



President & CEO

Paul Hetherington

A Year Unlike Any Other

At this time of year, it's normal for me to use this space to reflect upon the past year, the achievements of BAC, new programs or initiatives. As is normally the case I began to put things into chronological order starting with January. I worked through the later winter months into spring without missing a beat. My fingers were flying over the keyboard as I went into great detail regarding programs or when we "gave government heck" over some terrible regulation or another. Everything was working just fine; I was on a roll. And then I got to September.

What could I say about September? I, like many others, was in Las Vegas on September 11th and saw first hand the effects of the terrorist attack on our American friends. September was just a black hole!

So I skipped September and went onto October, then November and finally December. I was 11/12ths done and it was good work, but it wasn't finished – I hadn't done September. So I went back and stared at September and it stared back at me. The more I struggled with September the more

frustrated I became. What could I write? The answer was nothing, so I just chucked the lot.

I then began anew and tried to think how September 2001 has changed us; is there any proverbial "silver lining" in this most dark and sinister cloud?

And then it struck me, it's us, – people and the coming together we've experienced like never before in my lifetime. It's the resilience, the underlying strength and determination that some will argue has been long too dormant but has now flowed to the surface.

People are no longer using words like "me or I." It's now "us" or "we" and for a change, it is truly meant. It's the strengthening of our sense of communities regardless of what that community happens to be.

My column is therefore to salute all those who work and participate in their communities. And as we enter the holiday season let us commit to strengthening our communities as we face the future together. I can think of no way better to sum up than through the immortal words of Tiny Tim "God bless us all, everyone."

INSIDE

Low Carbohydrate Diets
for Weight Loss
Myth or Reality?

Consumer Awareness
and Attitudes Towards
Popular Low-
Carbohydrate Diets

Read Contracts
Carefully before You
Sign Them!

E-mail and Contact Info

General enquiries:
info@baking.ca
Web site: www.baking
assoccanada.com

7895 Tranmere Drive Suite 202
Mississauga, Ontario L5S 1V9

1-888-674-2253
Tel: (905) 405-0288
Fax: (905) 405-0993

Season's Greetings and Best Wishes for a
Happy New Year
Joyeuses Fêtes et tous no voeux pour
a nouvelle année

BAKING ASSOCIATION OF CANADA
Association canadienne de la boulangerie



Honey Dough

(Gingerbread houses, boys, girls, hearts)

*Courtesy Mr. Arthur Miltenberger, El Segundo Bakery,
219 W. Grand Avenue, El Segundo, CA 90245-3740
Reprinted with permission, Retailers Bakery Association*

6	Lb			Brown Sugar
1	Lb	8	Oz	Cake Shortening
1	Lb	8	Oz	Butter
3	Lb			Whole Eggs
18	Lb or 6 Qt			Honey (will vary, depends on honey)
30	Lb			Cake Flour
0.5	Oz			Salt
12	Oz			Baking Soda
6	Oz			Cinnamon
2	Oz			Lemon
3	Lb			Milk (will vary)

Using a paddle, mix together sugar, shortening, butter, honey and eggs to a smooth paste for 3 minutes. Scrape down.

Add flour, salt, soda, cinnamon and lemon.

Mix slowly to a smooth dough — about 2 minutes.

Add milk and finish off, mixing 2 minutes.

Refrigerate dough before rolling out the item (gingerbread houses, hearts, edible ornaments, boys and girls) to be made.

The baking time of 12 minutes and temp. of 385 F may vary in your shop.

Use Royal icing or Eggwhite Icing & Coating if desired.

Royal Icing

2	Lb			Water
10	Lb			Powdered Sugar
		7	Oz	Meringue Powder
		0.5	Oz	Cream Of Tartar

Using a paddle, whip all ingredients until fluffy.

Keep icing covered with a wet towel while working with it.

Air drying time: about five hours.

Leftovers can be refrigerated and used again, but the icing will have to be rewhipped.

