

The Bulletin

January/February 2005

Baking Association Of Canada Newsletter



Consumer Education Initiative Appoints Spokesperson

The industry initiative led by BAC to inform and educate consumers on the nutrition value of foods such as breads has appointed Laura Pasul M.Sc., RD as its spokesperson. Laura a Registered Dietician, is an experienced leader in the nutrition community with an extensive background in communications (with media, health professionals and consumers); project management; applied research; health promotion and nutrition education.



Laura has worked extensively in developing numerous resources for health professionals and

consumers for the Beef Information Centre and the Nutrition Resource Centre. She has also worked on planning and developing programs such as the Healthy Eating Program for the Ontario Ministry of Health and the Nutrition Labelling Toolkit for Health Canada.

Laura will be working extensively with the Consumer Education Steering

Committee in the development of its communications strategy focusing on health professionals and through them, the media in an effort to reinforce the positive nutrition messages for grain foods such as breads.

House Passes Call for Ban on Trans Fats

– Health Canada Announces Task Force

On November 24th with overwhelming support (193 to 73) the House of Commons passed the following resolution calling for government actions to ban the use of trans fats in food processing in Canada:

“That, in the opinion of this House, the federal government should acknowledge processed trans fatty acids are harmful fats, which are significantly more likely to cause heart disease than saturated fats;

And that this House hasten the development of replacements to processed trans fats by urging the government to enact regulation, or if necessary legislation within one year, guided by the findings of a multi-stakeholder Task Force, including the Heart and Stroke Foundation of Canada and following the consultation process with scientists and the industry currently underway;

Therefore, this House calls on the government to enact regulation, or if necessary legislation that effectively eliminates processed trans fats, by limiting the processed trans fat content of any food product sold in Canada to the lowest level possible”

Some trans fats are formed naturally (in butter and some meats) but for food processing most are present when liquid oils are made into semi-solid fats like shortening and hard margarine. Trans fats have been targeted by the health community because they not only raise the levels of LDL-cho-

lesterol, the so-called “bad” cholesterol (like saturated fats), in the blood, and also lower the HDL-cholesterol or “good” cholesterol, and thereby increase the risk of heart disease.

Prior to debate on the motion Health Canada, announced the establishment of a multi-stakeholder task force to develop recommendations and strategies for reducing trans fats in Canadian foods to the lowest levels possible. Membership on the task force will include representatives from health associations, government, academia, and the food industry.

The Task Force will by the Spring of this year provide recommendations regarding public education, labeling and any possible immediate opportunities for the food service and food processing industry to reduce use of trans fats. By the end of the year, the Task Force will provide to the Minister recommendations for both an appropriate regulatory framework and for the introduction and widespread use of healthy alternatives to achieve the objective of limiting trans fat content in foods sold in Canada to the lowest levels possible.

BAC has requested membership on the task force as the baking industry is one, if not the largest users of shortenings that may contain trans fats. Additionally BAC has developed a position statement on trans fats. Members wishing more information on this matter should contact Paul Hetherington at the BAC office.

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Congratulations to Our
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A warm welcome to
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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

Congress 2005 Conference Program

Saturday April 2

Welcome Reception

5:00pm – 6:00pm

Join us as we kick off Congress 2005 with a Welcome Reception at the Vancouver Airport Conference Resort. A great way to get reacquainted with friends and colleagues. Complimentary admission for all.

Sunday April 3

BAC Annual General Meeting

8:00am – 9:00am

For BAC members only, this meeting will recap the Association's business of the previous year and outline plans for the future.

Official Welcome

9:00am – 9:05am

So how are We Doing Now?

9:05am – 9:35am

Just how is Canada's baking industry doing? In the recent past the industry has experienced significant change with the low carb craze, the growth of artisan products and other issues questioning the health value of our products. And the near future holds both challenges and opportunities with questions about trans fats and a new focus on whole grains. Gerrit Doruiter, General Manager, Bakery for Overwaitea Food Group will offer his insights and perspectives on these issues and more in his review of the status of Canada's baking industry.

