makes the line suitable for "instant" applications, and they have a neutral odour and flavour. The collagen peptides support strong bones and healthy joints, and promote satiety and muscle recovery.

www.gelatin.com



Fill, cap & go

Capmatic Ltd. highlighted its semi-automatic platforms, such as the PVR-01, a tabletop filler that dispenses semi-viscous and viscous products, and the CF-2P, a tabletop liquid filler with variable speed control. Other products include the Flowthrough, a free-standing gravity filler that handles liquid and foamy products, and the Mini Crimp, a tabletop crimper that switches between standard continuous thread caps, aluminum crimp caps and ROPP caps.

www.capmatic.com

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Wow! Factor Desserts employees from the Robin Hood Association for persons with disabilities.

Wow! Factor Desserts, Sherwood Park, Alta.

Deanna Rosolen

Sometimes all it takes is a downturn in the economy and a recognition of their skills to bring out the entrepreneur in someone. And, with hard work, that kind of entrepreneurial spirit can lead to a company like Sherwood Park, Alta.-based Wow! Factor Desserts.

President Debbie Gust and her family own the premium dessert company today. But in the 1980s a young couple turned to the wife's baking skills after her husband lost his job in the oil patch. The duo made gourmet quiches from their basement, says Gust. "She just had this really fantastic product and focused on the ingredients... then she and her husband hit the streets, talking to local restaurants and selling their products that way," she explains.

The couple added cheesecakes and called the company the European Cheesecake Factory. The challenge for them was how quickly they became successful, says Gust. The company had been targeting restaurants, hotels and institutions — and still do today — with a product that was made from scratch, by hand with high-end natural ingredients. The company outgrew their space within six months and suddenly found themselves

needing to raise funds to expand.

That's how Gust's family came into the picture. Gust's father, Bob Callow, was an experienced businessperson and an acquaintance. They approached him with their story and, says Gust, "my dad became a shareholder and board member."

With Callow's help, the couple moved the business into a bakery — the same site they're in today, though it has expanded since then. As well as cheesecakes, Wow! Factor Desserts produces cakes, loaves, tortes, pies and flans, and



everything is made by hand, including the ingredients (such as caramel), the mixing and the decorating. The company has on average 60 employees and makes 80 different products that are found coast to coast and into the U.S. What sets them apart, says Gust, is flexibility. "We can take any request, from a chef or a salesperson, and turn it around quickly," she says. "You can only do that when you have a plant that makes things by hand."

What also sets the company apart is its connection to the Robin Hood Association, an organization that assists individuals with disabilities. Gust says for the last 25 years Wow! Factor has been hiring through the association, and some of those employees have been at the company for 22 years.

Gust also notes that the company sets itself apart by staying on top of trends — for instance, they offer gluten-free options — and the market, and its targets

Q&A



Q: What issues do you face?

A: "Lower-priced, mass-produced dessert companies. Sometimes a client has to choose and tells us [the mass-produced version] is not as good as yours, but it's good enough. It's the price point. I think our desserts stand out. There aren't a lot of high-end players, but there are a lot of mid-range and even more in the low-price point. We just stay true to who we are. We have customers who come back and say, 'I don't want that mid-range anymore, I want high level.' We also make sure that we're watching the changing demographics, that we have desserts that appeal to all our customers."

Q: What else makes the company different?

A: "It's run by a woman. It really is something different and it's opened a lot of doors where I've been able to get in and meet different people and establish relationships because we offer a diverse company. There aren't a lot of women-owned companies. It's hard in a male-dominated industry."

Q: When did you change the company name?

A: "We sold the name to The Cheesecake Factory Inc., a U.S. chain of restaurants, in the 1990s. Then we had to come up with a new name. At a presentation for a U.S. account, we asked how they pick their desserts. They said they invite dessert companies to send in samples and they line them up on a table. As they walk along they pull forward all of the cakes that have that 'wow factor.'"

today are boomers and millennials. But the company also maintains a lineup of tried and true desserts, classics such as carrot cake or pumpkin pie, that keep consumers coming back. 🍓

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