Eggwhite Icing, Coating

2	Lb			Egg Whites
5	Lb			Powdered Sugar
		8	Oz	Glucose
		0.25	Oz	Cream Of Tartar

Using a wire whip, whip all ingredients to soft peaks — it should be frothy and not run any more. Coat items immediately. Air drying time: about five hours. Leftovers can be refrigerated and used again, but must be rewhipped.

Low Carbohydrate Diets for Weight Loss: Myth or Reality?

By Theresa Glanville Ph.D, Pdt, Mount St. Vincent University, NS

Reprinted with permission. Courtesy Canadian Sugar Institute, Carbohydrate News, Issue Seven 2001

Low carbohydrate (CHO), high protein diets, promising quick weight loss without hunger or self-deprivation, are the rage. This approach to weight loss is not new and regularly resurfaces in the popular press, each time with a new twist, supported by testimonials and anecdotal reports rather than scientific evidence. The underlying premise of the diets is that consumption of CHO-rich foods stimulates over-production of insulin, the hormone responsible for the transport and storage of glucose and, under certain conditions, fat. Since protein-rich foods are reported to have less impact on insulin secretion, by substituting protein-rich foods for CHO-rich foods in these diets, it is proposed that stored fat is used for energy.

Popular Low-CHO Diets

Atkins' Diet Revolution

- Limits CHO to less than 20g/day (=1 slice of bread) to promote ketosis

Carbohydrate Addicts Diet

- Limits CHO to 1 or 2 servings/day

Montignac Diet

- Focus on low-glycemic index foods; avoid fat and CHO together in a meal

Protein Power

- Limits CHO to 40g/day; protein from 240 to 480 g/day

Sugar Busters

- Focus on low-glycemic index CHO
- Fruit consumed before a meal only

Schwarzbein

- Combining protein and non-starchy CHO proposed to prevent storage as fat

Suzanne Somers

- Don't eat fat and CHO together
- Wait 20 min between eating fruit and other CHO

The Zone

- CHO 40% of total energy, balanced with protein and fat within each meal

Body fatness reflects the balance between energy intake and expenditure. Proponents of CHO-restricted diets claim that weight loss can occur without a reduction in total energy intake. However, analysis of several CHO-restricted diets reveals that they are energy-reduced, often containing 800 – 1200 kcal per day, similar to conventional reducing diets. This is because the types of food and combinations allowed are very prescriptive. For example, one diet claims you can eat all the steak, bacon and eggs you want, but severely restricts consumption of grains, dairy, fruits and vegetables, thereby limiting total food consumption.

Research comparing an energy-reduced (1200 kcal/day) CHO-restricted diet (75g/day) with a conventional carbohydrate-rich diet (225g/day) that similarly restricts energy intake, showed that both approaches produce weight loss, but that overall decrease in the early phase of dieting was greater with CHO restriction. (1) This was largely due to sodium excretion and water loss associated with utilization of stored glycogen. Both of these components of weight loss will be rapidly gained when normal food intake is resumed, and glycogen stores are replenished. Regardless of whether the energy restricted diet is CHO-restricted or CHO-rich, the loss of body fat, as a component of the loss of body weight, is the same. (2,3)

Significant and sustained weight loss is a difficult goal. The reward of rapid weight loss during early CHO-restriction may increase compliance. Likewise, extreme CHO-restriction can produce ketosis marked by loss of appetite – which can be an additional compliance factor. Over the long term, this type of diet is monotonous and difficult to maintain. Health concerns include possible deficiencies in calcium, potassium and the B vitamins. The impact of excess nitrogen intake may also worsen pre-existing conditions such as gout, liver and kidney disease.

References:

1. Shah, M Garg, A Diabetes Care 1996; 10:1142-1152
2. BaBa NH et al. Int J Obes Relat Metab Disord 1999; 23:1202-1206
3. Golay A et al. Am J Clin Nutr 1996; 63:174-178

Consumer Awareness and Attitudes towards Popular Low-Carbohydrate Diets

Paul Millen, Senior Vice President, Ipsos-ASI Ltd.
Reprinted with permission. The Sugar Institute, *Carbohydrate News, Issue Seven, 2001*

Consumer awareness, trial and attitudes towards low carbohydrate diets were investigated by Ipsos-ASI as part of the national Sugar Tracking Study 2000, conducted on behalf of the Canadian Sugar Institute. A representative sample of adult consumers were interviewed in English in major cities in Ontario and Western Canada and in French in Quebec. Highlights of the study findings follow.

