

The Bulletin

July 2004

Baking Association Of Canada Newsletter



Board Gives Go-ahead for Consumer Education Initiative

BAC's Board of Directors has given the go-ahead for implementation of a 3-year Consumer Education program to respond to the growing consumer misconceptions about bakery products. The Board's approval came after a successful drive to raise the more than \$150,000 per annum needed in funding.

The focus on the Consumer Education initiative will be to develop materials to provide the "other side of the story" relating to the nutritional benefits of grain-based products such as bread. With these materials in hand, an industry spokesperson will be engaged to work with media in getting our message out. BAC will be putting together a steering committee shortly to direct the effort, and it looks forward to a program launch this fall.

BAC wishes to acknowledge and thank the

following organizations for their financial commitment to the Consumer Education initiative.

Acatris Inc., Albion Bakery Supplies, BAC's BC Chapter, BAC's Ontario Chapter, BakeMark Canada, Backerhaus Veit, Bakers Journal Magazine, Canada Bread, Canadian Wheat Board, Canadian Pasta Manufacturers' Association, Conseil de la Boulangerie du Québec, Dover Flour Mills, Embassy Food Specialties, Far East Food Products, Fleischmann's Yeast, General Mills, Give and Go Prepared Foods, Grain Process Enterprises, Lallemand Inc., Ontario Wheat Producers Marketing Board, Port Royal Mills, Robin Hood Multifoods, Snowcap Enterprises, Stonemill Bakehouse, Traynor's Bakery Supply, Weston Bakeries

New Board Elected - Gunn to Co-chair

At the 8th Annual General Meeting held on May 16th in Toronto, the membership elected Arthur Gunn of Gunn's Bakery to the position of Co-chair. Arthur and his brother Bernie are second-generation owners of Gunn's Bakery, located in Winnipeg, Manitoba. Since 1937, Gunn's has produced a full range of bakery products and has expanded operations on its original site to where it now employs more than 80 people and is known for its kosher items. The full list of BAC Directors are as follows:



Elected for the 2004/2005 Term:

Co-Chairs

Dan Collier
Federated Co-operatives, SK

Arthur Gunn
Gunn's Bakery, WN

Past Chair

Ed Holik
Weston Bakeries, AB

Directors

Bob Caron
McBuns Bakery, NB

Louise Sugar
Canada Bread Limited, ON

Michel Dion
Lallemand Inc., PQ

Bonnie Kierstead
Sobeys Inc., NS

John Klecker
A & P Company of Canada, ON

Marion Markowski
Rachel's Home Bakery, ON

Christian Mitzel
Parkside Bakery, BC

Real Menard
Conseil de la Boulangerie du Québec, PQ

Kate Nugent
La Rocca Cakes, ON

Larry Sullivan
Bakemark Canada, BC

Jay Strauss
Engels Bakery, AB

Vern Wilson
Acatris Inc, ON

Inside

Bakery Showcase
2004, Another
Successful Event!

Bakery Showcase
2004 Advisory
Committee

Highlighted
Ingredient Issue
Continues Push
Forward

GM Wheat
Withdrawn

Ontario
Environment
Ministry Preparing
Bakery Emissions
Study

E-mail and Contact Info

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

7895 Tranmere Drive, Suite 202
Mississauga, Ontario L5S 1V9

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

Bakery Showcase 2004

Another Successful Event!

The 2004 edition of Bakery Showcase lived up to its reputation as being THE place for bakers and suppliers to meet face to face. A large portion of the entire baking industry was in Toronto for the three day event on May 16 to 18 at the Toronto Congress Centre.

Over 200 companies occupying almost 400 booths were on hand to showcase their products, equipment and services to 4,400 industry personnel from across Canada, the United States and from around the world. Of this exhibitor base, almost 40% were first time exhibitors to the event. "Each year, we strive to add new companies to the show," says BAC President Paul Hetherington. "They add a fresh flavour to the event that many bakers would not have the chance to experience on a day to day basis."

However, the new companies did not quite "steal the show." Many of the incumbent exhibitors also took the opportunity at this event to put a new look to their exhibits. The quality of the displays was significantly better than in previous events and this did not go unnoticed by the bakers. Traffic on the floor was strong for all three days and although Sunday's attendance was slightly affected by the bright, sunny day, more people chose to attend on Monday and Tuesday.

The strong seminar topics on Monday and Tuesday also attributed to higher attendance on these days. Timely topics such as trans fat and low-carb breads were the hot topics. And as popular as ever, Harold Lloyd's session "Creating a Great First and Lasting Impression" wowed the audience. On Sunday, Chef Michael Smith spoke passionately about baked products and kept the audience thoroughly entertained.

