

FOOD *in* CANADA

Canada's food & beverage processing magazine

Beauty

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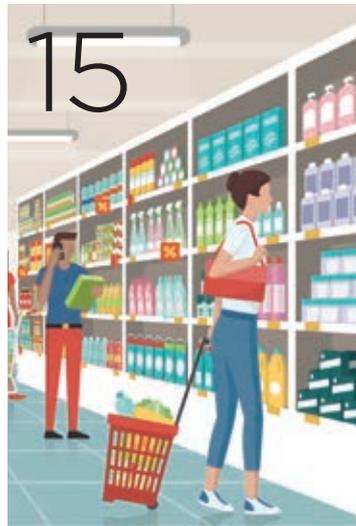
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The consumer connection

Consumer demands are driving food and beverage production today, influencing everything from what we grow, to how we consume, and how we dispose of what we deem waste.

Food fads can be as unpredictable as springtime in Ontario. But the wider trends we are experiencing now are undeniably here to stay. Consumers want safe, nutritious, high-quality food and beverages containing natural ingredients, and they want minimally processed products. They are also demanding more information about food production. The government is already responding with new food labelling regulations, and let's hope public education efforts will be a key component in regulatory modernization strategies. However, a study released earlier this month on food recalls reveals the extent to which Canadians are still in the dark when it comes to our food system.

The report, *Are Canadians experiencing food recall fatigue? A study on food recall efficiency in Canada*, was based on a survey of 1,000 people this March by Dalhousie University's Faculty of Management. Lead author Sylvain Charlebois, dean of Dalhousie's Faculty of Management, notes that the aim was to "see if Canadians are getting the information they need to make informed decisions about food safety."

The results show that Canadians are still under-informed and confused about food recalls and food safety. According to Charlebois, there were 155 food recalls in 2017, yet 60 per cent of survey respondents underestimated the number of recalls "by at least 100." And when presented with three real and one false recall, "only four per cent accurately

recalled hearing about the three real ones but not the false one."

Clearly there is some disconnect in communications here, and the report questions whether the problem could lie in the delivery. Seventy-two per cent of respondents said they generally learn about this information through traditional media, and 42 per cent said they've heard about a recall on social media (just 8.3 per cent said they read government publications). Interestingly, "freshness and inappropriate storage" were cited as most concerning to consumers in regard to food safety, while they "have less concern for bacteria, *Listeria* and CJD (Creutzfeldt-Jakob disease)." Eighty-nine per cent also said they believed (incorrectly) that "food contamination primarily occurs before it reaches their home." Notes Charlebois: "Our results show that the connection between the Canadian public and the government is almost non-existent in this area. Risk communication is very poor in Canada and that needs to be addressed." I'd extend that to include communication about our food production system in general.

There's an obvious need for food and beverage producers to reach out to consumers directly through multiple media, and many already do. But there's also an industry-wide effort required to ensure better dialogue with consumers based on facts, honesty and two-way communication. It would be a major step forward in connecting more closely with consumers. ●

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Breakfast for dinner and you're a winner!

March 7, 2018 was National Cereal Day and to mark the occasion, Kellogg Canada Inc. released the results of a survey of Canadian consumers and their cereal habits. The results? We love our cereal. Nine out of 10 Canadians eat cereal at least one to three times per week, with Millennials enjoying it a little more than boomers (by province, Manitobans consume the most cereal). We love it with milk and we love it crispy. We even get creative by drizzling maple syrup on it, and topping it with ice cream, bacon, hot sauce, ketchup and soy sauce.



News > file



Canada's ag sector has a rosy future

It looks like the future is bright for Canada's agriculture sector, says Agriculture and Agri-Food Canada (AAFC) in its latest *Canadian Agricultural Outlook*.

The positive findings in the report and "a growing world population, the rise in disposable income in developing nations, and increasing trade in farm products present opportunities to further grow," says AAFC.

According to the report, Canadian exports of agriculture, agri-food, fish and seafood to all countries in 2017 rose to \$64.6 billion from 2016, a \$2-billion increase.

Canada's producers should expect "to see record farm income levels in 2017 and near-record levels in 2018," says AAFC. Crop and livestock receipts are also set to increase in 2017 and 2018.

BrandSpark's best new products

BrandSpark International has released the winners of its 15th annual Best New Product Awards (BNPA). More than 15,000 Canadians voted on their favourite new products in 48 different categories. The products include beauty and personal care, food, household and pet products.



photo: vladwe/Getty Images

- Food winners, by category, are:
- » Betty Crocker Salted Caramel Brownies (**Baking Mix**)
 - » Dempster's 100% Whole Grains Seed Lover's Bread with CHIA (**Bread**)
 - » Nature Valley Crunchy Bar Granola (**Breakfast Food**)
 - » Black Diamond Monterey Jack with Jalapeño Natural Cheese Bar (**Cheese**)
 - » Oka L'Artisan Portions (**Cheese Snack**)
 - » Can't Mess It Up! Wild Pink Salmon (**Fish**)
 - » Dr. Oetker Giuseppe Panini (**Frozen Pizza**)
 - » oh nature! Black Bean Bites, Quinoa Mushroom Burger & Garden Vegetable Bites (**Meat Alternative**)
 - » Tia Rosa Taco and Fajita Kits (**Mexican Food**)
 - » Maple Leaf Natural Selections Shredded Meats (**Packaged Meat**)
 - » Olivieri Skillet Gnocchi (**Pasta Dish**)
 - » Smartfood Gouda & Chive (**Ready-to-Eat Popcorn**)

- » Kit Kat Rubies (**Seasonal Chocolate**)
- » Minute Rice Ready To Serve Cups — White & Red Quinoa or Brown Rice with Wheat, Rye, Quinoa, Oats and Barley (**Side Dish**)
- » Catelli Protein Pasta (**Specialty Pasta**)
- » Jif Peanut Butter (**Spreads**)
- » Que Pasa Jalapeño & Lime Organic Tortilla Chips (**Tortilla Chips**)
- » Astro Original Parfait (**Yogurt and Cottage Cheese**)

FROM OUR LIBRARY

A new book aimed at children between the ages of two and five recently launched in Charlottetown, PEI. The subject? Turnips. *The Turnip Tune Up* is a book that promotes the humble vegetable. PEI author Kathy Birt came up with the idea after she read a rhyming poem about turnips to her writers' group. The group's reaction to the poem was so strong, it spurred her on to turn it into a children's book. Birt says she wrote the poem in the late 1990s when she happened to be interviewing turnip growers.

Best Managed Companies 2018

In March Deloitte released the 25th listing of the Best Managed Companies, recognizing excellence in private Canadian-owned companies. Many food and beverage companies were included in the list for 2018. Here's just a few of them: Fruit d'Or Inc., Pestell Minerals & Ingredients, The PUR Company, Trans-Herb Inc., Agrocrop Exports Ltd., Bäckerhaus Veit Ltd., Giraffe Foods Inc., Quails' Gate Winery, Agri-Marché Inc., Boulangerie St-Méthode Inc., BroadGrain Commodities, F. Ménard Inc., Mike &



Photo: Bäckerhaus Veit.

Bäckerhaus Veit was recognized for overall business performance and sustained growth. The company manufactures premium private-label artisan bread at its new 150,000-sq.-ft. facility in Mississauga, Ont.

Mike's Organics, Oxford Frozen Foods Ltd., Red Sun Farms, Acadian Seaplants Ltd., Burnbrae Farms Ltd., Conestoga Cold Storage Ltd., Cooke Aquaculture Inc., HyLife Ltd., Maple Lodge Farms Ltd., Mastronardi Produce Ltd., McCain Foods (Canada), Paterson GlobalFoods Inc., Quadra Chemicals Ltd., Richardson International Ltd., Seacore Seafood Inc., Steam Whistle Brewing, and Summer Fresh Salads Inc.



Peter Constabel

A new super berry?

Blueberries, strawberries and cranberries now have some homegrown competition in the super fruit category. Peter Constabel, a plant biologist from the University of Victoria, and his team studied the nutritional benefits of the salal berry, a wild fruit common to the

Western coastal areas of North America. The university says the berry is "packed with higher levels of health-promoting plant chemicals than most other berries out there." In fact, Constabel and his team found the salal berry "contains five times the tannins that are found in blueberries, and almost 1.5 times the anthocyanins" in blueberries.

IN BRIEF



> **La Maison BeauSoleil**, an oyster processor in Neguac, NB, received almost \$800,000 from the federal and provincial government to help the company invest in new technology. The company is also expanding into the U.S., Europe and the Middle East, and is looking to increase its presence in China.

> Florida-based **Lipman Family Farms** has acquired Ontario-based **Huron Produce**. Lipman is an open-field tomato grower, while Huron is a greenhouse grower and distributor of tomatoes and vegetables. The terms of the transaction were not disclosed.

> Agriculture and Agri-Food Canada made an investment of more than \$90,000 to the **Maritime Beef Council** (MBC) to help the organization explore options to reduce the impact of price volatility on its bottom

line. The MBC comprises cattle organizations from New Brunswick, Nova Scotia and PEI.

> Toronto-based **The Tinley Beverage Company Inc.** has obtained licenses to manufacture medicinal and adult-use cannabis products at its facility in California. The company says production on its Tinley '27 and margarita cocktail products has started.

> **The World Champion Cheese Contest** took place March 6 to 8 in Wisconsin, attracting over 3,400 cheese entries from

> Burnaby, BC-based **Whistler Water** has received the Excellence in Manufacturing Award from the Canadian Bottled Water Association. This is the seventh consecutive year Whistler Water has won. Whistler Water supplies premium bottled glacial water.



IN MEMORIAM

Paul Faraci, the inventor of the Pizza Pop, died in February in Vernon, BC at the age of 89. Faraci was born and raised in Winnipeg and owned a restaurant in the 1960s. The Pizza Pop was so successful that Faraci sold his restaurant to begin food manufacturing.

> **Hempco Food and Fiber Inc.** has been recognized in the 2018 TSX Venture 50 as one of the top-performing companies in the Diversified Industries sector. Hempco is based in Vancouver and develops hemp foods, hemp fibre and hemp nutraceuticals.



companies in more than 26 countries. Some of the Canadian firms that won in different categories include Parmalat, Agropur, Saputo Dairy Products Canada, Natural Pastures Cheese Company, La Fromagerie DuVillage 1860, and Bothwell Cheese.

> Chicago-based **Keystone Natural Holdings LLC** recently acquired Vancouver-based **Superior Tofu Ltd.**, a manufacturer of tofu, soy milk and other soy-based products.

> **Ecobain Gardens** of Saskatoon, Sask. has changed its name to **Ecobain Naturals**. The

company produces herbs from a vertical hydroponic urban farm.