• **General awareness of diets.** Less than half (46%) of consumers indicated that they were aware of any weight-loss diets that are based on the principle of reducing carbohydrate intake. Awareness of these diets was stronger in English Canada (50%) than in French Quebec (37%), and was stronger in respondents older than 35, in women, and among those with higher incomes.

• **Awareness of specific diets.** When prompted with a list of 8 specific low carbohydrate diets, awareness was dramatically higher (82%) amongst the general population. A surprising 96% of French Quebec respondents indicated awareness of at least one of the diets versus 76% in English Canada. The substantially higher levels of reported awareness suggests that consumers do not fully understand the fundamental basis of the diets – that they are designed on the principle of reducing carbohydrate intake.

• **Most popular diets.** Among the specific diets, consumer awareness of “Eat Yourself Slim” by Michael Montignac stands out for having achieved almost ubiquitous awareness in the French Quebec market. At 92% reported awareness, it is the clear leader amongst carbohydrate-reduced diets in French Quebec. Within English

Canada, “Dr. Atkins’ New Diet Revolution” (45%), “Protein Power” (39%) and Suzanne Somers’ “Get Skinny on Fabulous Foods” (35%) received the greatest awareness.

• **Users of diets.** Despite the high levels of awareness of the low carbohydrate diets, limited experience with these diets was reported. In French Quebec, the “Montignac Diet” achieved a trial rate of 13% – essentially the only low carbohydrate experience for dieters in this region. In English Canada, trial rates were low across all of the specific diets, with 7% having tried any of the diets. The “Carbohydrate Addicts Diet,” with a 3% trial rate, was the most popular in this region.

• **Attitudes about diets among users.** While there was limited trial of the specific diets recorded, they achieved a level of validity amongst their users. Dieters had high agreement ratings on a variety of concepts, including effectiveness for losing weight, fit with healthy eating, and that they can be followed for long periods of time.

• **Characteristics of users of diets.** Those who have tried the low carbohydrate diets tended to be women, were within the age range of 35-44 years, and generally had higher levels of education and annual household incomes. These consumers indicated a greater likelihood to watch what they eat because they are concerned about their weight, rather than about their general health.

These findings indicate that although most consumers are aware of popular low carbohydrate diets by name, they generally do not recognize them as low carbohydrate diets. It is likely that the popularity and media attention around these diets have served to impact consumers’ perceptions of healthy eating and the role of carbohydrates in a balanced diet and lifestyle.

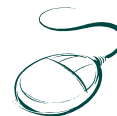
ATTENTION BAKERS!



Looking for that special ingredient?
Need new equipment? **STOP** Before
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better place!

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- New companies are signing up daily so check back often



For more information on the Baker's Choice Supplier Directory email us at info@baking.ca or call us at: 888-674-2253 ext. 21

THE BAKER'S CHOICE
Supplier Directory

@ www.bakingassoccanada.com

Wednesday January 9th, 2002

Halifax Metro Centre

Rafters Skybox, Halifax Nova Scotia

Come out and watch the Halifax Mooseheads play host to the Moncton Wildcats.

Space is limited, please register early!

Agenda

6:00 p.m. Pre Game reception

7.00 p.m. Game time

Please fill in the registration form below and return it by December 31, 2001.

Name: _____

Company: _____

Address: _____

Phone: _____

Members: _____ x \$48.00 ea. = Total: _____

Non Members: _____ x \$55.00 ea. = Total: _____

Sub Total: _____

HST 15%: _____

Grand Total: _____

Please enclose cheque or money order
payable to Baking Association of Canada

Visa and MasterCard orders please complete the following:

Visa MasterCard

Card #: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Please mail or fax to: Tara Carman
Baking Association of Canada
7895 Tranmere Drive, Ste. 202,
Mississauga, Ontario L5S 1V9
Tel (888) 674-2253x21 Fax (905) 405-0993

Read Contracts Carefully Before You Sign Them!

