

# The Bulletin

August 2005

Baking Association Of Canada Newsletter



## Grains – *They're Essential!* A Communication Campaign



One slice of bread every three days!  
One 1/2 cup serving of pasta every four weeks!

These are examples of a 6% increase in hard wheat and durum wheat flour consumption needed to bring the per capita flour consumption back up to 2002 levels. In order to achieve this goal during the three year campaign we will:

- Change consumer perception on the healthfulness of grain products, specifically breads and pasta;
- provide information to key stakeholders – health professionals, industry members and the media – to support consumers in increasing their consumption of breads and pasta.

How we will accomplish this? Well, we have already started. In June, a background document was written on the benefits of bread in a healthy diet. This background document was sent to 6200 dietitians along with a consumer fact sheet, which can be copied and distributed to consumers across Canada. These two documents are currently available on the BAC website. In August, these documents, translated into French, were distributed to 2300 French dietitians. Dietitians and industry members are encouraged to copy the consumer fact sheet and distribute to as many clients/customers as possible.

But this is just the beginning. September will be a pivotal time for this campaign. In addition to developing a second consumer fact sheet that will help consumers learn how to get their 5-12 servings of grain products each day, we will be having our official launch of the program. This will include:

- A press release;
- A press conference to be held in Toronto and
- Distribution of key resources to food and nutrition media.

This press conference will promote the program and the benefits of breads and pasta across Canada through key media sources. This is expected to lead to a increase in media interviews about grain products. In the interim, we have already had some preliminary interviews with print media in Western Canada.

In December, the second background document with a corresponding consumer fact sheet will be distributed to dietitians. This one will focus on folic acid – the benefits of this B-vitamin and the role of fortified white wheat flour and enriched pasta in providing this nutrient in our diets.

All of these resources, plus additional information, will be available to consumers, health professionals, industry members and media through the new website dedicated to promoting the consumption of breads and pasta. The new website address is [www.GrainsEssential.ca](http://www.GrainsEssential.ca).

That will complete our activities for Year 1. Plans for Year 2 are not fully developed. However, two items we are considering are a background document and/or consumer fact sheet to support the revised Food Guide. The revision of Canada's Food Guide to Healthy Eating is expected in May 2006. Our resources will focus on promoting the new messages related to grain

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products. The second item, also related to the revision, would be a media tour promoting the consumption of the grain products food group and specifically highlighting the role of breads and pasta in meeting new recommendations.

In addition, we hope to expand the consumer side of the website with a selection of tasty recipes – an important

role for our member companies to support.

This campaign will not be as effective without your help – get involved. Distribute the consumer facts sheets to your customers. Send in some recipes for the website and fact sheets. Remind people that bread and pasta are essential for healthy eating!

*Editor's Note: To obtain copies of the Health Professional Backgrounders and/or the Consumer Fact Sheets, produced in both English and French versions visit the website [www.GrainsEssential.ca](http://www.GrainsEssential.ca) or contact the BAC office.*

## The Interprovincial Standards Red Seal Program

The Red Seal Program was established in 1952 to provide greater mobility across Canada for skilled workers. Through the program, apprentices who have completed their training and certified journeypersons are able to obtain a “Red Seal” endorsement on their Certificates of Qualification and Apprenticeship by successfully completing an Interprovincial Standards Examination.

The program encourages standardization of provincial and territorial apprenticeship training and certification programs. The “Red Seal” allows qualified tradespersons to practice the trade in any province or territory in Canada where the trade is designated without having to write further examinations. To date, there are forty-five trades in the Red Seal Program, including Baker.

### How to Obtain a “Red Seal”

In certain trades, holders of provincial and territorial Certificates of Qualification can apply to write an Interprovincial Examination; if successful, they receive a distinctive “Red Seal” which is affixed to their Certificate of Qualification.

An Interprovincial Standards Red Seal can be obtained in the trades designated as Red Seal by:

1. a) either graduating from a recognized provincial or territorial apprenticeship training program; or  
b) obtaining a Journeyperson level certificate from a province or territory;  
  
and
2. passing the Interprovincial Standards Examination for that trade.

The Interprovincial Standards “Red Seal” Examinations are administered through the provincial and territorial certification and apprenticeship offices.

### A New Baker National Occupational Analysis (NOA)

The National Occupational Analysis (NOA) is used as a base document for the development of the Interprovincial Standards Examination and is encouraged to be used by the provinces and territories for curriculum development.

Work is underway on an update to the Baker NOA. A consultation workshop with expert bakers from across Canada was held in May as a first step to updating this NOA.

*For more information on the Red Seal Program and to see the current NOA, visit [www.red-seal.ca](http://www.red-seal.ca)*

# Grains – *They’re Essential!* The Challenges & Opportunities

Data from Statistics Canada indicates that per capita flour consumption has been declining from a high of close to 71 kg per person in 2001 to the 2004 consumption of 63.7 kg per person. Similar trends are seen in the United States. Although there may be a number of reasons for this decline, one potential factor is the popularity of fad diets, which promote a low carbohydrate, high protein intake. This trend has lead industry groups to join forces to promote the nutritional benefits of grain products, specifically breads and pasta in the Canadian diet.