> Carberry, Man.-based **MSPrebiotics Inc.** is turning Prairie-grown potatoes into a single-ingredient prebiotic fibre supplement. The company's product earned FODMAP

Friendly Certification, making it one of the first products of its kind to earn this seal in Canada.

HyLife completes \$176-million expansion

Manitoba-based pork producer HyLife has completed its \$176-million expansion and upgrade of its plant in La Broquerie, Man. The company says the bulk of the investment went to modernizing the plant to keep up with demand. The company has been growing its presence in markets in Japan, China, Mexico and South Korea, thanks to government trade agreements. The expansion created approximately 156 new jobs and increased the company's production by almost 15 per cent.

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SUPPLIER NEWS



> **Kerry** has released its 2018 Canadian Flavor Charts. Some of the trends reflected in the charts include Filipino, Chinese and South Asian ingredients and flavours,

Boreal flavours, citrus varieties, and new profiles from calamansi and kumquat. The company also expects to see more turmeric, ginger, cardamom and lavender in food and beverages this year.

> Tokyo-based **Dai Nippon Printing Co. Ltd.** and **SIG** have signed a joint venture agreement the companies say will bring new value-added carton packaging and filling technology solutions to the Japanese food and beverage industry. The 50-50 joint venture will operate under the name of **DNP • SIG Combibloc Co., Ltd.**, and will be located in Tokyo.



(L-R) Souichiro Nishitani, corporate officer and GM of Packaging Operations at DNP, and Rolf Stangl, CEO of SIG.



Plant-based pop-up

On Feb. 28, Becel and TV personality and interior designer Jillian Harris partnered to launch PLNT, a pop-up restaurant to help promote Becel's margarine products. The restaurant was open for three days in an urban greenhouse. Becel described it as "a lush dining adventure

where everything you see and eat is plant-based. That includes the food we serve, the table settings, the wait staff's outfits and more."

> BC-based **Icicle Technologies Inc.** and **Bell** have joined forces to offer food manufacturers an end-to-end service that can improve food safety, enhance quality and food product traceability and provide real-time insight into their operations. Icicle says it is integrating its food production management system with sensors connected to Bell's wireless broadband network, which will allow users to monitor and manage food conditions.

> **Hygiena**, a Warburg Pincus portfolio company that offers rapid food safety and environmental sanitation testing, has opened a new facility for customers in Canada. The new division, which is based in Mississauga, Ont., is called Hygiena Canada Ltd.

> Mississauga, Ont.-based **CHAR Technologies Ltd.** has acquired Toronto-based **The ALTECH Group** to expand its offerings of cleantech environmental technologies. ALTECH provides environmental engineering solutions to industry in North America. CHAR currently produces SulfaCHAR, a bio-organic product, and CleanFyre, a new bio-coal product.

> After acquiring several natural colour companies, **Frutarmor** is now one of the top five suppliers of natural colours in the world. The company has experienced double-digit growth annually in the natural colourants sector.

> **Ardent Mills**, a supplier of flour and grains, has launched a new business unit called The Annex by Ardent Mills. The company says The Annex will provide food companies and foodservice operators with "next" grains (heirloom wheats and ancient grains) and unique plant-based ingredients.



QUEBEC CHEESE PROCESSOR EMBARKS ON EXPANSION PLAN

Saint-Antoine-de-Tilly, Que.-based Fromagerie Bergeron says it plans to invest \$20 million in its plant to expand and modernize. Agriculture and Agri-Food Canada is making a \$3.9-million investment to help the company install robotic equipment and automate its production lines.

Fromagerie Bergeron says the improvements will help the company market sliced, grated and different cheese sizes, and raise its cheese production capacity. It will also increase its demand for more milk from local dairy producers.



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An online tool for BC's food and beverage sector

In April, Langley, BC-based BC Food Processors Association (BCFPA) and the Nanaimo, BC-based Small Scale Food Processor Association launched BC Food Connection, an online business development tool.



photo: Jupiterimages/Getty Images

The tool, say the associations, will help “new and expanding BC food and beverage processors to locate manufacturing services with co-packers, commercial kitchens, and other complementary facilities.” Growing Forward 2, a federal-provincial-territorial initiative, also supported the creation of BC Food Connection.

Lana Popham, BC's Agriculture minister, says that the tool is about “making connections” and she encouraged the sector to make use of it. She adds that the provincial government “is committed to supporting the value-added food processing sector as part of our larger Grow BC, Feed BC, Buy BC mandate priorities, in order to develop our domestic food system and generate

PEOPLE ON THE MOVE



Swinkels

> **Lodewijk Swinkels** has joined Toronto-based Brunswick Bierworks as its new Brewmaster and head of Operations.

Swinkels was brewmaster at De Koningshoeven Brewery (La Trappe), where he won numerous international brewing awards and established La Trappe's world-renowned barrel aging program.



Meikle

Santos

> The Allergen Control Group, owners of the Gluten-Free Certification Program

(GFCP), has announced two new positions in its Toronto office. **Barry Meikle** is the new Technical Services coordinator, and **Natalie Santos** joins the team in a newly created business development capacity.

> Summerland, BC-based Okanagan Specialty Fruits Inc., creator of the non-browning Arctic apple, has promoted **Jenn Armen** to vice-president.

> **Lauren van den Berg** has joined Restaurants Canada as its new national vice-president of Government Affairs.



van den Berg



Bailey

> Vancouver-based Phivida Holdings Inc. has appointed **James Bailey** as its CEO.

Phivida is a public company that produces cannabidiol-infused functional foods, beverages and clinical health products.

> **André Jérôme** is now senior vice-president of Business Integration for Edmonton-based Aurora Cannabis Inc., a licensed producer of medical cannabis.

> Comax Flavors has expanded its team with two new hires. **Stacey Kelly** joins the company as senior Product Development Scientist; and **Lena McCarthy** joins as Regulatory specialist.

> AAK USA Inc., a New Jersey-based manufacturer of specialty vegetable fats and oils, has expanded its West Coast innovation team to include:

Dr. Vineet Jindal, Global Customer Innovation manager; **Steven Council**, Customer Innovation manager; **Rodolfo Nava**, Customer Innovation senior applications specialist; **Cecylia Szewczyk**, Customer Innovation senior applications specialist - Dairy; and **Benjamin Schwartz**, Customer Innovation application specialist.

economic activity and revenue in communities throughout our province.”

The BCFPA says it often had food and beverage companies calling to ask about how to scale their business, says James Donaldson, the association's CEO. The need to scale up, he adds “presents a great business opportunity for companies willing to co-pack that aren't running at full capacity.” The tool will help those businesses find each other.

Food and beverage companies can access BC Food Connection through

both association websites (www.bcfpa.ca and www.ssfpa.net). Users can also connect to it through the BC Ministry of Agriculture website.

According to the associations, “an easy-to-use, drop-down menu will guide users through the tool, helping them to identify the type of product, preferred packaging, minimum volumes and food safety requirements.” Co-packing and related companies can enter their details in the database at www.bcfoodconnection.ca.



MARKET COMMENTARY: The Pork Market

The last two times the pork market was devastated was 1998 and 2008. At the beginning of the year, everything was positive, even though U.S. and Canadian production was up. All the indicators were that domestic and export demand, especially from China, would be so strong that we could see record prices.

July 2018 lean hog futures made highs over \$85 for the first two weeks of January. China was expanding hog production on large farms in the Northeast, but closing down small farms and abattoirs around the cities for environmental reasons. Most people thought the two would offset each other. But, to date, the expansion has been greater than the contraction, producing supplies that dropped Chinese prices markedly, thereby reducing demand for imports.

Meanwhile, U.S. hog farmers maintained their continuous expansion since 2013/14 with another three-per-cent

increase reported in USDA's March 29 report. Meanwhile, beef feedlots increased numbers by 7.3 per cent. And, of course, part of the Chinese response to Trump's first volley of tariffs was to add 25 per cent to China's tariffs on U.S. pork imports.

Suddenly, eight is looking like an unlucky number! July futures are making new contract lows below \$74. While the expansion means good demand for corn (though China's 25-per-cent tariff increase on ethanol will curtail that too), hog margins will be royally squeezed. All those farm states who voted for Trump should be proud of his successful efforts to make China great again! 🍎

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 at (519) 841-1698.

MARKET HIGHLIGHTS

Weather concerns and changed expectations combined to take grain prices higher, while strong demand is keeping oil there, and crazy politics creates new uncertainties. Argentina's dry weather significantly reduced its grain production, shifting international demand to other suppliers. The largest beneficiary to date is Brazil, which appears to have a soybean crop that rivals last year's 114-million tonne record. Its second season crop appears to be well underway, with good rainfall. Trump's trade war fiasco ensures that the Chinese try to minimize their purchases from the U.S., and have now imposed tariffs on U.S. ethanol, pork and wine. To date this marketing year, U.S. exports of corn are down nine million tonnes, more than 25 per cent, while soybean and wheat exports are down by nearly six per cent and two million tonnes. USDA's March 29 reports underlined all the above, showing three per cent more hogs, and slightly higher than expected grain inventories at the end of the current crop year, but with fewer acres of both corn and soy planted in the U.S. this spring.

> **Corn:** USDA's report reversed a July market that had fallen to \$3.85 from new highs near \$4.05, and brought July back to the current \$3.97. The USDA report is mildly bullish, especially for new crop corn.

We suggested last month to either buy futures or buy hand-to-mouth below the \$3.82 (May) resistance and protect above it. If you bought futures we would watch this market closely — if it runs through \$4.05 hold the position, if it doesn't, then look for the next area to take profits. If you protected with Calls, hold them.

> **Wheat:** Chicago wheat's weather rally carried above \$5 before it rained, driving July down to strong support at \$4.68. Minneapolis is in free fall because USDA said that reduced corn and soybean acres will go into spring wheat. Chicago at the current price, or Minneapolis at \$5.75 may be good places to price. Your risk is that Trump's trade war and/or high U.S. yields may take the whole grain complex lower.

> **Soy oil:** Soy oil continued its downward slide with July bottoming at \$0.3165, pushed by rising supplies of palm oil and India's tariffs. Recent strong exports moved prices back up to the current \$0.323. The market shows signs of breaking out of the downtrend. We continue to suggest protecting above \$0.336.

> **Sugar:** Sugar prices keep falling with large crops in Thailand and India, now abetted by the removal of quotas and tariffs in the EU. July is at \$0.125 after working its way down from \$0.19 at the beginning of 2017. Long-term support is \$0.1013 from 2015. We still like buying hand-to-mouth and would move our protection down to \$0.14.

> **Natural gas:** May natural gas bottomed out in late February and again in late March at \$2.60 before rallying to \$2.83 on forecasts of unseasonable cold, which didn't happen, so the market moved back down to \$2.68. Stocks are relatively low. We continue to believe that the \$2.60 area is a good place for end users to lock in.