Presenter: Gerrit Doruiter, General Manager, Bakery, Overwaitea Food Group

Making the Case – The Baking Industry Responds

9:35am – 10:30am

Canada's baking industry has been on the receiving end of an ever increasing number of negative health and nutritional issues. From acrylamide to low carb, the cumulative impact of all of these issues has influenced consumer perceptions about our products. This session will introduce for the first time, BAC's new Industry Spokesperson who will outline the steps BAC and its partners are taking in response and the opportunities this initiative will have for the future.

Presenter: Laura Pasut, MSc, RD

Coffee Break

10:30am – 10:45am

Interesting Garnishes to Individualize your baked goods and pastries

10:45am – 11:15am

Malaspina University will demonstrate how easy it is to garnish your products so that you can provide variety to your customers.

The demo will outline tips on how to make and use garnishes that include tuiles, fruit, choux paste, sugar and other interesting ingredients.

Working Magic With Chocolate

11:30am – 12:00 noon

Using chocolate as a value added ingredient for your finished product isn't as difficult as you may think. Not only does it add

eye appeal but also allows you to charge a premium price. The Vancouver Community College will show you how to work magic with chocolate such as:

- Tips on handling chocolate
- Ways to temper chocolate
- Use of transfer sheets for making chocolate decorations

Trade Exhibition

12:00 noon – 5:00pm

Canadian Dairy Commission Presentation and Reception

5:00pm – 6:00pm

Join the Canadian Dairy Commission and learn about their renewed marketing efforts in support of dairy product manufacturers and food processors. Two new industry support Funds will be introduced: Direct Access Fund and Innovation Support Fund. The Presentation will be followed by a reception.

Note: Admission is complimentary however space is limited so you must register in advance for this session.

Klondike Goldrush Evening Buffet Dinner & Party

Reception: 6:30pm – 7:15pm; Klondike Party starts at 7:15pm

It's a trip back through time to one of the west coast's most historical eras – the Klondike Gold Rush. Enjoy a delicious buffet, good music and test your skill (and luck) at the Casino Royale!

Note: Tickets are limited so register early!

Monday, April 4

Staffing Solutions For The Retail Bakery

8:00am – 9:00am

Staffing is an ever-constant stress for the retail bakery owner. This breakfast chat, hosted by Bakers Journal will bring together a panel of industry members to discuss the issue and offer solutions. You will learn:

How to decide exactly what kind of employee you need in your business. Retail staffing expert (Ted Topping) will offer his insight.

What other independent retailers are doing to attract skilled employees – and keep them. Jack Kuyer of Valley Bakery will talk about how he deals with the issue of staffing.

What colleges are doing to make their students skilled and employable – and how you can be a part of that. George Rudolph of Vancouver Community College will bring his perspective.

Note: Admission is complimentary for this session however space is limited so you must register in advance.

Tapping into Trends for New Products – Practical Considerations for Bakers

9:00am – 10:30am

Join Moderator, Dr Phillip Lee Wing, Ph.D., The Food Development Group and guests for a panel discussion on topics such as

- Health Trends with Dr Tom Tomkins, Lallemand
- Breads for the Future with Tom Kuk, American Society of Baking
- New Technology & Equipment with Jeff Rootring, American Institute of Baking
- Government Regulations with Kevin Gallagher the Canadian Food Inspection Agency

The panel will discuss how these four areas influence the success of new bakery products for the future. What are some of

the key factors that come into play when deciding to move ahead with product development?

The attendee will:

Understand some of the trends driving new product introduction
Learn what key factors will most likely decide product success
Discover how to work within the guidelines of government regulations
Learn some of the do's and don'ts in launching new products

Customer Service – Inside Out and Backwards

10:45am – 12:00 noon

If you want your external customers treated well, everyone within your company must treat their internal customers (employees, colleagues, suppliers, etc) well. This session will help you understand your leadership role in Customer Service and learn strategies to enhance your workplace and motivate your employees.