Those people that chose to attend the social festivities were also treated to spectacular activities. Sunday evening's Monte Carlo Casino Party was a big hit with attendees. Groans were heard throughout the crowd when the casino tables were finally shut down; however, spirits rose when more than \$2000 in prize draws were handed out. Not to be



Students were treated to a panel of professionals who gave an overview of the many different career paths available in the baking industry

outdone, the informal reception on Monday also drew record crowds. People came to mingle with friends and colleagues, enjoy the Latin music, have a quick bite to eat and a cold beverage before going off for dinner.

A special thank you goes out to the Ontario Chapter. As the local chapter, they were involved in the production of the event from the beginning and even took on special projects such as the Tuesday Student Day. More than 350 students representing 13 schools from across Ontario were treated to an informative seminar and then had the opportunity to tour the show floor. While on the show floor, the Ontario Chapter organized a "Treasure Hunt" for the students whose objective was to make a cake, box it up and ship it to a customer. The students

were given clues on where to locate exhibitors who had the ingredients, equipment and packaging materials to complete the cake. The students' job was to identify these exhibitors, complete the form and submit it for a chance to win a prize. In all, the Ontario Chapter awarded 10 copies of the Professional Bakers Manual to students who completed the "Treasure Hunt" successfully.

According to Hetherington, the success of Bakery Showcase is the result of a lot of hard work by a lot of people. "It takes a long time and a lot of work to put together an event of this nature and it begins with a volunteer committee of members. We have already said thank you to this group for the work they have done, but it's worth repeating once again, so here they are one more time!"

Mark Your Calendar

Congress 2005

April 3-4

Vancouver Airport Conference Resort

bakery showcase 2004

2004 Advisory Committee

The BAC would like to thank the following volunteer groups and individuals for their time and effort in producing this year's Bakery Showcase.

Program Committee

AB Chapter
Atlantic Chapter
BAC Board of Directors
BC Chapter
Education Committee
Food Safety Committee
ON Chapter
SK/MB Chapter
Technical Committee

Promotion & Publicity Committee

AB Chapter
Atlantic Chapter
BC Chapter
ON Chapter
SK/MB Chapter

Sponsorship Committee

Chair, Dan Collier, Federated Co-Operatives
Doug Sanford
Clark Stuparyk, Calgary Co-Op
Jay Strauss, Engel's Bakeries Limited

Student Day

Charlie Dennis, Weston Bakeries/Ready Bake Foods
Phillip Lee Wing, The Food Development Group
Kate Nugent, La Rocca Creative Cakes
Brian Sisson, Weston Bakeries/Ready Bake Foods
Mike Taras, Y2 Marketing

Bakery Showcase 2004 Sponsors



Alcan Foil Products
BakeMark Canada
Burnbrae Farms
Danisco Canada
Dover Industries

Drader Bakery Logistics
Embassy Food Specialities
Fiera Foods
Give & Go Prepared Foods
Lallemand Inc.

Lesaffre Yeast
Kwik Lok
Puratos Canada
The Original Cakerie

Backerhaus Veit

Kinetic Sales & Marketing

Mrs. Williams Baking

BAC wishes to extend sincere thanks to these companies for their generous support

Highlighted Ingredient Issue Continues Push Forward

Even in the face of assurances that the federal government's Highlighted Ingredients regulatory proposal has for the time being been put on hold, a variety of government actions at the provincial, national and international levels demonstrates a continuing effort to advance these possible regulations. The Highlighted Ingredient proposal, first distributed last year, would at a minimum require food companies to declare on the product label the percentage of the highlighted ingredient (i.e. blueberries in a blueberry pie), regardless of its potential for misleading consumers.

While activities since the beginning of the year had strong focus on advancing restrictions relating to the use of dairy ingredients in response to the dairy farmer lobby, the implications would affect the entire food industry. Here is just a sample of what has occurred to an issue that has been "on hold."

Dec. '03 In response to numerous issues and concerns raised by BAC and a variety of food industry associations, the CFIA states that the Highlighted Ingredient Proposal is on the "backburner."

Jan. '04 CFIA releases revised Guide to Food Labelling and Advertising and includes new sections: Section 9.4.2 requires declaration of ingredient percentages when dairy ingredients are the highlighted ingredient. Section 9.4.3 places restrictions on sensory words related to dairy (i.e. butter, cream) to describe products.

Mar. 12 '04 Mark Eyking (Parliamentary Secretary to the Minister of Agriculture and Agri-Food) makes the following comments in the House of

Commons in a response to the debate on Bill C-340:

"... the government is already proceeding in a very thorough and methodical fashion (through CFIA's Highlighted Ingredients proposal) to address the clarification of food labelling in the broader context of labelling of all food products, not just dairy products."