> **Crude oil:** After its 38-per-cent retracement, July Brent futures tested the old high of \$69.90 then dropped to \$67.29 currently. Traders are trying to assess whether OPEC's drop of 425,000 barrels per day production in Q1 will drive the market through the \$70 resistance level, or whether Trump's trade fiasco will slow down economies enough to reduce demand. We have long suggested that buyers of oil cover above \$60 until there is clear topping action under \$70. If profits are taken here, protect again above \$70.

> **Canadian dollar:** After a small rally and reaction, the June loonie is holding around \$0.78, trying to figure out what all the moves in Washington, Ottawa, Queen's Park and other provinces will cost our grandchildren after these politicians, thankfully, have left the stage. If your risk is a lower loonie, we continue to like a strategy of buying Puts with premiums less than three per cent of the strike price, preferably on the September contract. We would look at the \$0.77s now and hold any you bought when the loonie was higher.



Accounting & accountability — front-of-package labelling

Ron Wasik



Health Canada’s (HC) front-of-package (FOP) labelling initiative was launched on Oct. 24, 2016 as part of its Healthy Eating Strategy for Canada program. The initiative’s purpose is to introduce mandatory front-of-packaging labelling “for foods that are high in nutrients of public health concern, namely saturated fat, sugars and/or sodium.” The proposed FOP legislation was published in the *Canada Gazette, Part I* (CG1), on Feb. 10, 2018.

Nutrients of public health concern

In addition to mandatory labelling for foods high in saturated fats, sugars and sodium, the legislation incorporates numerous other initiatives. The details can be accessed at <http://gazette.gc.ca>

The justification to legislate the labelling of foods high in these ingredients is that excessive consumption of foods containing high amounts of these ingredients along with a sedentary life style contribute to and/or are associated with the diseases of concern. Compare this to the direct correlation of alcohol consumption with liver disease, smoking with cancer, as well as obesity with type 2 diabetes, heart disease and strokes.

Don’t get me wrong. I am in total agreement with HC that a diet of foods high in sodium, saturated fats and sugars is not good for you. Eating wisely is important. However, this legislation and the Healthy Eating Strategy program stop far short of what must be done to reduce obesity, heart disease, strokes, cancer and type 2 diabetes. So what could be done? Funding nutrition and physical education

programs in our schools will, in my opinion, pay faster and bigger dividends to the health and welfare of Canadians.

Cost-benefit analysis

The Treasury Board now requires that new legislation undergo a cost-benefit analysis to assess the costs of the new regulations as well as the potential benefits of the same. HC consulted extensively with stakeholders in carrying out this analysis for FOP labelling. It is estimated that in 10 years the total net benefit of this legislation will be \$2.36 billion after industry compliance costs of \$836.05 million are deducted from the forecast total healthcare savings of \$3.19 billion. This assumes an annual 1.5-per-cent improvement in health outcomes from those diagnosed with the diseases of concern. Please remember that aside from the ban on trans fats, the major focus of this legislation is on the FOP labelling.

Although we would all like to see a 1.5-per-cent annual improvement in health outcomes, 1.5 per cent could be optimistic for three reasons. Firstly, most people suffering from the conditions in question will already be following dietary advice from a healthcare professional and diligently monitoring their diet. Secondly, if they are not, will FOP labelling have any influence on these patients? Thirdly, countries that have introduced FOP labelling, whether compulsory (Chile in 2016, Ecuador in 2014, Mexico in 2014) or voluntarily (France in 2017, Britain in 2016, Australia/New Zealand in 2012), have not reported any health benefit outcomes. However, all

countries claim that their programs have had some effect on consumer food choices and have led to companies reformulating products to comply with the new guidelines.

Implementation & enforcement

Implementing and enforcing FOP regulations is the responsibility of the CFIA. These responsibilities will be incremental to the many new responsibilities that are sure to come out of the *Safe Foods for Canadians Act* (SFCA) and also from the CFIA Modernization and Food Labelling Modernization initiatives. The foreign supplier verification program is something Canadian food processors are hoping the CFIA will aggressively pursue. Whether the Agency will receive the necessary funding and people to do all that it will be called upon to do is an open question.

I applaud HC’s efforts to consult with stakeholders prior to the publication of CG1, and subsequently the Healthy Eating Strategy and the FOP legislation have well-intentioned outcomes. No one would argue against improving consumer dietary knowledge. Sustaining the well-being of all Canadians is something we all want, however, the contribution by FOP labelling will be small when compared to the benefits of long-term funding of nutrition and physical education programs in our schools. ●

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Grocery store: The untold story

Ron Doering



a family's biggest expense, after housing and transportation, is groceries, at about 10 per cent of income. Canadians spend about \$100 billion annually at our roughly 3,000 grocery stores. Almost no one, no family, fails to go to a grocery store each week. Yet most people know almost nothing about how these stores operate or where the food they sell comes from. And, remarkably, almost nothing has been written about them.

Enter Michael Ruhlman to fill this gap in the United States. In his latest book *Grocery: The Buying and Selling of Food in America* (Abrams Press, 2017), Ruhlman takes the reader along a fascinating journey from the front door of your local store through the centre aisles (what he calls a food desert) and around the perimeter, stopping at each of the nine departments in a typical supermarket.

Ruhlman's book is particularly good in the early chapters on the colourful history of grocery stores. He describes how, at the beginning of the 20th century, the local general store sold about 200 products but by the end of the century the typical supermarket had over 40,000 individual items or SKUs (stock keeping units), each with its own unique bar code.

Ruhlman is an excellent story teller. For example, he tells the story of George Gilman who started selling tea in the 1860s, grandly calling his company The Great American Tea Company and later, with the advent of transcontinental railways, re-naming it Great Atlantic and Pacific Tea Company. Taking over the company in 1871, young George Hartford

saw the opportunity created by the great Chicago fire and opened the first A&P store there, expanding into other food products. By the 1880s there were 150 stores, and by the 1920s it owned 16,000 grocery stores, 70 factories and more than 100 warehouses, opening seven stores a day in America. Not only was A&P the biggest food retailer in the world, it was the world's biggest retailer of any kind. A&P pioneered a familiar strategy: taking advantage of their enormous purchasing power and centralized warehouse systems, they battled unions, pressed suppliers to lower prices, created private brands (A&P Baking Soda was the first "private brand"), cut out the middleman and created volume. Following the death of George Hartford, the company made a series of strategic blunders and failed to respond to the changing nature of the industry. A&P declared bankruptcy and closed its last store in 2015, making it a cautionary tale for today's supermarket chains.

The Walmart story is equally fascinating. While the company didn't start to sell food until 1988, it's now the world's biggest grocer, its grocery revenue alone bigger than the gross sales of General Motors and AT&T.

Ruhlman also provides interesting insights on the factors that led to the growth of the self-service supermarket. These days we think of innovation as something high tech. The three revolutionary inventions that enabled the development of supermarkets were the tin can, the accidental discovery of the cardboard box (a paper bag machine

jammed) and in 1937 the invention by Sylvan Goldman of the lowly grocery shopping cart (Goldman patented an improvement in 1947 — the shopping cart with the fold down child seat).

Unfortunately Ruhlman, the excellent story teller, is not so good at serious journalism. His treatment of current public policy issues is wholly lacking in balance, analysis or scholarly rigour. Relying continuously on such well known critics of the food industry as Eric Schlosser, Marion Nestle and Michael Pollan, he never misses an opportunity to rant against Big Food, breakfast cereals, food that isn't organic, processed food, and GMOs...you get the picture. His evidence is mostly anecdotal, failing to recognize that the plural of anecdote isn't data. His snarky style is often over the top and leads to such outrageously wrong statements as "Canola stands for Canadian oil association — that's not food."

Grocery is a missed opportunity. There is so much more to tell, so many more secrets to be revealed about your local supermarket. The real story of A&P to Amazon is still yet to be told. 🍎

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The future of nutrient content claims

Gary Gnirss



To understand how nutrient content claims for foods in Canada will be governed in the future, we need to understand a few significant underpinnings. The biggest one relates to the general prohibition in making nutrient content claims altogether. This is expressed in the *Federal Food and Drug Regulations* (FDR). The FDR first sets up the prohibition by stating “No person shall on the label of or in any advertisement for a food, make a representation, express or implied, that characterizes the energy value of the food or the amount of a nutrient contained in the food.” Contrary to what some believe, manufacturers may not make up their own claims. Health Canada (HC) is firmly in the driver seat here. Instead, the smorgasbord of available nutrient content claims is meant to encourage food choices within a broader nutrition policy.

In general there are five types of basic claims. These include general nutrient content claims like “source of omega-3 polyunsaturates,” nutrient content statements like “four-grams fibre per 85-g serving,” vitamin and mineral claims like “excellent source of vitamin C,” protein claims like “made with soy protein,” and special dietary purpose statements like “diet” or those that recommend a food may be suitable for energy or sodium-restricted diets. All these claims are codified in the FDR.

Nutrient content claims have been part of Canadian food regulations for decades. A more formal and directly prohibitive approach to governing nutrient content claims came into being in 2002, alongside mandatory nutrition labelling.

That more formal structure also introduced a higher degree of prescription, meaning that there are detailed rules on the requirements of such claims and how they are to be presented on a label. Certain claims must be worded exactly as noted in the FDR. Light and other types of comparative nutrient claims are particularly complex. Unlike the U.S., however, Canada does not require quantitative statements comparing the amount of the nutrient in a serving of the food to that in the reference food, nor does it require disclosure statements when threshold levels of fat, saturated fat, sodium or cholesterol are exceeded. Canada also does not limit the size of nutrient content claims in relationship to the height of the name of a food.

In the Feb. 10, 2018 *Canada Gazette I*, proposed regulations featuring front-of-packaging (FOP) nutrition symbols reveal how HC sees the future of nutrient content claims. We can expect even more prescription. Even before these most recent proposed amendments, we already had a taste of things to come. The final regulations that modernized Canadian ingredient and nutrition labelling (published in *Canada Gazette II* on Dec. 14, 2016) provide some additional relief from nutrition labelling on smaller packages. Under certain conditions a food package with less than 100 sq. cm of available display surface may include the manufacturer’s toll-free telephone number or address in lieu of a nutrition facts table.

As noted already, current nutrient content claims are codified in the FDR. HC is planning on at least repealing the general nutrient content claims currently

found in a table to section B.01.513-FDR, and incorporate a new table, “Table of Permitted Nutrient Content Statements and Claims,” by reference (IbR) in the FDR. IbR would enable HC to more efficiently amend such claims in response to evolving science. The table would also include a revised claim for sugar-free that under the current FDR requires the food to also be energy free, to one where the food must be low in energy. A new low-in-sugar claim would also be introduced, and unsweetened and no-added-sugar claims would be linked to the new definition of sugars-based ingredients.