You will learn:

How to rethink Customer Service – from the inside out and backwards
Understand how your behaviour as a leader creates a positive customer service environment
Use a consultative approach to tap into employee wisdom and seek customer input when implementing customer service initiatives
Appreciate that “Perception is Reality”

Presenter: Margaret Hope, Lions Gate Training Ltd

Trade Exhibition

12:00 noon – 4:00pm

Hotel & Tourism Information

Headquarter Hotel
Vancouver Airport Conference Resort
10251 St Edwards Dr
Richmond, BC V6X 2M9
Tel: 604-276-1166
Fax: 604-276-1121
Web-site: www.vacr.bc.ca

Room Rate:

\$99.00 single/double (BAC group rate) plus taxes
Cut off date for special room rate is March 18

Notes:Hotel reservations should be made directly with the hotel
When contacting the hotel, please ensure that you indicate you are attending Congress 2005 so that the proper rate will be quoted
The hotel cannot guarantee the special BAC/Congress room rate after the March 18 cut off date

Tourism Information

If you are planning on enjoying the sights and sounds of Vancouver or British Columbia either before or after the event, you may find the following tourism contacts useful:

Vancouver Tourism
www.tourismvancouver.com

British Columbia Tourism
www.hellobc.com

Congress 2005

Exhibitor List as of January 12

Acatris Inc	J M Smucker Canada Inc
BakeMark Canada	L V Lomas Ltd
Bakers Journal	Lentia Enterprises Ltd
Baking Association of Canada	Loders Croklaan
British Columbia Blueberry Council	Malaspina University College
Burnbrae Farms Limited	Nacan Products Ltd
Canada Bread Company Limited	Nicholson Equipment Ltd
Canadian Dairy Commission	Prime Pastries Inc.
Carmi Flavor & Fragrance Co Inc	Ravensbergen Bakery Supplies Ltd
Creative Cutters	Reimelt (Canada) Limited
Danisco Canada Inc	Reynolds Food Packaging Canada Inc
Dawn Food Products (Canada) Ltd.	Snow Cap Enterprises Ltd
Dessert Co	Sugar Plum Desserts
Drader Bakery Logistics	Tapeko Natural Flavours Inc
Ellison Milling Company	The Original Cakerie Ltd
EM Bakery Equipment	Unisource Canada Inc
Embassy Flavours Ltd	Vancouver Community College
Gourmet Baker Inc	
Gumpert's Canada	
Harvest Corporation	

For more information on exhibiting or attending Congress 2005, contact the BAC office or visit our web-site: www.bakingassoccanada.com

Notice to Members BAC Annual General Meeting

BAC's Annual General Meeting will take place during Congress 2005 in Vancouver, BC. The AGM will provide a review of the association's activities over the past year as well as outline the direction for the future. All members are asked to join us on Sunday, April 3 from 8:00am – 9:00am at the Vancouver Airport Conference Resort.

For more information, please contact Gillian Blakey at the BAC office.

Congress 2005

April 3 - 4 • Vancouver Airport Conference Resort
Vancouver, BC

REGISTRATION FORM

Pre-registration Deadline: March 4

STEP 1 BADGE INFORMATION

(PLEASE PRINT CLEARLY - ONE FORM PER PERSON)

NAME MR MRS MISS
LAST NAME

first name

title

company

address

city

province/state

postal/zip code

country

e-mail address

telephone

fax

STEP 2 BAC MEMBER

one

Member Non-Member Not Sure YES I want to join BAC - Send Membership Information

STEP 3 REGISTRATION INFORMATION

You must check ONE in each category (unless otherwise indicated) to receive an admission badge.