The goal of the *Grains – They’re Essential* communications campaign is to increase the consumption of grain products. In developing our strategy for the campaign, we had a number of questions that needed to be addressed so that we could determine whether we were able to achieve our goal. Answers to these questions would provide some baseline information for our campaign. The questions were:

- How often do adult Canadians eat bread and pasta?
- Do the trends in per capita flour consumption match what people are saying about their consumption of bread and pasta?
- What are consumer perceptions of different grain products; specifically do they perceive bread and pasta to be healthy?
- Do consumers know the nutritional benefits of grain products?

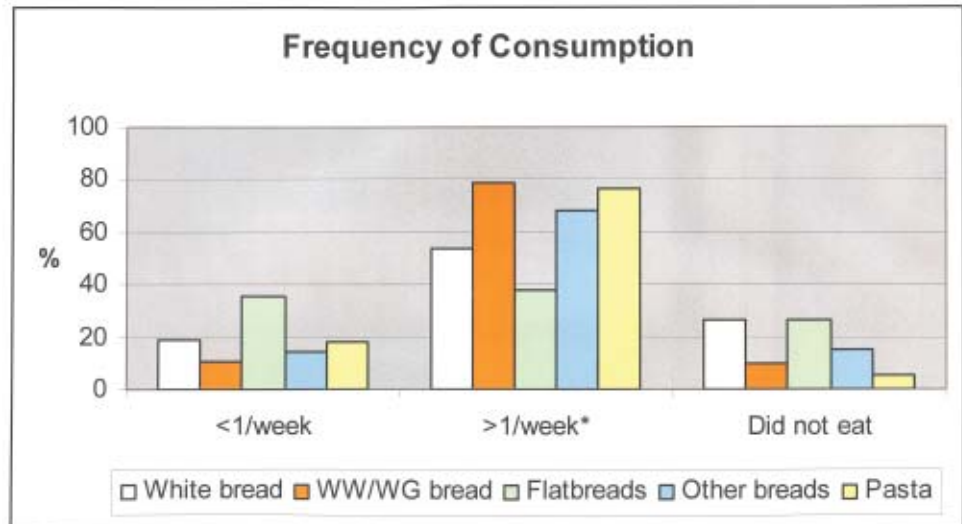


Chart 1

- What should be the slogan/logo for the campaign?

In order to get some answers to our questions, we decided to participate in an omnibus consumer survey. Here are some of the highlights from the consumer survey conducted in March 2005 with a sample size of just over 1000 adults from across Canada.

## Frequency of Bread and Pasta Consumption

The current frequency of consumption of breads indicate that more adults are eating whole wheat or whole grain bread once per day or more compared to white bread (35% versus 19%). However, similar numbers eat whole wheat/whole grain bread and white bread at least once a week or more (1-6 times per week). Totals for frequency of once per week or more, including daily, are found in Chart

1. Older adults are more likely to say they eat whole wheat/whole grain daily while young adults are more likely to select white bread. Adults with children are more likely to indicate that they ate other breads or flatbreads. About 77% of adults say they have pasta at least once a week or more. French-speaking Canadians are more likely to have pasta more frequently than English-speaking Canadians.

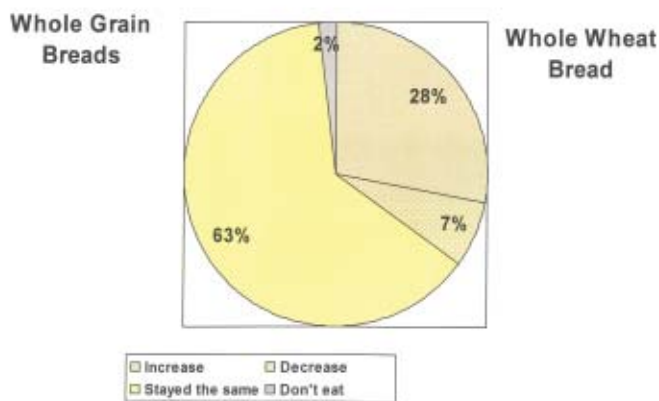


Chart 2

## Change in Consumption

The per capita flour consumption showed a continuing decrease from 2001. The consumer survey asked participants if they had changed their consumption during the past year. For whole grain and whole wheat breads, the picture is positive – more people increased their consumption of these breads compared to the number who decreased their intake (Chart 2). However, the picture is not as positive with white bread and pasta. The decrease in per capita flour consumption matches the response from individuals on their intake of white bread and pasta. Thirty-nine percent of the individuals indicated that they decreased their intake of white bread during the past year compared to only 5% who indicated that they increased their consumption. Likewise, 19% reduced their intake of pasta compared to 10% who increased their intake (Chart 3).