Proposed mandatory FOPs nutrition symbols for sodium, saturated fat and sugar are one of the newest concepts concerning nutrient content claims. Where food is required to bear such FOPS, nutrient content claims would be prohibited within the 35-per-cent zone of such symbols. In addition, where claims are made on the 65-per-cent zone of the principal display panel, the height of the lettering is tightly controlled. What this means is that nutrient content claims will become even more “prescribed.” Keep in mind these are currently proposed regulations, which if finalized will provide for a transition period until Dec. 14, 2022. With all the new prescription in Canadian food labelling modernization, 2022 does not seem so far away. 🍎

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Dairy *delights*

Functional ingredients,
international flare
and higher fat
content headline
dairy product
trends for 2018

— By Treena Hein —



If you ask yourself what category of food products provides it all — nutritious indulgence, lots of protein, convenience, new flavours and eating experiences — the answer is easily dairy. Canadian dairy companies have been releasing innovative and healthy products for years, and that shows no sign of stopping.

In a September 2017 dairy trends update for Canada, Euromonitor reports that “clean label” is a must in all food product sectors, including dairy. Andrea Genereaux, Public Affairs manager for the Dairy Processors Association of Canada (DPAC), agrees, noting that as a minimally processed food, dairy is faring “quite well” with the clean label trend. ↪



Laiterie Chalifoux, a premium yogurt and fresh cheese company based in Varennes, Que., has risen with the clean label tide and now offers seven flavours of non-fat Greek yogurt with 40-per-cent less sugar, and without artificial sweeteners or flavours. Brand manager Kathleen Hébert explains that “given the success of our Greek yogurt...we are revising recipes among our other current products to try to reduce sugar content. People are becoming more and more mindful about the added sugars they consume on a daily basis.”

Beyond clean label, Genereaux notes increased consumer interest in functional dairy foods, and that a number of processors have recently expanded lactose-free product lines. One dairy product now available in Canada which combines both these trends is Fairlife Core Power high-protein milkshake. Fairlife was started in 1994 by a group of U.S. dairy farmers that entered into a distribution partnership with Coca-Cola in 2012. The company’s flagship product, Fairlife filtered lactose-free milk, has 50 per cent more protein, 30 per cent more calcium and half the sugars typically found in conventional milk. It comes in one- and two-per-cent milk fat and chocolate flavours, as well as three varieties with DHA. Fairlife “Smart MilkShakes” have added antioxidants and pre-biotic fibre in three flavours, and Core Power high-protein

milkshakes are available in six flavours. “We continue to experience growth,” says spokesperson Anders Porter.

Agropur also offers lactose-free products in its Natrel line, as well as other products which reflect current “key functional trends,” according to Sophie Deschamps, Marketing director of Innovation, Insights and Operations. These include complete protein (for example, iögo yogurt, Allegro cheese and Olympic Greek yogurt), and added calcium (Natrel offers 35 per cent more calcium milk with added vitamin A and D3).

More fat, more flavour

Although some consumers don’t consider higher-fat products to be healthy, many in Canada view dairy fat to be natural and nutritious. While low-fat items like sour cream and yogurt are still in demand, Genereaux notes that “the thinking around fat has changed significantly in the past few years in light of new scientific evidence.” At the industry level, Deschamps believes fuller-fat dairy products are more popular nowadays because “saturated fats are not perceived as bad as previously thought.”

According to DPAC, production of milk in Canada between 2015 and 2017 increased by 15 per cent thanks to the increase in demand for milk butterfat. Ashlee Smith, assistant director of Communications at Dairy Farmers of Canada, adds that “demand for butterfat from the farm level was 7.2 per cent more in 2017 over 2016, and in 2016, 3.7 per cent over the previous year, to fill the increased demand for 3.25-per-cent milk, fuller-fat yogurt, cheese and butter.” Agropur’s newest fuller-fat product is its rich and thick KREMA line of Balkan-style yogurt. Gay Lea began offering a sour cream with 18-per-cent fat called GOLD a couple of years ago, along with Stirling Churn 84 Butter, which has a higher fat content than other major butters in the market.

Fuller-fat products are about indulgence and flavour, but companies like Laiterie Chalifoux are managing to provide dessert-like indulgence with French-style fresh cheese products (such as its Riviera Parfait Collection) that contain only 2.8-per-cent fat. Dessert-style dairy treats, such as lemon mousse or apple pie flavour yogurt, have been expanding beyond ice cream for some time. ➔



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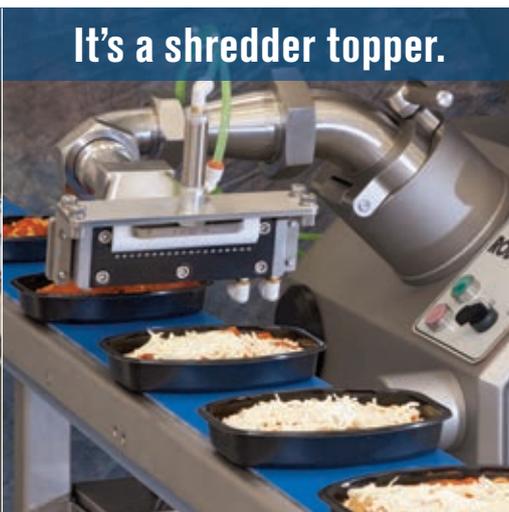
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In its Parfait Collection, Laiterie Chalifoux integrates vanilla or flavoured fresh cheese with caramel, chocolate or semi-candied fruit coulis, such as mango/passion fruit or strawberry/Chantilly cream.

Hot & spicy

Added spice is another trend making an impact in the dairy sector, especially in cheese. Now, almost every cheese company in Canada, big and small, makes a spicy product. Two of these countless examples are Ontario-based Bright Brand's Havarti with Hot Pepper, and BC-based Natural Pastures' Pacific Pepper Verdelait. DPAC isn't sure if spicy dairy products represent a true long-term trend, but Genereaux is certain "that dairy processors are continuously looking for new and innovative products to meet changing customer demands."

At the same time, alternatives to milk, cheese, butter, ice cream and more are growing in popularity. For example, according to Euromonitor, 2017 ended with an eight-per-cent retail volume growth in milk alternatives in Canada, with total sales of \$398 million last year. "However, products included within the category present opposing trends," the firm reports. "On the one hand...soy milk accounted for a 37-per-cent value share of milk alternatives in 2017, compared to 42 per cent in 2016. On the other hand, other milk alternatives continued to grow at a rapid pace...Almond and cashew milk, for example, are increasingly popular."

Dairy innovation

One last exciting new dairy category is ethnic products. Nanak Foods of Surrey BC, which calls itself "the largest and most innovative Indian dairy in



photo: Galina Zhigalova/Getty Images



Open innovation has now become a proven, well-established method of shortening development times.

North America," sells paneer fresh cheese and more at Costco, Loblaws and many other retail outlets across Canada, as well as exporting its products to more than 20 countries, including Australia, Singapore and Germany. Nanak's paneer comes in fresh form, in frozen fried cubes and in several frozen appetizer products, including Pakora (fried paneer chunks in a chickpea flour batter) and Paneer Poppers (breaded paneer that was marinated in a spicy mint sauce). It also sells Dahi, Indian-style yogurt; Khoa, a concentrated milk; and Badam, flavoured milk with almonds. Its newest offering, a yogurt drink called Lassi, was recently launched in sweet, salty, mango, blueberry and pineapple flavours.

As the dairy industry evolves to meet changing consumer demands, new strategies to ensure innovation continues are emerging. Agropur is perhaps the best example. In 2016, it abandoned the traditional model of coming up with new products internally. Instead, its annual Inno Challenge invites potential partners in any country to submit innovative ideas for technologies, ingredients or finished products (within or outside dairy), and winners receive support to bring their concepts to market under the Agropur umbrella. "Open innovation has now become a proven, well-established method of shortening development times," states Agropur, "by outsourcing the development of disruptive ideas and solutions to creative thinkers from around the world." With strategies like this in place, dairy products are sure to maintain a starring role in the Canadian diet. 🍓



photo: a.namenko/Getty Images



Why we knead sourdough

Deanna Rosolen



yeast, you speed up the fermentation process tremendously,” notes de Smedt. “And you remove a lot of flavour and texture. You can do so much better with sourdough starter.”

A treasure trove

Not only does the library house the sourdough starters — there are 105 so far — it also stores the unique microorganisms found within them. De Smedt explains that the library works with universities to isolate the microorganisms and then store them in a freezer at -80°C. The library has about 900 different microorganisms.

It also has some remarkable samples of starters. Two of the oldest include one from Japan from 1875, and another from Switzerland from 1886, which comes directly from the bakery that was established at the same time. In some cases, the dates are best guesses, as none of the samples arrive with proof.

There are also some interesting variations of starter, as not all bakers stick to just flour and water. Some add grapes, strawberries, fennel and licorice. According to De Smedt, there’s a sourdough starter from Mexico that includes beer, lime and eggs, and one from Japan made from cooked rice.

Another treasure will be on its way from Canada in May. De Smedt is heading to Whitehorse to meet Ione Christensen, Whitehorse’s first female mayor and a former Yukon senator. Christensen has a sourdough starter from her great-grandfather that dates back to the 1890s and the Klondike Gold Rush. 🍷

Toronto’s Blackbird Baking Co. is now part of a prestigious group. Let’s call it a culture. The bakery’s sourdough culture, or starter, is the first Canadian sample to be inducted into the Puratos Sourdough Library in St. Vith, Belgium. The library is the brainchild of Belgium-based Puratos, a company that supplies the bakery, patisserie and chocolate sectors.

According to Mississauga, Ont.-based Puratos Canada, this means a sample of Blackbird’s sourdough starter is now housed in the library in a glass jar at 4°C. Library staff refresh the starter regularly with ingredients sent by Blackbird Baking.

Karl de Smedt is the Communication and Training manager for the Flavours and Specialty Ingredients unit at Puratos in Belgium. He’s also the sourdough librarian. De Smedt explains that through the library, which launched in 2013, Puratos is trying to safeguard the world’s sourdough starters, especially those that are disappearing or could disappear, and the microorganisms

that reside in them. “We compare [the library] to the seed bank, the Svalbard Global Seed Vault on Spitsbergen,” he says. “If bakers stopped making their sourdough starters, they’re then lost, and we want to prevent that.”

It’s also an insurance of sorts for bakeries and bakers. If anything were to go wrong with their starters, they’ll always have their sample at the library.

What’s so special about sourdough starter?

Sourdough starters are a way of producing bread that goes back at least 5,000 years. Commercial yeast, says de Smedt, only arrived on the scene 150 years ago. He compares the discovery of yeast at that time to other “disruptive technologies” today — those that transform life, business and economies — such as Uber and Airbnb.