IF YOU ARE A BAKER

TYPE OF ORGANIZATION

- Circle One**
- 01 Retail (Store Front) Bakery
 - 02 Grocery In-store Bakery
 - 03 Foodservice/Institution Baker
 - 04 Donut/Bagel/Muffin Baker
 - 05 Commercial Baker/Manufacturer
 - 06 Grocery Distributor
 - 18 Other type of Baker

PRIMARY JOB FUNCTION

- Circle All That Apply**
- 01 Full product range or circle individual products below
 - 02 Bread
 - 03 Buns/Rolls
 - 04 Bagels/Donuts/Muffins
 - 05 Croissants/Danish
 - 06 Cakes/Pies
 - 07 Pastries/Cookies
 - 08 Ethnic-Oriented Products
 - 09 Organic/Natural Foods
 - 10 Other

PRIMARY JOB FUNCTION

- Circle One**
- 01 Owner/Partner/President
 - 02 Vice President/Director
 - 03 Manager/Supervisor
 - 04 Baker/Chef/Cook/Decorator/Pâtissiers
 - 05 Buyer/Merchandiser
 - 06 Sales & Marketing
 - 07 Technical Service Rep/R&D
 - 08 Plant Operations/Engineering
 - 09 Companion/Family
 - 10 Teacher/Student
 - 17 Other

ALL OTHER COMPANIES

TYPE OF ORGANIZATION

- Circle One**
- 07 Non Baker Manufacturer
 - 08 Non Baker Distributor
 - 09 Non Baker Manufacturer & Distributor
 - 10 Broker
 - 11 Importer/Exporter
 - 12 Service Provider
 - 13 Government
 - 14 Media
 - 15 School
 - 16 Association
 - 17 Other

PRIMARY JOB FUNCTION

- Circle All That Apply**
- 11 Ingredients
 - 12 Decorations
 - 13 Partial/Finished Products
 - 14 Equipment
 - 15 Packaging
 - 16 Transportation/Delivery
 - 17 Maintenance/Sanitation
 - 18 Services/Supplies
 - 19 Other

STEP 4 REGISTRATION FEES (All fees quoted include 7% GST)

	Pre-registration Rate (valid until March 4)	Regular Registration Rate & On-Site Rate (effective March 4)	Amount (in Canadian Funds)
TRADE EXHIBITION PASS (valid for 2 days)	20	25	
SUNDAY SEMINAR PASS (valid for seminars held from 9:00am - 12:00 noon)	30	40	
MONDAY SEMINAR PASS (valid for seminars held from 9:00am - 12:00 noon)	30	40	
SUNDAY KLONDIKE PARTY	85	100	
ADDITIONAL ACTIVITIES	Total Amount Due BN #887054758RT		

which you would like to attend

Note: Both activities are complimentary however space is limited and is on a first come, first served basis. These activities will be ticketed events.

- Sunday evening Canadian Dairy Commission Presentation & Reception
- Monday morning Breakfast Chat with Bakers Journal

STEP 5 PAYMENT

Registrations will not be processed without payment

- Cheque (Payable to Baking Association of Canada)
- MasterCard
- Visa

Charge Card Number

Expiry Date (MM/YY)

Signature

Cardholder Name

* All Registrations will be confirmed in writing.

* REFUND POLICY: Written cancellation must be received no later than Friday, March 4. A \$50 Service Charge will apply.