By Gerard Panaro, RBA General Counsel
Reprinted with permission, Retailers Bakery Association

As a small business owner, you will sign many contracts in a year. While most will not cause you any concern, the odds are one will eventually. Every business owner has experienced the unpleasantness – and sometimes expensive cost – of a bad contract. How can you avoid this? Follow two pieces of advice from RBA attorney Gerard Panaro:

1. Carefully read all contracts, paying particular attention to non-cancellation clauses, terms, remedies and indemnification.

2. Have a lawyer review all contracts – or at least those that will cost you more than \$1000. A lawyer may cost you a couple hundred dollars, but may end up saving you thousands or from a bad deal altogether.

This advice comes on the heels of the difficulty some RBA members have experienced with their ATM leases through Credit Card Center, and another member experienced after entering into a contract with a supplier that ultimately cost him more than \$10,000 to end.

Both examples prove the necessity of carefully reading contracts. You can seek to delete or re-write unacceptable terms. At the very least, you know what risks you face if you still want to sign anyway. Pay particular attention to these points:

Non-cancellation clauses. Looking at the typical lease, the first thing to look for is whether it is noncancelable: meaning you can't get out of it! Look for wording like: "This lease is an unconditional obligation and cannot be canceled by you for any reason ..."

This means if the machine blows up, you have to pay the lease. If your bakery burns to the ground and everything is destroyed, you have to pay the lease. If you go bankrupt, you have to pay the lease.

Are such clauses enforceable? Absolutely. Will it be a defense that you didn't read the language, didn't understand it or that the sales rep told you to ignore it? Absolutely not! A person – especially a business person – is expected to have read the terms of a contract and to have understood them. Likewise, a contract stands on its own: the only thing that counts is what's written in the contract. The sales person's statements don't count and wouldn't even be admissible in court, unless they were incorporated into the contract.

Term. This key clause defines how long you are bound to the other party. In the ATM leasing contracts, the term was for five years. In business, that's a long time.

As a general proposition, you always want to be able to get out of a contract in case you change your mind, things go bad or the relationship just does not work out. Even if you have to pay some sort of termination fee, or give minimum notice, you still want to be able to get out of the contract. For example, you might negotiate a contract that says: "This agreement is for five years. However, either party may terminate the agreement for cause or breach immediately. Either party may terminate this agreement for any reason, at any time, upon 30 [60, 90, etc.] days notice to the other party."

Another thing to watch for is how the clause is worded. Here is typical language: "This agreement is for five years. After five years, it automatically renews for a three year period. Either party may cancel this agreement *at the end of the term* by giving the other party 90 days notice."

"At the end of the term" is in italics to emphasize the point. Under this wording, you can only cancel at the end of five years (or three, if extended). So if you had a contract that went from June 01, 2001 to May 31, 2006 and you wanted to get out of it in 2002, you might have to wait (or pay) until May 31, 2006 to do so.

Remedies. Take a close look at the remedies clause: What, if anything, do you get if the other party violates or cancels the agreement? What is the other party entitled to if you don't live up to your end of the bargain, or if you try to cancel the contract?

There are typically two problems here: either the contract doesn't provide any remedy; or, the cost of getting out is extremely heavy. In the ATM lease, for example, you have absolutely no remedy whatsoever against the leasing company if anything goes wrong with the machine or if, as happened, CCC failed to pay you its advertising fees. On the other hand, if you broke the lease, the leasing company could sue you and recover its attorneys' fees and the costs of suing you.

Indemnification. Finally, watch out for indemnification clauses, whereby you agree to "defend, indemnify and hold harmless" the other party. Such clauses can cost you many times more than the value of the contract. In effect, an indemnification clause turns you into an insurance company.