Using sourdough starter is a slow, artisanal way of making bread. “The most important ingredient in bread or baked goods is time. By using commercial



Butter up

Daniel Scholes



Some might characterize butter as having the ultimate supporting role as the illustrious sidekick of every meal. Butter is one of the most versatile staples and one of the simplest packaged commodities in the dairy case. And it's still made with the same basic ingredients as it always has.

Butter dates back about 10,000 years, and as legend has it was discovered by accident among the hills of ancient Africa when a thirsty traveller went for a sip of milk from his sheepskin bag and found that it had curdled from the constant jostling of the journey. Romans were known to use butter for cosmetic and healing purposes, while in some ancient civilizations, milk's "magical" transformation into butter gave it a mysterious, supernatural quality.

The bulk of butter consumed in Canada falls into the churned and salted category. Packaged butters vary in fat content, but all must contain at least 80-per-cent fat. European-style butters (generally marketed as premium in Canada) have 82- to 84-per-cent fat. Bakers will typically aim for higher butter fat content for a more pronounced flavour and flakier texture.

We recently looked at four brands of salted butter to find out if they share similar product profiles, or whether any stand out as the better butter. We asked 50 females between the ages of 25 and 54 from the Greater Toronto Area to evaluate four brands of salted butter. Each 10-g sample of butter was served at room temperature with a half slice of white bread, and participants were asked to evaluate their appearance, flavour,

texture and spreadability. Two brands were marketed as regular butter, while two carried more premium positioning.

Among our taste testers, close to 90 per cent claimed to be regular purchasers of both margarine and butter, with butter accounting for an average of 55 per cent of their cumulative last 10 purchases. When probed on their main reasons for buying butter over margarine, most said it was because it tastes better, or that it's better for cooking and baking.

Better butters

All four products looked the same, with no significant differences in appearance or shininess. There were a few perceivable differences in the flavour and textural profiles, and three of the four butter brands emerged with significantly higher liking scores, purchase intent, and better quality. These butters boasted similarly high scores for overall liking and naturalness of taste, and they all had the optimal strength of flavour, sweetness and creaminess. Between these three brands, two were practically identical, while one had a slightly darker colour, saltier flavour, and was slightly less spreadable.

One brand of butter stood apart in our test, with 40 per cent of all participants identifying it as "liked least." It did not achieve most standard performance hurdles and scored significantly lower for overall liking, quality and purchase intent. Diagnostically, there were a few differences in the sensory profile of this butter which help to explain its underwhelming performance: it had the firmest texture (62 per cent said it was

not easy to spread), it was perceived as not creamy or salty enough, and it was the most polarized on strength of overall flavour. Notably, this was also one of the premium-positioned brands.

Better taste

Decisions in the dairy case are typically quick, and price is certainly a big driver of choice. Nearly half of our testers said they are not loyal to any specific butter brand, and most will purchase the brand on sale. Among the other half who admit to some degree of brand loyalty, most said it was a matter of taste. In fact, despite the perceived homogeneity of this product category, 75 per cent of participants said that some butter brands taste better than others.

There are growing niche opportunities to be found in the dairy case. Consumers now often have multiple butter brands in their repertoire, and while value may be a key purchase driver on one shopping excursion, the next one may be driven by a desire to splurge on a specialty item. Consumers may be willing to pay more for premium options — whether organic, cultured, churned, natural or whipped — but it may take a while for them to truly understand and articulate what actually makes a butter better. 🍯

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



The 2018 Leadership Awards

Once again, it is our pleasure to partner with *Food in Canada* in sponsoring the Industry Leadership Awards. The companies that have been honoured this year are great examples of industry leaders who have made a significant contribution to food and beverage, and are well deserving of the recognition. Their achievements are a credit to their management, employees and ownership. We are very proud to have the opportunity to recognize them this year.

As is the case for food and beverage consumers around the world, consumers here in Canada are raising their game when making their food and beverage choices as they continue to look for higher value and improved quality. Producers must provide products that retailers believe will satisfy these demands, so it's critical that they understand the end consumers' needs and invest in new markets and offerings to meet them. These higher consumer demands also create opportunities for producers to positively impact their communities and markets by producing healthy products in an environmentally friendly way.

When we consider this year's award recipients, it is very clear that these Canadian producers understand where their industries and markets are evolving and trending. Whether it is new sustainability processes and products, leading-edge marketing and product development, or wellness initiatives that significantly enhance the healthy choices available to consumers, the companies we are recognizing this year are setting a very high bar. Their efforts are also producing impressive financial results, as many of them are experiencing significant growth and are expecting these positive results to continue well into the future.

On a broader basis, these companies provide us with inspirational examples of the ability of Canadian producers to meet the significant challenges that businesses of all shapes and sizes face in today's world, while also demonstrating the strength of the Canadian food and beverage industry. As a firm dedicated to serving this industry here in Canada, and around the globe, we feel very privileged to introduce you to these 2018 food and beverage leaders.

James Menzies, National Manufacturing Leader
Grant Thornton LLP www.GrantThornton.ca/Manufacturing





Nina and
Otari Kobalia

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COOKIES, ENERGY BARS,
ORGANIC SINGLE
BARS AND ORGANIC
VEGAN SPREAD

photo: Don Young Photography

Glutenull | RISING STAR AWARD | *By Deanna Rosolen*

Otari Kobalia, like many newcomers to Canada, came from his native country of Georgia with a family and little English. Back home he was a mathematician and taught at the university, but it was difficult starting over in Canada during the late 1990s.

Kobalia says he had made some changes in his life and returned to them in Canada — meditation, yoga and food, specifically baking. Baking, he says, “was a kind of salvation for me.” He didn’t have a background in baking, but that didn’t stop him from launching European Breads Bakery in 2001 in Vancouver, to great success. Local reviews and the support of the community gave Kobalia inspiration and courage to keep at it, says his daughter Nina.

Around 2007, Kobalia began to hear about gluten-free. He also received a request from a customer who asked if Kobalia could make a gluten-free bread for his son, piquing Kobalia’s curiosity. The first gluten-free bread the baker

made was a buckwheat bread, and says Kobalia, it was “as strong as a rock. But people liked it.”

By April 2011, the bakery went completely gluten free. “I thought OK, let me start this gluten-free bakery because it could be really something important for people and important for me to create a really healthy product,” says Kobalia. After selling European Breads Bakery, Kobalia launched Glutenull, a gluten-free, vegan, organic, yeast-free, non-GMO certified bakery.

Nina joined the company in 2017, and today the pair oversee a thriving business. The company just expanded its facility, has 14 employees and produces 25 different gluten-free products. Glutenull also produces a low-carbohydrate cookie that it sells in The Low Carb Grocery, and is coming out with a line of macha cookies.

According to Kobalia, part of the company’s success has been its unique

recipes, some based on Georgian recipes passed down through generations, such as gozinaki and churchkhela, with the same taste in a healthier form. Their breads are also unique in that they don’t use yeast — or the ingredients that help mimic the missing yeast and gluten. As Kobalia explains, to create a yeast-free product other manufacturers will add sugar, milk or eggs (or all three) into their gluten-free products to create the characteristics of gluten. Glutenull also doesn’t add refined sugar, but uses coconut sugar or agave syrup.

Nina says her dream is to see Glutenull grow and expand its reach even further. The company has grown its sales 40 per cent year over year, and recently signed on with a distributor to help with expansion on the East Coast, and another distributor to help them expand into the U.S. “We’re expanding quite quickly, thanks to Otari and all his hard work in the beginning,” she says. 🍓



Ian Adamson and Michael Curry

Greenbelt Microgreens

By Deanna Rosolen

photos: Cathy Longo

Ian Adamson was in the greenhouse business long before he started experimenting with microgreens — smaller, more nutrient-dense versions of mature plants. He had been growing potted plants, herbs and some vegetables, and by 2004 Adamson felt confident enough with his crop of microgreens to start selling them.

Michael Curry, who today is vice-president at Greenbelt Microgreens, had been tracking what Adamson was up to. Curry worked in a private equity business that invested in sustainable agriculture and healthy food companies. He says he came across Greenbelt Microgreens about nine years ago, and in 2016 he invested in the company to help it buy a larger greenhouse near Hamilton, Ont. And while Adamson had his microgreens in 125 independent retailers and Whole Foods, Curry took on the role of getting the products into Loblaws, Longos and Sobeys.

The new 3.5-acre greenhouse (the

previous was one acre) has undergone several changes over the last two years. “We’ve invested millions of dollars into it,” says Curry, including “putting on a new Acrylite roof...which has been amazing for our yield improvement and our crop cycle.” He adds that they put in LED lights to supplement for those periods of low sunlight during the year, and Curry explains that the LED lights ensure “the crop cycle continues throughout the year.” The company also installed 21 automated watering booms, an automated seeding line, and harvesting technology that Curry says “uses a bandsaw blade or reciprocating scissors for the finer microgreens.”

This automation has helped the company increase the shelf life of its microgreens. Another point of success is the fact that the microgreens are grown in soil, which Curry says is “really the key to this business; growing in soil makes for a much stronger, healthier plant that is much more nutrient dense.”



The shelf life of their microgreens has increased to 13 days, from five to seven days. According to Curry, “most microgreen growers are on farms, small operations growing in soil, but they wouldn’t have the automation. The shelf life they’re getting wouldn’t be as long as ours. Or with hydroponics, where it’s water-based, you wouldn’t get the longer shelf life.”

The investments have certainly paid off. Curry says the company has grown 150 per cent from 2016 to 2017, and they expect to grow 80 per cent this year. They’ve also recently expanded through a partnership with a greenhouse in BC, where the company’s approach to growing microgreens has been replicated. In turn, the greenhouse has started selling to grocery chains in BC under the Greenbelt Microgreens brand. According to Curry, it’s a model they’re taking to New York State, and they’re in talks with greenhouses in Georgia and Florida. There’s even been interest from greenhouses in Mexico, Europe and India. 🍎

FOUNDED: 2004

HEADQUARTERS:
LYNDEN, ONT.

PRODUCTS:
MICROGREENS, MICROGREEN SALADS

Greenhouse Juice Company ULC

By Deanna Rosolen



(L-R) Emma Knight, Anthony Green and Hana James

Emma Knight, Anthony Green and Hana James, the founders of Greenhouse Juice Company, launched the cold-pressed juice company on a cold day in the middle of a Toronto winter.

The event was taking place out at their 300-sq.-ft. shop, and with word “cold” right in the name of their product, the founders weren’t really sure how many consumers were going to show up.

In spite of the cold, and much to their surprise, says Knight, they sold out of products in an hour. This was after a long night of hand-pressing all the fruit and vegetables into glass bottles themselves. “Our community turned out in record numbers,” says Knight. “It was word of mouth, and Instagram was just taking off and our glass bottles are quite photogenic. There was a market in Toronto that was ready for a product of this nature.”

