

# The Bulletin

July 2005

Baking Association Of Canada Newsletter



## Consumer Education Initiative Gets Name – Logo

*Grains, they're essential* is the name for BAC's Consumer Education Program. The name is the result of consumer research done in March which demonstrated a strong consumer agreement to the overall health benefits of grains. The name and new logo will be featured in all future communications and on a new website being developed under [www.GrainsEssential.ca](http://www.GrainsEssential.ca). The new site will

be available shortly. While this will be a separate website, it will be linked to BAC's for easy member access.

The *Grains, they're essential* program is preparing over the summer for a fall media program to announce the program. Stay tuned for further details that will come with the release.



## Grain Recipes Urgently Needed

Got a healthy recipe using breads in sandwiches etc.? The *Grains, they're essential* program is looking for recipes to include in its Fall back to school promotion piece. Recipes are also urgently needed for inclusion on the *Grains, they're essential* website. If you have recipes and are willing to share, please forward them to the BAC office or via email to [lpasut@GrainsEssential.ca](mailto:lpasut@GrainsEssential.ca). We would also ask that you include nutrition information on all recipes where available!

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### E-mail and Contact Info

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

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# Grains, They're Essential Program Produces First Information Pieces for Health Professionals/Consumers.

In early June, the *Grains, they're essential* program produced and distributed its first two information pieces for health professionals and consumers on the benefits of grains consumption.

The health professional piece was a backgrounder developed with the objective of providing dieticians, nutritionists etc., with a summary of grains, their origins and the benefits of consumption. The four page backgrounder covers such topics as grains and chronic disease, carbohydrates and obesity, and the benefits of folic acid fortification. The backgrounder was mailed in early June to more than 6000 dieticians across Canada. The backgrounder is also being produced in french and will shortly be distributed to another 2000 health professionals. The *Grains, they're essential* program will be producing another health backgrounder later this year. Copies of the health backgrounder can be currently downloaded by visiting the BAC web site [www.bakingassoccanada.com](http://www.bakingassoccanada.com).



Supporting the health backgrounder, the *Grains, they're essential* program has also produced a two page consumer piece. Again, the consumer piece reinforces the key message that grains are healthy and addresses key issues such as the benefits of refined grains, and grains and weight gain. Members are encouraged to visit the BAC website, download the consumer piece and distribute it to their customers. The piece is available in both four colour and black and white. The *Grains, they're essential* program will be producing two additional consumer pieces this year with the next one scheduled for the fall with a back to school focus.



## RETAIL BAKER INTRODUCTORY OFFER

Join BAC now and your first year membership is only

**\$75.00**

### YOUR BAC MEMBERSHIP INCLUDES

- ✓ FREE Subscription to Bakers Journal
- ✓ FREE Access to our Education Video Library
- ✓ Member Discounts at Conventions and Chapter Meetings
- ✓ Savings on Travel, Car Rentals, Vehicle Maintenance and more
- ✓ Information Services including our website, member hotline and more
- ✓ Discounts at Seminars
- ✓ Discounts on Correspondence Courses
- ✓ Protecting your Interests with Government



# BAC ATLANTIC CHAPTER 2005 GOLF TOURNAMENT

**Monday, September 12, 2005**  
**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 1, 2005**. In the event of a "sell-out" registrations will be accepted on first come first served basis.*

<b>Name:</b>				
<b>Company:</b>				
<b>Address:</b>				
<b>Phone:</b>				
<b>Quantity:</b>		<b>Early Bird prior to Aug 29<sup>th</sup> x \$125.00</b>	<b>Total:</b>	
	<b>BAC Members – Golf, Cart, Dinner &amp; prize table</b>			
	BAC Members – Golf, Cart, Dinner & prize table	Late registration \$135.00	Total:	
	BAC Members – Dinner Only	x \$35.00 ea	Total:	
	<b>Non Members – Golf, Cart, Dinner &amp; prize table</b>	<b>Early Bird prior to Aug 29<sup>th</sup> x \$135.00 ea</b>	<b>Total:</b>	
	Non Members – Golf, Cart, Dinner & prize table	Late registration \$150.00	Total:	
	Non-Members – Dinner Only	x \$45.00 ea	Total:	
<b>HST @ 15%</b>			<b>Tax:</b>	
<i>Please enclose cheque or Money Order Payable to Baking Association of Canada</i>			<b>Grand Total:</b>	

*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** \_\_\_\_\_  **1<sup>st</sup> Time**

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

## BAC Discusses Whole Grains with Health Canada

BAC has been in preliminary consultations with Health Canada regarding a definition for whole grains and the possibility of a new health claim for whole grain products. Currently there is no definition for whole grain products and this would be the first step to Health Canada approving a new health claim for whole grain products. It is anticipated that Health Canada will undertake a more extensive consultation on this issue sometime this year.