Fax or Mail to: BAC, 7895 Tranmere Dr, Site 202, Mississauga, ON L5S 1V9

Tel: 905-405-0288 or 888-674-BAKE • Fax: 905-405-0993

E-mail: info@baking.ca

Web-site: www.bakingassoccanada.com

for BAC use: Ver. 1

REC'D _____ DATE _____
DUE _____ CO _____
BAL _____ IND _____

MBR Y N

Stewardship Ontario Announces New Fees for 2005

Stewardship Ontario, the industry's municipal recycling program funding organization created by the Ontario Government that requires all companies that introduce packaging and printed paper into the Ontario consumer marketplace to share in 50% of the funding of Ontario's municipal Blue Box waste diversion programs has announced new packaging fees for 2005. The fees are as follows:

Category	Material	Annualized Fee	
Printed Paper	Newspaper CNA/OCNA Members	0.271 ¢/kg	
	Newspaper Non CNA/OCNA	0.786 ¢/kg	
	Magazine and Catalogues	0.862 ¢/kg	
	Telephone Directories	1.302 ¢/kg	
	Other Printed Paper	9.029 ¢/kg	
Packaging		7.904 ¢/kg	
	Paper based packaging	13.907 ¢/kg	
	Plastic packaging	4.745 ¢/kg	
	Steel packaging	-1.093 ¢/kg	
	Aluminum packaging	Food and beverage cans	5.502 ¢/kg
		Foil and other aluminum packaging	3.761 ¢/kg
	Glass packaging	Clear	4.432 ¢/kg
Coloured			

All companies doing business in Ontario — whose products' packaging and printed paper end up in residential Blue Boxes or the municipal residential waste system — were required to register with Stewardship Ontario. For more information contact Guy Perry at 647-777-3354 or email: gperry@stewardshipontario.ca.



B.C. Chapter President starts 2005 off with a splash at the annual Polar Bear Swim on January 1, White Rock Beach in B.C.

HACCP Advantage Expo 2005 – Gain the Advantage!

The Ontario Ministry of Agriculture and Food's (OMAF) has announced that HACCP Advantage Expo 2005 will be held on March 1, 2005 at the Doubletree Hotel in Toronto.

This one-day event will include a short plenary session, a series of interactive workshops and a goods and services exhibition area. The exhibition area will provide the opportunity to gather HACCP related information from a variety of goods and services suppliers who would not normally come together under one roof.

For more information contact HACCP.Advantage@omaf.gov.on.ca or leave a message at the HACCP Advantage Info Desk 519-826-4752.

CDC Announces New Assistance Programs

The Canadian Dairy Commission has created two new funds to facilitate access to expert technical support and advice:

Direct Access Fund – Initial limited free access of up to 7.5 hours will be offered to processors and further processors to encourage consultation with food science centres and recognized experts.

Innovation Support Fund (ISF) – An expansion of the Milk Ingredients Technical Support Program (MITSP) that incorporates the notion of technology transfer and innovation in support of dairy product manufacturers and food processors. Funding will be provided for some of the initial costs for advice in investigating the feasibility of new projects and for certain marketing and technical costs throughout the development process. Projects which qualify under the ISF will receive up to \$25,000 of funding assistance.

For more information on these funds, contact Dalal Nasrallah at 613-792-2035 or dnasrallah@agr.gc.ca or call toll-free at 1-866-366-0676.

Ontario Government Raises Minimum Wage

The Ontario Government has announced that the general minimum wage will be raised to \$7.45 per hour on February 1, 2005, and there will be annual increases in each of the next two years until it reaches \$8 per hour in early 2007.

The student wage, for those under 18 years old and employed for not more than 28 hours a week will rise from \$6.70 to \$6.95 per hour.



B.A.C. - BC CHAPTER

Malaspina University - College

Tour, Dinner, Training & Trans Fatty Acid Presentations

Please join us as we

Tour the Baking & Culinary Arts facilities of
Malaspina University - College on Vancouver Island

Enjoy a fabulous dinner buffet prepared by the students - in the Royal
Arbutus Room

Learn what Malaspina offers the students (destination training for the
Baking and Pastry Arts) and potential employers in the baking industry,
and the possible formation of a Trades Advisory Committee