The city was so ready that the company also sold out of product on the second and third day, and says Knight, they were

looking for a bigger production facility “pretty quickly.” Today Greenhouse Juice operates out of a 35,000-sq.-ft. facility in Mississauga, Ont. with its head office in downtown Toronto. The company has grown sales each year they’ve been in operation, and today they have 16 stores throughout the Greater Toronto Area (GTA), a GTA-wide direct-to-consumer delivery service, and a network of wholesale and foodservice partners across the province.

The team has also been busy developing a Light Filtration technology, which it launched last fall, that will give its products six times their current shelf life without affecting taste and nutrition, thereby allowing the company to further distribution. Knight says the company will expand across Ontario and into Quebec in coming months, with cross-country coverage by the end of 2018, and entry into the U.S. in 2019. The technology uses light (cold UV-C rays

of 254-nanometer wavelength) and advanced fluid dynamics to dramatically reduce microbiological load and stop microorganisms from multiplying.

Referring to it as Greenhouse 2.0, Knight says the first products using the new technology included a new generation of cold-pressed juices, Probiotic Hydrators and Probiotic Tonics. The company has also just introduced an organic booster line — potent and concentrated shots — and will be offering a line of high-protein, satiating shakes.

Greenhouse Juice also has a mandate to make its products more accessible, something that has meant looking for operating efficiencies and using those savings to lower the cost of the beverages. “Over the last couple of years we appreciate that need to be more accessible,” says Knight. “We’ve been striving for efficiency that will allow us to reduce our price point and increase our geographical reach. It’s just a persistent pursuit to find a better way of doing things.” ●

FOUNDED: 2014

HEADQUARTERS:
TORONTO, ONT.

PRODUCTS:
COLD-PRESSED JUICES,
PROBIOTIC TONICS, PROBIOTIC
HYDRATORS, BOOSTERS, NUT
MILKS, AND SHAKES

Siwin Foods Ltd.

By Carolyn Cooper



FOUNDED: 2005

HEADQUARTERS:
EDMONTON, ALTA.

PRODUCTS:
POTSTICKERS,
DUMPLINGS, MEAT AND
SAUSAGE PRODUCTS

Gord DeJong

photos: Siwin Foods

Being in the heart of meat country is definitely an advantage when you're launching a food company. In fact, it was "the abundance of high-quality meat products" in Alberta that prompted the launch of Siwin Foods in Edmonton, says vice-president Gord DeJong. "We believed that it only made sense to add value to these products right here where they're raised."

Siwin's journey began in 2005 when it became the first tenant of the Leduc, Alta. Food Processing Development Centre (FPDC), with the aim of joining its emerging Agrivalve Processing Business Incubator initiative. Siwin Foods — whose parent company is in China — worked with the FPDC to redevelop traditional Asian recipes to better suit Canadian tastes and health demands, including removing MSG and lowering fat, sodium and sugar levels. The company also focused on sourcing all of its ingredients and materials locally, and remaining loyal to its suppliers, "providing maximum benefit to the local community with least impact to the environment," says DeJong.

"What makes our product stand out

the most is the flavour," says DeJong. "The other thing is the value. With a focus on high-quality products with exceptional flavours, the Siwin brand became popular rather quickly," he recalls, noting that Siwin's products soon displaced imported products in the same category. This strong following allowed the company to expand its domestic reach and its lineup. Starting with sausages, dumplings and potstickers, Siwin now also offers naturally smoked Ring Sausages, Smokies, Asian Sausages, Filipino Longanisa and Tosino Sausages, and Stir Fry Sizzlers — marinated meats that allow home cooks to prepare Asian recipes in minutes.

The past four years has seen tremendous growth for Siwin Foods, which has expanded from fewer than 20 employees to more than 80. In 2014 Siwin opened a federally inspected, state-of-the-art processing plant, allowing it to expand processing capacity and product lines, and designed so that its production space can eventually be doubled and throughput tripled. "We're willing to invest in the future," explains DeJong. "So we really wanted a facility that



would promote food safety, and have the efficiency needed in order to be competitive in this marketplace, to have world-class audits done, and be able to export into different parts of the world."

Siwin's products are now found coast-to-coast through major retailers, and this January it hit another milestone when it began exporting sausages to Japan. "Canadian products are viewed as quality products," says DeJong, adding that the company is also hoping to enter the Chinese market. "Our target in China will be consumers with disposable income who prefer to buy products that are imported into the country vs. homegrown. So that's an opportunity for us." 🍎

FOUNDED: 1940

HEADQUARTERS:
THORNLOE, ONT.

PRODUCTS:
CHEDDAR, CURDS,
BUTTER AND HANDMADE
ARTISANAL CHEESE
USING LOCAL MILK

Pam Hamel, brand ambassador for Thornloe Cheese, and farmer Steve Runnalls with his grass-fed herd.

Thornloe Cheese Inc.

COMMUNITY & INDUSTRY LEADERSHIP AWARD | *By Carolyn Cooper*

Since 1940, Thornloe Cheese has been making cheese from the high-quality milk produced in Ontario's Temiskaming agricultural region. But it wasn't until the impending closure of the processing plant in 2006 that the cheesemaker really came into its own as the "Pride of the North."

Faced with the loss of the facility, a group of area farmers and Gencor — a farmer-owned genetics company (now called EastGen) — purchased Thornloe Cheese in 2007. After upgrading the facility to improve efficiency and save water and energy, the company set out to diversify its portfolio of Cheddar and curds to include artisanal and fine cheeses inspired by the region's heritage. As a result, Thornloe dramatically improved its financial performance and sales, and is now one of the largest milk processors in Northern Ontario. As a vital part of the area's economy, Thornloe supports 44 local dairy operations, and processes more than three million litres of milk annually.

A key reason for Thornloe's success is its award-winning Cheddars and specialty cheeses. "The heritage cheeses celebrate the local landscape and the farming community that has existed since the turn of the 20th century in

Temiskaming," says brand ambassador Pam Hamel. "A mandate for the company is to create new products and name them as part of the terroir." In 2017 the company's prizewinning Devil's Rock Creamy Blue Cheese — inspired in name and shape by the region's iconic Devil's Rock cliff formation — was one of three cheeses chosen by the Dairy Farmers of Canada to commemorate the country's 150th anniversary.

Last year Thornloe also launched Canada's first Dairy Farmers of Ontario-verified domestic line of grass-fed cheese after working with local farmers to develop a grass-fed production system. As well as having proven nutritional benefits, Hamel says grass-fed cheese is "richer and creamier, and the colour tones can change throughout the season. The taste can have clover notes to it, and a little bit goes a long way."

Thornloe expects to sell more than 100,000 kg of its premium grass-fed mozzarella and mild and medium Cheddars each year, in addition to its conventional cheeses. "Canadians are looking for healthier, authentic, traceable, product," says Hamel, noting that the grass-fed products have seen significant interest from retailers. The company also



recently launched Temiskaming Valley grass-fed butter, with plans to produce over 100,000 kg annually using an additional 2.73 million litres of milk from Northern Ontario producers.

In the past three years Thornloe Cheese has nearly tripled its sales outside of Northern Ontario, and now retails across Canada, as well as selling to wholesale and foodservice customers. New products that recognize the region are also on the horizon. "The community has done so much for Thornloe, so how could we not do something for it in return?" says business administrator Lace Laframboise. "So we continue to acknowledge the local agricultural area and support the farmers as much as possible." 🍎



Beauty from the **Inside Out**

**It's time for nutricosmetics to shine,
as consumers take a more holistic
approach to health and beauty**

—By Rebecca Harris —

topical creams have long been part of beauty regimens, but consumers are now finding the fountain of youth in an ingestible form. A fast-growing category, nutricosmetics are designed to deliver health and beauty benefits through supplements and drinks that contain biologically active ingredients.

According to Albany, New York-based Transparency Market Research, the global nutricosmetics market will reach US\$7.93 billion by 2025, increasing from US\$5.13 billion in 2016, at a CAGR of five per cent between 2017 and 2025. While Europe has the largest share of the market, followed by Asia-Pacific, North America is expected to be the fastest-growing market, with a CAGR of 6.4 per cent between 2017 and 2025. In terms of product type, supplements stood as the leading product type segment in 2016 and are estimated to retain the top position, with 54.1 per cent of the market by the end of 2025. ➔



photo: Skabarcat/Getty Images

A report from Transparency Market Research says that growing consumer awareness for natural products is the foremost factor propelling the nutricosmetics market. “Savvy consumers are shifting towards natural products with the increasing awareness about health hazards of chemical-laden synthetic cosmetics,” the report states. In addition, growing popularity among the elderly population is having a positive impact on growth. “This population base is increasingly shifting from synthetic products to natural products for health reasons and to stay healthy and look young.”

The move towards more holistic lifestyles also plays a big part. “There is a growing sense of awareness for the wholeness of wellbeing,” says Golan Raz, head of Global Health division at Orange, NJ-based Lycored Corp., which specializes in the research and development of wellness products. “More and more individuals realize that wellness — beauty included — isn’t just about one thing they do. It is not only about exercise, diet or topical products,” says Raz. “It is the combination of multiple areas of awareness that drives a positive effect. Naturally, nutricosmetics is being seen as a part of healthy diet and directly connected to that realization.”

A holistic approach is what guides Toronto-based Miyu Beauty, which pairs beauty-enhancing teas with topical skincare products inspired by traditional Chinese medicine. The company’s best-selling tea, Hydrate Mi, contains green rooibos, goji berries, rose petals and snow pear essence.

Green rooibos contains nine polyphenols packed with antioxidants and is naturally high in electrolytes, which helps hydrate from within, explains founder and CEO Connie Tai. Gogi berries, meanwhile, are high in vitamin C, which stimulates collagen production. Consumers can pair the tea with a facial mist called Hydrate Mi Beauty Essence, which contains “age-defying botanicals” said to hydrate, smooth and lock in moisture.

“The analogy I love to use is, if your goal is to lose weight, you can diet and exercise. And doing both will achieve the best results — not just dieting alone,” says Tai. “It’s the same thing as doing inner and outer beauty. Your skin is a mirror of what is going on inside your body, so if you’re [consuming] nutrient-dense foods, vitamins and antioxidants, that glow from within is going to shine through. And there’s still an incredible need for what you apply topically, especially in terms of hydration and soothing the skin from the outside.”

Miyu Beauty’s target market is women 35 to 44 who are well educated, sophisticated and highly informed, says Tai. “They’re looking at ingredients and what they put into their bodies, but they also care about efficacy. They want the products to actually work.” The second customer segment is millennials, who Tai says are the driving force behind the rise of “clean” beauty. “They’re looking for natural products that perform...And they’re looking for brands that are authentic, transparent, honest and ethical, and that mirror their values.”