## New Additions to BAC Video Library

BAC is pleased to announce the addition of two videos to its Educational Video Library:

### **Supercharge Your Freshness Image – Super Skills with Harold Lloyd**

High standards of freshness deliver “Supercharged” sales. A strong freshness corporate-culture is a vital point of difference. In this program, Harold Lloyd teaches managers the four principles of a freshness image.

*Source: International Dairy-Deli-Bakery Association*

### **Successful Food Demonstrations & Sampling Super Skills with Harold Lloyd**

This video will show you why food demonstrations and sampling programs are two of the most successful ways to get customers to buy more!

*Source: International Dairy-Deli-Bakery Association*

The Educational Video Library helps bakers keep on top of the latest techniques and trends. As a BAC member you will be able to borrow these videos at no cost (shipping charges apply). For more information on these and other videos contact the BAC at 905-405-0288 x21.

## Possible New Restriction on Dairy Labeling and Terms

On June 3rd the Standing Committee on Agriculture approved unanimously a new amendment to Bill C27 (The Canadian Food Inspection Agency Enforcement Act) that would, according to the Dairy Farmers of Canada, “reserve the use of dairy terms on packages to food actually containing dairy products.”

### **The main points of the amendment are:**

- No person shall market an agricultural product using a dairy term on the label unless that product contains the dairy ingredient represented by the dairy term.
- No person shall market an agricultural product that has a dairy term on the label if the agricultural product is intended to substitute for a dairy product.

While some exemptions have been provided to recognize traditional uses such as “peanut butter” and to allow for the use of artificial flavouring preparations. The amendment, if passed into law, would require that products, such as butter tarts, contain actual butter. Not clear is the impact on products like a Boston Cream Pie, where the filling is not cream but more of a custard. BAC is meeting with both government officials to clarify the potential implications of this possible legislation.

# ABA Offers Key Whole Grain Labeling Guidance for Bakers Shipping to USA

ABA recently circulated its response to member inquiries regarding bakers' need for clear labeling messages and compliance regarding whole grain content and provided the following guidance for baker usage:

- The statement "Contains \_\_\_% Whole Grains" would be acceptable under the FDA's policy of allowing quantitative statements about ingredients/nutrients for which no DV has been established.
- The claim "Contains Whole Grains" would be deemed an implied "good source of fiber" claim under the FDA's current regulations and policy (see 21 C.F.R. 101.65(b) (5) and (c) (3) and 58 Fed. Reg. 2302 at 2370). As such, it could only be used at this time if the general requirements for a "good source of fiber" nutrient content claim are met for the product.
- An alternative statement would be "Made with Whole

Grains." The phrase "made with" has not generally been deemed to be a synonym of "good source" and therefore no current FDA regulations would prohibit or regulate the use of such a statement. However, a manufacturer must consider the overarching anti-deception principles in the Food Drug and Cosmetic Act (FDCA) and Agency regulations, and in this regard a "Made with Whole Grains" statement should only be used on product with at least appreciable amounts of whole grains.

There is, of course, no currently established FDA minimum level/amount for a "dietarily significant" whole grain claim. This issue will be addressed at the Food Technical Regulatory Affairs Committee (FTRAC) meeting on June 21 in Washington, D.C. Should you need additional information or have further questions on this or any labeling issues, please contact ABA at 202-789-0300.



## In *Passing*

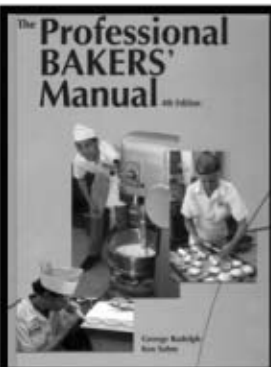


We are saddened to report the passing of a long time member Bill Halliday.

Bill Halliday had a long career in the baking industry throughout his time at Oshawa Foods. He was actively involved in both the Bakery Production Club and Bakery Council of Canada. In 1998 he,

along with the late Syd Rowell, was awarded the first Honourary Life memberships in BAC for their long support and commitment to the baking industry.