Apr. 19, '04 Federal government proposed Canadian position for Codex to be that resembling CFIA's original Highlighted Ingredients Proposal and would require food manufacturers declare (on the product label) the percentage of any highlighted ingredient.

Apr. 23, '04 CFIA President Dick Fadden provides written response to BAC's concerns stating changes to Guide to Food Labelling consist only of adding new examples. CFIA does not respond to the serious issues and questions raised in BAC's original correspondence.

Apr. 28, '04 The Ontario government introduces Bill 68 to delay repeal of Edible Oil Products Act for third year in a row. The Bill would have removed restrictions on the use/naming of food products utilizing vegetable oils with dairy ingredients. The Minister of Agriculture and Food cites their rationale as follows:

Continued on page 6



ATTENTION BAKERS!

Looking for that special ingredient? Need new equipment?



Before you try those old paper directories that clutter up your desk - there's a better place!

Just direct your web browser to www.bakingassoccanada.com and check out the Baker's Choice Supplier Directory



www.bakingassoccanada.com

- 100's of listings
- Links to supplier's website or email
- Search by product, business classification or region they sell to
- Advanced search that allows you to search by company name, or a keyword in the company's description
- New companies are signing up daily so check back often

THE BAKER'S CHOICE
Supplier Directory

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



2004 GOLF TOURNAMENT



**B.A.C. Alberta Chapter
Tuesday, July 27th, 2004**

REGISTRATION FORM

Your B.A.C. Golf Committee Is working To Provide An Enjoyable Day Where Your Participation Is More Important Than Your Skill!!!

**Please Complete This Registration Form & Return It , Along With Payment,
By MONDAY, JUNE 28, 2004**

**To: Lawrence Repka
307 Wascana Road SE, Calgary, AB, T2J1H7
Phone: 403-271-6244 / Fax: 403-250-5381**

(All Cheques May Be Made Out To The Baking Association of Canada)

| | | |
|------------------------|--------------------|--|
| Name | | |
| Company | | |
| Address | | |
| City / Province | Postal Code | |
| Email Address | | |
| Phone Number | Fax Number | |

PARTICIPATION FEES: I Choose To Participate In

| | | | |
|-------------------------------------|---------------------------------|--------------|-----------------|
| Golf, Golf Cart & Dinner | \$155 Plus GST (\$10.85) | Total | \$165.85 |
| Golf Ball Pre-Order (15/Box) | \$40 Plus GST (\$2.80) | Total | \$42.80 |
| Dinner Only | \$40 Plus GST (\$2.80) | Total | \$42.80 |

(GST Registration No. 887064798 RT)

METHOD OF PAYMENT

| | | | | |
|--|--------------------------------------|--|----------------------|-------|
| <input type="checkbox"/> Mastercard | <input type="checkbox"/> Visa | <input type="checkbox"/> Cheque | Cheque Number | _____ |
| Card Number: | _____ | | Total Amount | _____ |
| Total Amount | _____ | | | _____ |
| Name of Cardholder | _____ | <input type="checkbox"/> Cash | Total Amount | _____ |
| Expiry Date | _____ | | | _____ |

GRAB BAG DONATIONS: I / My Business Would Like The Opportunity To Contribute A Donation To The Grab Bags That Are to Be Provided To All Golf Participants Of This Tournament. I am Able To Provide 200 Items. Please Feel Free To Contact The Following To Further Discuss: **Name:** _____ **Phone:** _____

- For Internal Use Only -

| | | | | | | | |
|---------------|--|------------------------|--|----------------------|--|---------------|--|
| Team # | | Payment In Mail | | Payment Rec'd | | Form # | |
|---------------|--|------------------------|--|----------------------|--|---------------|--|

GM Wheat Withdrawn

Monsanto Co. has announced that it is indefinitely deferring its efforts to obtain regulatory approval for sale of genetically modified (GM) wheat in Canada and the United States, citing a poor business case as its reason. This decision comes as a relief to wheat users, including bakers who have long expressed concern about the wheat supply chain's ability to segregate GM wheat from the non-GM crop.

The Baking Association of Canada was one of the first groups to express concern about GM wheat. "BAC from the start did not oppose GM wheat but we did demand the right to

choose between GM and non-GM varieties. We made it abundantly clear to both the Canadian Wheat Board and government officials that we wanted choice. Our demands for choice initiated an extensive review of the supply system, which in the end determined that it simply could not provide the necessary segregation between the two crops," according to BAC President Paul Hetherington. "It is the inability to effectively segregate these crops that we believe is the key factor that led to the lobby against GM wheat and Monsanto's eventual decision," said Hetherington.