Millennials are also extremely vocal on social media and their opinions can be quite influential, something Tai says is helping to drive interest in the nutricosmetics category. “More information is being shared on social platforms and people are generally becoming more educated on how to live a healthy lifestyle,” she says. “So, this trend towards health and wellness has naturally progressed into beauty.”

Montreal-based Functionalab also takes a two-pronged approach, selling a range of topical skincare products and beauty supplements. Its nutricosmetics line includes Collagen Formula with hydrolyzed collagen, vitamin



photo: sorapong/Getty Images

C and amino acids; Hair and Nails, which contains biotin, vitamin C, zinc, iron, vitamin A, and antioxidants; and a weight management product called Silhouette Solution.

“Consumers increasingly recognize the link between health, beauty and nutrition and that topical products can go only so far and so deep,” says Functionalab’s scientific director Nathalie Pelletier. “Topical products contain active ingredients, such as antioxidants and proteins, and offer instant protection and hydration. However, they only work at the outer layer of the skin, which represents only 20 per cent of the skin layer,” she adds. “Beauty supplements nourish your skin with active ingredients at a deeper level (the other 80 per cent) from the inside to achieve long-lasting results.”

Founded in 2008, GliSODin Skin Nutrients developed a nutricosmetics line from the antioxidant enzyme superoxide dismutase (SOD), found in a melon grown in France. “[SOD] is a natural anti-inflammatory, which is critical for a nutricosmetic because every part of the skin-aging process is caused by some sort of inflammation,” says Corina Crysler, managing director of GliSODin Skin Nutrients in Toronto. “You can’t stop [the aging process], but

you can help control the oxidative stress from forming into inflammation, which is what [GliSODin] does.”

GliSODin Skin Nutrients has three product categories: “face,” which includes Advanced Dermal Formula and Advanced Skin Brightening Formula designed to improve skin health and appearance; “body,” which includes cleansing, diuretic and slimming formulas; and “Recovery,” which is designed to help with healing and recovery from cosmetic surgeries and reduce inflammation.

Like others in the field, Crysler agrees that there’s a move towards more natural wellness-based skincare programs. “People are looking at all of the pieces they can be doing to help the aging process, and internal health is definitely a big component of that,” she says. “In Europe and Asia, nutricosmetics have been part of their lifestyles for years, so it’s going to take some time to reach our full potential [in North America]. But I think we’re almost on an expedited transition of growth.”

While the move toward nutricosmetics is gaining momentum, Tai notes that more than a decade ago, experts were predicting that nutricosmetics were going to take off in North America. “The thinking was nutricosmetics are already popular in Asia and Europe and it’s just a natural progression for it to come here...And it just didn’t happen,” says Tai. “But I think now is the time. We’re going to see huge growth in this category because of the movement towards clean beauty, self-care, and health and wellness. This is really paving the way for nutricosmetics.” 🍎





Meal kits: convenience vs. packaging

Carol Zweep

You have been working late and you need to make dinner. You didn't have time to look up a recipe, make a list of groceries or go to the store. Imagine coming home and finding a box at your doorstep with all the ingredients and a recipe for an exotic, healthy meal. With the purchase of a meal kit, you have enjoyed the experience of cooking and consuming a meal that you might not otherwise try at home.

According to Mintel (*Home Meal Replacement Canada 2017*), the meal kit trend is growing, and about 24 per cent of Canadian consumers say they are interested in a meal delivery service from home meal replacement retailers. But the popularity of meal kits leaves us with a dilemma: weighing personal convenience against contributing to the packaging waste issue.

Packaging prevents food spoilage, and ensures food quality and safety. For the meal kit, this entails packing ingredients in plastic bags and jars that are placed in an insulated cardboard box with ice packs. Packaged portions means there are no leftovers. The decrease in food waste and the lack of extraneous ingredients is appealing. However, overpackaging can lead to additional costs and a negative impact on the environment.

What is the magnitude of food waste? In Canada, \$31 billion worth of food ends up in landfills or composters each year, with 47 per cent of waste happening in the home (Value Chain Management International, 2014). How does the environmental impact of food



waste compare to packaging waste? The *How Packaging Contributes to Food Waste Prevention* study (Denkstatt, 2014) found that packaged fresh goods have a smaller environmental footprint than unpackaged food, even if the packaging is not recycled. Proper packaging can result in fewer greenhouse gas emissions. Although more packaging is used, less food is wasted, leading to a lower overall carbon footprint. According to the Industry Council for Research on Packaging and the Environment (INCPEN), “Ten times more resources — materials, energy, water — are used to make and distribute food than are used to make the packaging to protect it.”

Meal kit makers acknowledge that packaging is a problem and are making efforts to address this issue. One meal kit delivery company (HelloFresh) worked with Cascades Inc. to design a more sustainable insulated container. Both the corrugated box and insulator are made with 100-per-cent recycled paperboard, mostly FSC-certified by the Rainforest Alliance.

NOVA Chemicals Corporation, a plastic resin producer, is helping develop sustainable packaging for the fast-growing meal kits industry. NOVA has designed recyclable film structures that have the tough, durable properties required for food ecommerce. The company has also been working on a conceptual design for the insulating

vessels used to ship weekly meal kit subscriptions.

Green Chef is optimizing its delivery packaging by reducing the box size and changing the insulation so that it will be made of recycled material that is compostable. Plastic jars have also been converted to fully recyclable food-safe pouches.

Sun Basket of San Francisco has started using sustainable box liners from Sealed Air. The insulation is made from recycled paper and is recyclable as well. Since the new liner is thinner, Sun Basket was able to switch to a smaller shipping box. SPUD and Be Fresh are using renewable plant-based bags, packets and containers that are recyclable or compostable. They are using cooler packs, freezer jackets and bins that are reusable.

Consumer demand for convenient, fresh, healthy meal kits has resulted in growth of this industry sector. Delivery of safe and quality ingredients requires appropriate packaging. Under scrutiny for contributing to the packaging waste issue, meal kit producers have responded with initiatives to decrease the environmental impact by reducing the amount of packaging or developing more sustainable packaging. 🍎

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



News > file



RESTAURANT INSPIRATIONS

A new restaurant opened in downtown Toronto in March serving Afghan cuisine in what is described as a modern communal tea-room setting. The restaurant is called Naan & Kabob and is from the family-run business of the same name. The family opened its first location in 2010 and now has — with its latest opening — five in the Greater Toronto Area. The company says it's trying to reposition traditional Afghan dishes in a contemporary space. The restaurant makes flatbreads and tandoor classics to order, and uses aromatic spices and halal ingredients that are preservative free.

More veggies for us!

New research from McCain Foodservice has found that about 52 per cent of Canadians are eating more vegetables today than they did a decade ago.

The spike in consumption, says McCain, means restaurants are looking for ways to make their vegetable offerings more exciting and keep up with the growing trend.

McCain also has some suggestions, such as:

- > Spicy Battered Pickle Fries
- > Battered Cauliflower Bites
- > Potato Bites



IN BRIEF

> **Silver Chef**, a hospitality-funding partner, has announced it will invest \$500 million to help Canadian hospitality businesses grow and achieve their potential over the next five years. Silver Chef says the funding is open to all Canadian hospitality businesses, including restaurants, coffee shops, pubs, clubs and franchises. The financing can be used to purchase equipment, through Silver Chef's Rent-Try-Buy model that allows businesses to try before they buy equipment.



> **Sam Alcaine**, a professor in the Department of Food Science at **Cornell University** in Ithaca, NY, has found a way to turn dairy waste into a "flavourful drink with an alcoholic kick." The university's website ("Alcohol from dairy waste may be headed to tap near you," by Matt Hayes, March 21, 2018) explains that acid whey — a liquid with very little protein and few profitable uses — is leftover in the process of making Greek yogurt. It's not a simple process, but says Alcaine, "If we could convert whey into something that people want to drink, it opens an entirely new economic arena for entrepreneurs and brewers to explore and innovate within."



> Chocolate eggs, bunnies and other treats are big business. According to Mintel Global New Products Database, there has been a 23-per-cent rise in global Easter chocolate launches over the past year.



> A recent **University of California** study found that consuming a certain form of the spice curcumin "improved memory and mood in people with mild, age-related memory loss." The research can be found through the university's site ("Curcumin improves memory and mood, new study says," by Leigh Hopper, Jan. 23, 2018). According to the article, curcumin, which is found in turmeric, has been shown in lab studies to have anti-inflammatory and antioxidant properties.



In this recent study, participants took an "easily absorbed curcumin supplement" and researchers then studied the effects "on the microscopic plaques and tangles in the brain of people with Alzheimer's disease."

photos: Getty Images

Indigenous fare on the menu

Earlier this year a 13-part food documentary series returned to APTN for its third season. The series, *Moosemeat & Marmalade*, brings two very different chefs together to explore Indigenous culture and culinary traditions. The hosts are chefs Art Napoleon (also a renowned Cree musician and bush cook) and Dan Hayes (chef/owner of The London Chef in Victoria, BC). *Food in Canada* spoke with Napoleon, who is based in Victoria and is also a producer of the show, about Indigenous foods and cooking techniques.



Q: Why are Indigenous foods on our radar right now?

A: “We didn’t have very many chefs doing their own thing. Whatever chefs we had were cooking mainstream food, just to get in and make a living. Now you have people who want to hang onto their identity and make a difference and create their own style and bring attention to the fact that we have our own cuisine. These guys are starting to get attention and it’s starting to spread. It’s a pretty new phenomenon.”



Q: Can you describe the cuisine?

A: “It depends what region you’re from, it’s not all the same. Our people ate local and organic. I like to remind people of that; they’re not new concepts. Our people ate healthy. We had messengers who could run a marathon a day easily. The stories of the voyageurs and the loads they had to pack. I remember seeing my old uncles packing moose and bison, the great big hind quarters that are much bigger than a beef hind quarter and these guys were in their 60s and could walk a mile packing these things. There’s a connection there between the Indigenous diet and our health. Today more of our people are eating Western foods. But my grandparents’ generation, they wouldn’t eat processed foods, they wanted to eat food from the land. It’s all local, but supplemented with a little bit of trading in the old days, so some items made it quite far. There’s the grease trail where people traded for oolichan grease on Vancouver Island and it would get all the way to the Prince George area. Food got around before horses and before white folks arrived.”

Q: Can you describe some of the foods you grew up with?

A: “I’m only familiar with BC because it’s where I live. We pretty much use everything from the sea, stuff that other people reject. We have different ways of preserving foods and if something was



dry we would reconstitute it into a soup or a stew during winter. Certain seafoods you only go for them when they’re running. If you want to have them out of season you preserve them. I’m from the Boreal Region. I grew up eating a lot of moose and deer and sometimes bison and elk, a lot of small game like rabbits and grouse and a lot of freshwater fish like trout, pike and whitefish. In the summers we cooked outside and a lot of it was smoked or partially smoked. We had to learn to preserve our food including the berries, which were then brought out as a treat in the winter months. A lot of game and garden vegetables from our own garden, root veggies and other preserves, and dried meat that would sometimes be pounded into a powder or it would be turned into pemmican.”