## Professional Baker's Manual 4th Edition

### Order Form

\$78.00 - Members    \$88.00 - Non-Members

#### Quantity Discounts

Order	Discount	Quantity Ordered	
Order 1 - 20 books	N/A	Quantity Discount	
Order 20 - 50 books	20%	Subtotal	
Order 51 - 75 books	25%	Add GST 7%	
Order 76 - 100 books	30%	Administrative Charge	\$8.50 per Order
Order 101 + books	35%	Total	

#### Ship To

<b>Name</b>	
<b>Title</b>	
<b>Company</b>	
<b>Address</b>	
<b>City/Prov</b>	
<b>Postal Code</b>	
<b>Tel:</b>	<b>Fax:</b>

#### Payment Information

Visa _____ Mastercard _____ Cheque _____ Cash _____
<b>Card #:</b> _____ <b>Exp. Date:</b> _____
<b>Cardholder Name:</b> _____
<b>Signature:</b> _____

*Please make cheques payable to: Baking Association of Canada*  
 7895 Tranmere Dr., Ste: 202, Mississauga, ON L5S 1V9  
 Tel: 905-405-0288 Toll Free: 888-674-2253 Fax: 905-405-0993  
 BN#887064798RT



*Your Fellow Vancouver Island Bakers & Pastry Chefs*  
*Baking Association of Canada – B.C. Chapter, Island Committee*

*Invite all Island Bakers, Pastry Chefs & Affiliates*  
*To a Get Together and an Informal Panel Discussion*  
*Monday, September 19<sup>th</sup>*

*At Malaspina University - College, Nanaimo Campus*  
*Building 185, 900 5<sup>th</sup> Street, Nanaimo (<http://www.mala.ca/campusmap.htm>)*

*Join us for our inaugural event! We are a collaboration of Island Bakers, Pastry Chefs & affiliates who have recently come together through the common desire of establishing a forum within our trade for a creative exchange of ideas, and to collectively promote the profession of Baker and Pastry Chef as a skilled craft.*

*3 PM – Welcome To Malaspina's Baking & Pastry Arts*

*Led by Instructors Martin Barnett & Ken Harper, with a tour of the facility.*

*3:45 – Informal Panel Discussions: Royal Arbutus Room Bld. 300*

*"Full Circle ~ The Resurgence of the Craft"*

*Hosted by your peer Bakers & Pastry Chefs, with a focus on:*

- The Craft of Bread Baking*
- The Art of Pastry & Desserts*

*~ Bring your Questions and Share your Experiences ~*

*5.15 PM – Buffet Dinner & Lounge*

*Prepared by Malaspina's Culinary Arts Program*

*Free Bus Transportation Provided from and back to Victoria*

*Departing Victoria from Mayfair (Clock Tower) at 1 PM, Duncan from Bus Station at 2 PM*

*Cost \$25 (Inc GST)*

*Further information? Martin Barnett 250-740-6114 [barnettm@mala.bc.ca](mailto:barnettm@mala.bc.ca) Wayne Llewellyn 1-800-561-2868 [wayne@snowcapbake.com](mailto:wayne@snowcapbake.com)*

*Please! Deadline for registration Sept 6<sup>th</sup> 2005*

*Malaspina Registration: Courtesy of B.A.C., Attn: Gillian Blakey,*

<i>Name</i>	<i>Company</i>	<i>Phone #</i>	<i>Fax or Email</i>	<i>Bus? (Y/N)</i>	<i>Victoria or Duncan?</i>

*\$25 pp (\$23.36 + 1.64 GST) Cheques: Payable to B.A.C.*

*Mail to: B.A.C. Suite 202 – 7895 Tranmere Dr., Mississauga ON L5S 1V9*

*Phone 1 888 674 6114 Fax 905-405-0993, e-mail [gblakey@baking.ca](mailto:gblakey@baking.ca)*

# Congratulations to our Most Recent Correspondence Course Grads!

**Cheng Lim**

**Corey O'Neill**

**Chandraketubhai Sandesara**

**Gurjeet Sidhu**

**Sherry Wilson**

Bakery Technology I

Bakery Technology I

Bakery Technology I

Foundation for Sanitation

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 website at [www.bakingassoccanada.com](http://www.bakingassoccanada.com).

## A Warm Welcome to our Newest Members

**Paolo Posada**

*Costa Rican Foods Ltd.*

**Tayyib Thomas**

*Mr. Charles Fine Foods Ltd.*



## Baking Association of Canada Upcoming Events

### **Atlantic Chapter**

Golf Tournament

September 12

Magnetic Hill Golf Club

Moncton, NB

### **BC Chapter**

Golf Tournament

June 22

Guildford Golf &

Country Club

Surrey, BC

### **Ontario Chapter**

Fall Golf Tournament

September 20

Glen Eagles Golf Club

### **Bakery Showcase 2006**

May 7 – 9, 2006

Toronto Congress Centre

Toronto, ON

### **Alberta Chapter**

Golf Tournament

July 26

Elbow Springs

Golf Club

### **Vancouver Island Meeting**

September 19

Malaspina University -

College

Nanaimo Campus