Take in a Trans Fatty Acid presentation by Canbra Foods

Wednesday, February 16th, 2005

4:00pm	Tour of Malaspina - Baking & Culinary Arts (Building 185)
4:55pm	Cocktail reception in the Royal Arbutus Room (Building 300)
5:35pm	Welcome by BAC - BC Chapter - President & Malaspina University – College - Dean of Trades and Applied Technology and Apprenticeship
5:45pm	Dinner in the Royal Arbutus Room (Building 300)
6:45pm	Malaspina presentation to the trade
7:15pm	Trans fatty acids presentation by Canbra Foods
7:50pm	Questions
8:00pm	Good night

Campus map available at <http://www.mala.ca/campusmap.htm>

Nanaimo Campus • 900 Fifth Street, Nanaimo, B.C., Canada V9R 5S5 • Main Switchboard (250) 753-3245

Please RSVP (before February 9th, 2005)

Attention: Gillian Blakey - Baking Association Head Office

Phone: 1 (888) 674-2253 ext. 21

Fax: 1 (905) 405-0993

**Or for further information, please contact Gary Humphreys at
1 (800) 663-0316 ext. 2 or (604) 233-3082**



BC CHAPTER MALASPINA UNIVERSITY - COLLEGE

Registration Form
Wednesday, February 16th, 2005

ATTENDEES

Please list names of all attendees: (attach separate sheet if necessary)

Name _____ Company _____

Name _____ Company _____

Name _____ Company _____

Name _____ Company _____

Name _____ Company _____

Name _____ Company _____

Name _____ Company _____

Receipt required? Yes _____ No _____

Address _____ City, Prov. _____ Postal Code _____

Tel: _____ Fax: _____

PAYMENT

_____ # of attendees _____ x \$28.00 per member _____ x \$32.00 per non member _____ x \$24.00 per student

Please make cheques payable to Baking Association of Canada

\$ _____ Subtotal

\$ _____ add 7% GST

\$ _____ **Total Enclosed**

Please note: Baking Association of Canada only accepts:

Visa

MasterCard

Card #: _____

Expiry Date: _____ Phone # of Cardholder: _____

Signature: _____

Mail or fax completed form and payment to:

Baking Association of Canada, 7895 Tranmere Dr., Suite 202, Mississauga, ON L5S 1V2

Tel: 905-405-0288 ♦ Toll Free: 1-888-674-2253 ♦ Fax: 905-405-0993

**** PLEASE RSVP BEFORE FEBRUARY 9TH, 2005 ****

Congratulations to Our Most Recent Correspondence Course Grads!



William Baszyk
Anne Forbes
Fernanda Gomes
Tiffany Howell
Judy Parsons
Doug Phillips
Yves Ricard
John Ricci

Graham Shirton
Gurjeet Kaur Sidhu
Rosemarie Steiger
Mary Stokan
Cristina Tayag

Bakery Technology I
Bakery Technology II
Bakery Technology II
Bakery Technology I
Bakery Technology I
Operating A Successful Bakery
Bakery Technology I
Bakery Technology I &
Food Hazard Control: Sanitation
Bakery Technology I
Food Hazard Control: Sanitation
Bakery Technology II
Bakery Technology I
Bakery Technology I

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

Shirley Gadd
Anne Grindl
Calvin R. Howell
Drew LeBlanc
Jack Nickel
Al Picard

Univar Canada Ltd
Anie Goode
Maple Leaf Bakery
Aarhus United
Tapeko Natural Flavors Inc
J B N T Marketing Inc



Upcoming Events

Atlantic Chapter

Hockey Night in Halifax
Friday, February 4
Halifax Metro Centre
Rafters Skybox
Halifax, NS

Golf Tournament
September 12
Magnetic Hill Golf Club
Moncton, NB

Congress 2005

April 3-4
Vancouver Airport
Conference Resort
Vancouver, BC

Bakery Showcase 2006

May 7 - 9, 2006
Toronto Congress Centre
Toronto, ON.

Ontario Chapter

Night at the Races
Thursday, March 10
Woodbine Race Track
Toronto, ON