Q: What is oolichan grease?

A: “Oolichan grease takes some getting used to. First time I had it I was trying to show off and act like I could handle anything and it pretty much knocked

me on my butt. It's oil that's made from fermented fish. The people call it their gold because it's not only a condiment, it's medicinal, and good for skin and hair and bones. Back in the day a lot of food was considered medicine."

Q: What other foods were consumed?

A: "Our people ate moose nose, which is considered a delicacy and reserved for elders and leaders. Moose tongue, moose colon. We eat the tripe, the stomach, the marrow. These are things the general public would not be used to. But for us it was common. We make soups and stews out of different parts of the head, not just the nose but the lips, and there's marrow in the jaw bones of a moose too, and that's considered a real delicacy. The Dene up north scrape the meat off the head and turn it into almost like a head cheese and they've been doing that for centuries. So depending on the region there are different foods and different ways of preparing them. The Inuit have their own ways of preparing foods that are really unique, including fermented foods, which they consider kind of magical. A little bit of these foods would fill you up, and certain foods would be known to keep you warm while you were out hunting.

Q: Will there be more Indigenous flavours or food products on store shelves one day?

A: "I don't know because Canada doesn't allow wild game in any kind of place that serves the public. Maybe by using farm raised, I know they raise elk and deer on farms, it'll probably never happen with moose but I believe I've seen a caribou farm in Alberta. I don't know if it would be profitable because of the expense of buying farm-raised game. You could also use plants and create stuff out of berries and you do see that. I have

some ideas for food products for campers and hikers. And maybe a home bannock delivery service one day. People have no idea. They think it's only fried bread but actually there are all types of fried and

baked bannocks. People could order it up with homemade jams made with berries, huckleberries from the Peace Country, what more could you ask for?" 🍓

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Trademarks mean business

Birgit Blain



What comes to mind when you hear the name President's Choice? Premium quality? Trustworthy? Convenience? Depending on your experience with the brand, the name immediately conjures up an impression of what it represents. That's the power of a brand.

You can spend considerable time and money developing your brand. But what are you doing to safeguard the name? That's when a lawyer becomes your ally, to protect your intellectual property (IP) through trademark registration.

What is a trademark?

Trademarks — be they names, taglines or graphic images — help consumers identify a brand, coupled with its reputation. The Canadian Intellectual Property Office (CIPO) explains that “a trademark can protect a combination of words, sounds or designs used to distinguish your goods or services from those of others in the marketplace.”

Imitation is risky

Using a trademark that may be confused with someone else's is trademark infringement, and can expose you to legal action and a long and expensive court case. If you are found to be in the wrong or concede, the trademark must be removed from packaging and marketing collateral. The resultant name change may also necessitate rebranding. All this comes at considerable expense.

Benefit of trademark registration

When a trademark is registered in Canada, the owner has the legal right for exclusive use of the mark, in association with certain goods or services, for 15 years. Thereafter, it can be renewed every 15 years.

First steps

A comprehensive business plan is a valuable guide for decision-making about names and taglines in which to invest as your business evolves over the long term.

Before choosing a brand/product name or tagline, it's wise to do a search of existing

is “trademarkable.” Words or designs that are “confusingly similar” will be difficult to trademark. The *Trade-marks Act* stipulates the type of words that cannot be registered.

A separate application must be submitted for every trademark, along with filing and registration fees. Thorough knowledge of trademark law, terminology and the complex application process is required. Consulting an expert for advice can save time and money by increasing the prospect of a successful application. A properly written application can protect a trademark in the event of a challenge.

The trademark registration process can span two to three years, depending on whether there is opposition from another party. Once a trademark is registered, continued use is required to maintain it. Although trademark registration appears to be like a protective force field, it's the owner's responsibility to shield the trademark from copycats by policing it attentively. Challenge anyone who steps on your turf and infringes on your trademark.

One final thing, protecting the trademark goes hand in hand with protecting the reputation of your brand. ●



Trademarks — be they names, taglines or graphic images — help consumers identify a brand, coupled with its reputation.

trademarks through the Canadian Trademarks Database. Also search for different variations, then comb the internet for all variations used for similar goods in Canada. According to common law, another party may have the right of first use, or own the mark, if they have used it for a certain time period.

Invest in intellectual property

Hire a registered trademark agent, typically a lawyer, to conduct a common law search for similar marks and provide a legal opinion as to whether your mark

As a packaged foods specialist, Birgit Blain transforms food into retail-ready products. Her experience includes 17 years with Loblaw Brands and President's Choice. Contact her at Birgit@BBandAssoc.com or learn more at www.BBandAssoc.com



Safe & Clean

Madison Chemical Company offers ProClean FOAM, a chlorinated, moderately alkaline detergent that can work as a general-purpose foaming cleaner in most water conditions.

ProClean FOAM works on all surfaces in and around food and beverage processing areas where it's not intended for food contact, and can clean all ferrous and stainless surfaces, vertical and overhead surfaces, as well as hard-to-clean surfaces. It is generally used at ambient temperatures to 140°F, with exact dilutions dependent on specific application requirements.

www.madchem.com

Probiotics for health

Lallemand Health Solutions offers a portfolio of specific probiotic strains. The company has created a Sport range, *Lactobacillus helveticus* Lafti L10, that can support



gut health, boost natural immune defenses and reduce stress. Lallemand also offers ProbioKid to help boost natural defenses in young children, while addressing stress and oral health. ProbioKid has U.S. GRAS status for infants and children, and Health Canada's approval for children from three months old with immunity health claims. www.lallemand.com

Meat stabilizing systems

Hydrosol GmbH & Co. offers emulsifying and stabilizing systems for fresh meat, ham, sausages and restructured meat products. The company also offers vegetarian and vegan alternatives, as well as seasoning for sausages and hot dogs, cold cuts and poultry products, cooked ham and ham products, and vegetarian products. www.hydrosol.de

Vitamin E & more

Nutralliance is a supplier of ingredients for the food, pet and nutrition industries. The company offers SunE900 and SunE1000 natural vitamin E; Sunvasterol



photo: Vitalina/Getty Images

phytosterols from sunflower; Tocomix 70R and 70IP natural mixed tocopherols; Beta Caro-gen natural beta carotene; Lute-gen natural lutein; Zea-gen natural zeaxanthin; Ultra Caro-gen natural mixed carotenoids and Ultra-gen Omega omega complex. www.nutralliance.com

Collagen peptides

PB Gelatins/PB Leiner has 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

Check it, find it

The EPX100 X-ray system from Eagle Product Inspection inspects packaged foods for the bakery, confectionery, produce, ready meal and snack food industries.

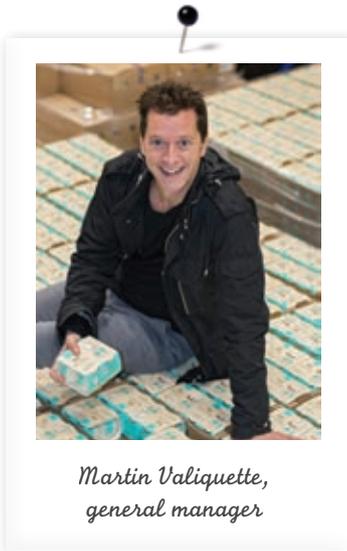
The EPX100 uses the company's advanced X-ray technology to detect and automatically reject potential contaminants, including glass shards, metal fragments, mineral stones, some plastic and rubber components, and calcified bones. The system can inspect products in cartons, plastic containers and pouches, among other formats. www.eaglepi.com



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photo: BlackJack3D/Getty Images



*Martin Valiquette,
general manager*

Laiterie Chalifoux Vareennes, Que.

Deanna Rosolen

Creating a yogurt business for Laiterie Chalifoux was a no-brainer. Not just because the company has been in the dairy business since the 1920s and making cheese since the 1960s, but because of the Comprehensive and Economic Trade Agreement (CETA) with the European Union. With the free trade agreement opening Canada's borders to imported cheese, the family-owned, mid-size dairy company decided three years ago that it had to act strategically.

And that's where Martin Valiquette came in. Today he is the general manager at the company and explains that he was hired because the family recognized the need to diversify sooner than later. The company had been producing cheeses, such as Swiss, poutine cheese, Parmesan, Edam and Emmenthal, under its Riviera brand. There was also a large co-packing division, where Laiterie Chalifoux produced these cheeses for other manufacturers and retailers to sell under their own brands. The company knew instinctively even before CETA took



effect that the co-packing division would suffer. With CETA, explains Valiquette, "retailers and manufacturers didn't have to go through Canadian manufacturers in Canada to make their private label. If they want to add a Swiss cheese, they can ask a Swiss company to make their private label and import it directly."

As predicted, by the time the first shipment of European cheeses arrived in Canada under CETA last fall, Laiterie Chalifoux's co-packing cheese division had dwindled. But three years earlier, Valiquette had assembled a small team and together they "remodelled the business," he says. "We had carte blanche. We hadn't been innovating and we were under threat. We wanted to expand and launch a new business in yogurt."

The team and the newly revamped company still produces most of its cheese, but also launched yogurt under the Riviera brand. The lineup includes set-style yogurts, goat yogurts, organic yogurts and Greek yogurts. Valiquette says in the last three years they have launched 75 types of yogurt, fromage frais or sour cream and crème frais, and six new cheese products, including a goat Cheddar.

The company sells its yogurt line across Canada in higher-end grocery chains, but they're mostly found in Quebec. Valiquette says their fastest-growing market is Ontario. 🍎

Q&A



Q: What opportunities do you see?

A: "The biggest opportunity for Laiterie Chalifoux, is that it's one of the few remaining mid-size dairy companies in Canada. We are limited in resources but we can still compete with the chains and we can be faster — we launch products faster with lower costs. We innovate at a much faster pace, we're much more flexible. We're creating products and testing them and we basically accepted that we're a 'laboratory' for the large chain stores and even our competitors."

Q: What trends do you see?

A: "The biggest one is reduced sugar. We just launched a Greek yogurt, with sugar reduced by 40 per cent. That's the biggest trend in the market and the biggest opportunity. We've done surveys and we've seen that it's the number-one concern for consumers right now. Trans fats seem to be behind us mostly, not in every segment but in dairy. Consumers are most concerned with lowering their sugar — the added sugar. Consumers understand that there's a difference between the natural sugar in milk versus refined sugar that is added."



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1. Canadian Omnibus survey hosted on the Angus Reid Forum, November 2016
2. Fry study conducted by Cargill, spring 2009

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