Ontario Environment Ministry Preparing Bakery Emissions Study

The Ontario Ministry of the Environment is preparing to conduct a study to review the volatile organic compound (VOC) emissions for the provinces baking industry. The objective of the study is to provide the Ministry with an evaluation of the technical options to reduce VOC emissions from bakeries making yeast-raised products. The Ministry will then use the result of this technical assessment as part of its policy review for possible reduction scenarios, including possible regulatory requirements.

The Ministry is moving forward with this study as part of its previously announced intentions to begin consultations on reducing provincial air pollutants that cause smog and acid rain. BAC has been invited by the MOE to participate in this review and discussions are currently underway between the MOE and the association's newly formed BAC Environment Committee.

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for more information

Continued from page 4

"We were concerned after lengthy discussions with dairy stakeholders, who were troubled because existing federal regulations were not adequate to protect consumers from fraud and mislabelling of non-dairy products that might resemble dairy products"

"...we believe that a strong federal regulatory framework that focuses on fraud prevention and ensures that consumers have the product information they need to make informed choices is the best approach. In our view, the regulatory framework should apply equally to all foods."

It is becoming increasingly clear that regardless of statements by government officials to the contrary, the spirit and intent of the Highlighted Ingredients regulations are being advanced. BAC is continuing to work with governments and other food industry groups against this proposal.



BAC ATLANTIC CHAPTER 2004 GOLF TOURNAMENT

Monday, September 13, 2004
Magnetic Hill Golf Club
Moncton, New Brunswick

11:00 a.m. Registration & Meet Your Team
12:00 p.m. First Group is Off!!! Modified Best Ball Format
6:30 p.m. Steak dinner

*Please fill in the registration form below and return it by **September 6, 2004**. In the event of a "sell-out" registrations will be accepted on first come first served basis.*

| | | | | |
|---|--|--|-------------------------|--|
| Name: | | | | |
| Company: | | | | |
| Address: | | | | |
| Phone: | | | | |
| Quantity: | | Early Bird prior to Aug 29th x \$100.00 | Total: | |
| | BAC Members – Golf, Cart & Dinner | | | |
| | BAC Members – Golf, Cart & Dinner | Late registration \$125.00 | Total: | |
| | BAC Members – Dinner Only | x \$32.00 ea | Total: | |
| | Non Members – Golf, Cart, Dinner | Early Bird prior to Aug 29th x \$135.00 ea | Total: | |
| | Non Members – Golf, Cart, Dinner | Late registration \$160.00 | Total: | |
| | Non-Members – Dinner Only | x \$45.00 ea | Total: | |
| HST @ 15% | | | Tax: | |
| <i>Please enclose cheque or Money Order Payable to Baking Association of Canada</i> | | | Grand Total: | |

Visa and Mastercard orders please complete the following:

Visa Mastercard Card #: _____ Exp. Date: _____
 Name on Card: _____ Signature: _____

| | | |
|---|---------------------------|--------------------------------------|
| To help us to ensure the teams are even please check the appropriate box below. | | |
| • • Average Score _____ | • • Handicap _____ | • • 1st Time _____ |

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

Congratulations to Our Most Recent Correspondence Course Grads!



Angela Jackson
Larry Kameka
Martin Barnett

Foundation for Sanitation
Bakery Technology I
Certified Bakery Specialist

For information on correspondence courses for baking industry employees and the Certified Bakery Specialist (CBS) program, please contact ext. 21 at the BAC office or check out our web site at www.bakingassoccanada.com.

A warm welcome to our newest members

Oommen Suresh Abraham

Raye Ackerman
Kittee Baxter

Rita Bijaoui

Vasco Caldas

Danny Del Rosso

Wade Hainstock

Jennifer Hansen

Traffic Source International Inc.
Jacobs Larder Bakery (& Natural Foods)

Rita's Gourmet

Palidot Desserts

Dossche Mills & Bakery

Canadian Select Grain Ltd.

Danish Style Bakery

Patricia Kennedy

Mark Lasarow

Debbie McLaren

Leon Marantz

Christian Mitzel

Alok Sharma

Roy Silva

Mario Totaro

Patricia Wong

Kemper Bakery Systems Ltd.

Hospitality Cleaning Services

CP Lodges

Mars Scale Corp

Parkside Bakery Ltd.

Samrok

Aromatic Inc.

All the Best Fine Foods

There and Bake Again Inc.

For membership information, please contact ext. 21 at the BAC office



Upcoming Events

Alberta. Chapter

Golf Tournament
Tuesday, July 27
Elbow Springs Golf Club
Calgary, AB

Ontario Chapter

Fall Golf Tournament
Tuesday, September 21
Glen Eagles Golf Course
Bolton, ON

Atlantic Chapter

Golf Tournament
Monday, September 13
Magnetic Hill Golf Club
Moncton, NB