Obviously, there are a host of terms that may be in a contract; some contracts can go on for pages and pages. But the most important point is this: Don't sign a contract without reading it and understanding it, so you know as best you can what risks you are taking, what you are getting into!

M E M B E R S H I P A P P L I C A T I O N

Company _____
 Address _____
 City _____ Province/State _____ Postal/Zip Code _____
 Country _____ Website _____
 Telephone _____ Fax _____

BAC OFFICIAL REPRESENTATIVE (DESIGNATED VOTING REP)

Name Mr. Ms. Mlle.
 (please check) Mr. Ms. Mlle.
 Title _____
 Additional Names of individuals to be included on mailing list

1 Name Mr. Ms. Mlle.
 (please check) Mr. Ms. Mlle.
 Title _____
 Email Address _____
 2 Name Mr. Ms. Mlle.
 (please check) Mr. Ms. Mlle.
 Title _____
 Email Address _____
 Email Address _____

MEMBERSHIP FEE (FOR CORRECT FEE, PLEASE CONSULT THE DUES STRUCTURE ON REVERSE)

MEMBERSHIP CATEGORY (PLEASE CHECK ONE)

<input type="checkbox"/> RETAIL BAKERY <input type="checkbox"/> Retail outlets <input type="checkbox"/> In-store outlets <input type="checkbox"/> Chainstore/Franchisor	<input type="checkbox"/> WHOLESALE BAKERY <input type="checkbox"/> Provincial <input type="checkbox"/> National	<input type="checkbox"/> TRADESPERSON <input type="checkbox"/> Provincial <input type="checkbox"/> National
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Cheque Mastercard VISA
 Charge Card Number _____ Expiry Date (m/y) _____
 Signature _____ Card Name _____

Fee \$ _____
 7% GST \$ _____
TOTAL ENCLOSED \$ _____

1. TYPE OF ORGANIZATION

A. Complete This Section **Only** if You Are A Baker

1 One: Retail (Store Front) Bakery
 01 Retail (Store Front) Bakery
 02 In-store Bakery
 03 Foodservice/Institution Baker
 04 Donut/Bagel/Muffin Baker
 05 Wholesale Baker
 06 Wholesale Grocer

2 All That Apply: Full Product Range Bakery
 01 Bread
 02 Buns & Rolls
 03 Bagels
 04 Croissants & Danish
 05 Pastries
 06 Ethnic-Oriented Products
 07 Organic/Natural Foods
 08 Other

3 All That Apply: Bakery
 01 Deli
 02 Restaurant
 03 Caterer
 04 Wholesaler
 05 Other

4 One: Scratch Mix
 01 Par-baked
 02 Frozen

B. Complete This Section **Only** if You Are An Industry Organization

1 One: Manufacturer
 07 Distributor
 08 Manufacturer & Distributor
 09 Broker
 10 Importer/Exporter
 11 Service Provider
 12 Government
 13 Media
 14 School
 15 Association
 16 Other

2 All That Apply: Ingredients
 11 Decorations
 12 Finished Products/
 13 Frozen Dough
 14 Equipment
 15 Packaging
 16 Transportation/Delivery
 17 Maintenance/Sanitation
 18 Service & Supplies
 19 Other

2. PRIMARY JOB FUNCTION

One: Owner/Partner/President
 01 Owner/Partner/President
 02 Vice President/Director
 03 Manager/Supervisor
 04 Baker/Chef/Cook/Decorator/Pastry Chef

Buyer/Merchandiser
 05 Buyer/Merchandiser
 06 Sales & Marketing
 07 Technical Service Rep/R & D
 08 Plant Operations/Engineering
 09 Companion/Family
 10 Other

3. COMPANY STRUCTURE

A One: Sole proprietorship operated
 01 Partnership
 02 Corporation
 03 Family-owned Business
 04 Chain Or Franchise

B No. of stores operated _____
 C No. of employees _____

4. PURCHASE ROLE

One: Final Decision
 01 Influence Decision
 02 Recommend
 03 No Role

Dues Structure

BAC Membership Dues

(All fee information is kept in strict confidence)

ANNUAL DUES

- ◆ Retail Baker First Year Introductory Offer \$75
 - ◆ Retail Bakery (per outlet) \$125
 - ◆ In-Store Bakery (per outlet) \$125
 - ◆ Tradesperson \$75
 - ◆ Chainstore/Franchisor \$1,750
 - ◆ Allied (National) \$500
 - ◆ Allied (Provincial) \$250
- Note: All above rates are per year/flat rate**

Provincial Wholesale Bakers

Are defined as single plant operations primarily carrying on business in one province. Membership dues are based on annual sales.

ANNUAL SALES

- <\$1 Million \$250
- \$1 Million - 2.5 Million \$500
- \$2.51 Million - 5 Million \$1,000
- \$5.1 Million - 7.5 Million \$1,500
- >\$7.51 Million \$2,000

ANNUAL DUES

National Wholesale Bakers

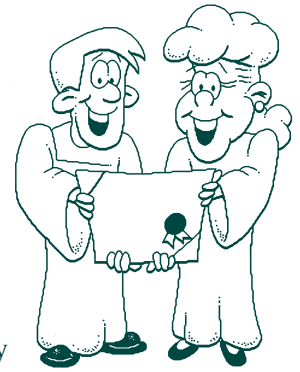
Are defined as multiple plant operations carrying on business in two or more provinces. Membership dues are based on annual sales.

ANNUAL SALES

- <\$1 Million \$250
- \$1 Million - \$2.5 Million \$750
- \$2.51 Million - \$5 Million \$1,000
- \$5.1 Million - \$7.5 Million \$2,000
- \$7.51 Million - \$12.5 Million \$4,000
- \$12.51 Million - \$25 Million \$7,000
- \$25.1 Million - \$75 Million \$10,000
- \$75.1 Million - \$125 Million \$12,500
- \$125.1 Million - \$175 Million \$15,000
- \$175.1 Million - \$225 Million \$20,000
- \$225.1 Million - \$275 Million \$25,000
- \$275.1 Million - \$325 Million \$30,000
- \$325.1 Million - \$375 Million \$35,000
- \$375.1 Million + + + \$40,000

ANNUAL DUES

Congratulations To Our Most Recent Correspondence Course Grads!



Charles Arsenault
Tony Furrow
Fernanda Gomes
David Casha
David Casha
Larz Warje
Larz Warje
Jean-Luc Doridam

Eastern Bakeries
Canada Bread
Health Sciences Ctr.
Del's Pastry
Del's Pastry
Vancouver Community College
Vancouver Community College
Nova Scotia Community College

Food Hazard Control
Bakery Technology I
Bakery Technology I
Occupational Health & Safety
Food Hazard Control
Occupational Health & Safety
Food Hazard Control
Food Hazard Control

For information on correspondence courses for baking industry employees and the Certified Bakery Specialist (CBS) program, please contact Tara Carman at the BAC office or check out our website at www.bakingassoc-canada.com.

A warm welcome to our newest member

Catherine Jamouille - Chocolat Central C.J. Inc

For membership information, please contact Tara Carman at the BAC office.

Baking Association of Canada Ontario Chapter 2001/2002 Event Schedule

Tuesday, December 11 – Entertainment Night

Guest: To Be Announced

Location: La Contessa Banquet & Convention Centre

Tuesday, February 12, 2002 - Chapter Meeting

Guest: To Be Announced

Location: La Contessa Banquet & Convention Centre

Atlantic Chapter 2002 Event Schedule

Wednesday, January 9, 2002 - Hockey Night in Halifax

Halifax Mooseheads vs Moncton Wildcats

Location: Halifax Metro Centre

Obituary

On Sunday, October 28, Stefan Vujec, a well known Baker, Honourary Member of the Baking Association of Canada, passed on at the age of eighty years.

Immigrating to Canada in 1950, Stefan was a life

long baker who spent 30 years with Food Cities, until his official retirement in 1985.

Stefan is survived by his wife Frieda and two children, Fred and Linda. Our sympathies to his friends and family in their time of grief.