Adults from Ontario, the Prairies and B.C. were more likely to indicate that they decreased their consumption of white bread during the past year. Adults 25-34 years of age

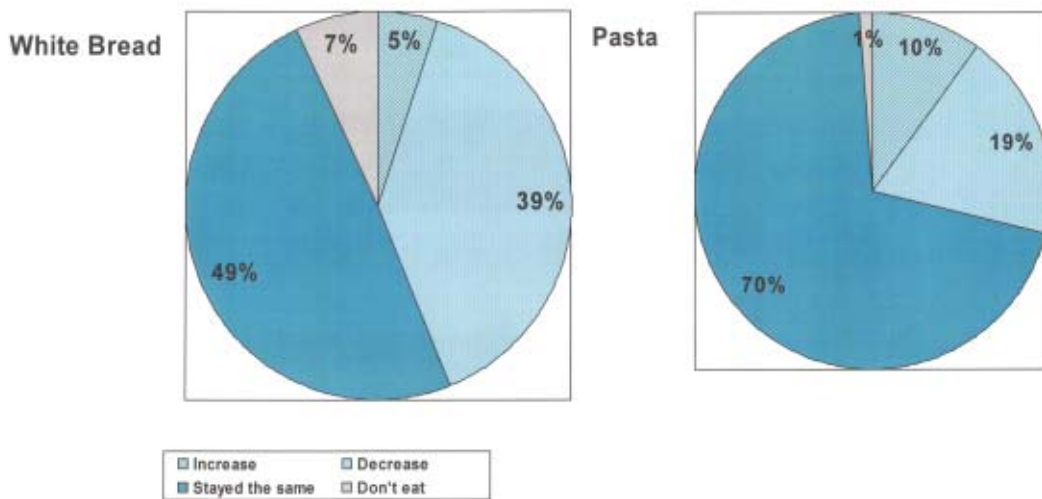


Chart 3

and those with higher education were more likely to have decreased their consumption of pasta during the past year.

## Consumer Perceptions

To change consumer behaviour, we want more people to perceive that different breads and pasta are healthy. We asked consumers to rate different categories of food and different grain products for how healthy that food is, on a scale of 1 to 10, where 1 is not at all healthy and 10 is very healthy.

When comparing the perception of “grain products” versus “bread” as healthy food categories, grain products received an average rating of 7.9 while the general term bread received an average rating of 6.1.

### Perceived Rating of Healthy

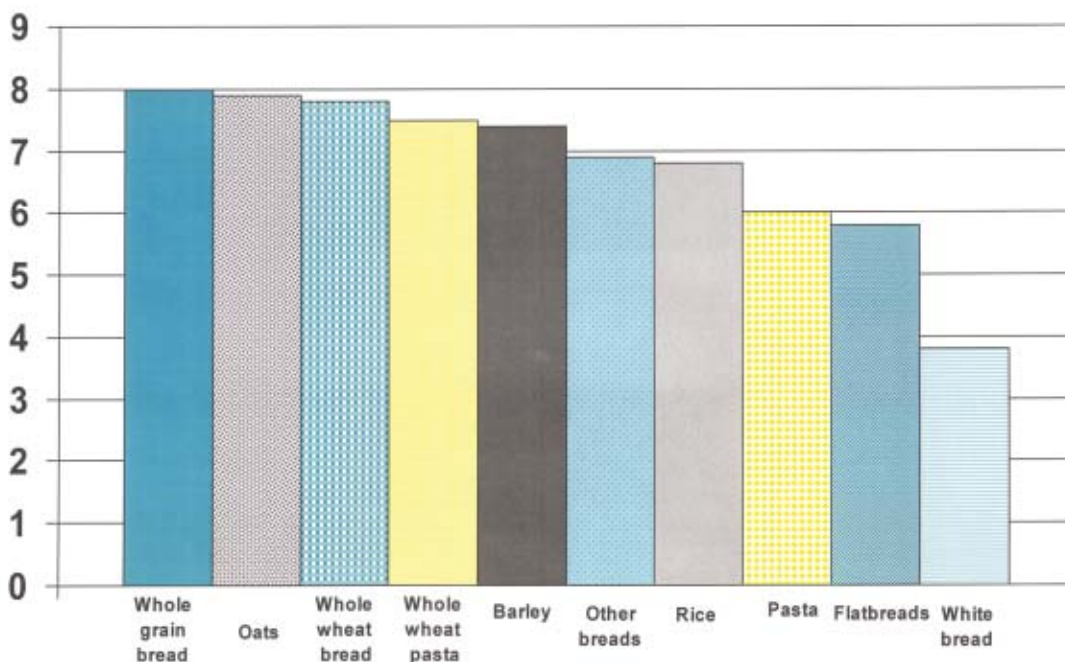


Chart 4

When looking at specific grain products and specific types of breads, the good news is that most individuals rate the majority of these products as healthy, with average ratings above 5. The whole grain and whole wheat products were rated very high with average ratings above 7 (Chart 4). The bad news is that people rate white bread as quite unhealthy. Although other breads and flatbreads often use the same flour, the perception is that they are healthier than white breads.

This question was similar to one asked in the United States on a consumer survey. In general, for all grain products asked, Canadians rate the grain product as healthier than our U.S. counterparts. The only product rated the same was white bread. Adults in both countries view white bread as unhealthy.

The greatest demographic difference found in the perception of grain products was between French speaking and English speaking Canadians. In all grain products rated, French speaking Canadians rated the item as healthier. In addition, French speaking Canadians were less likely to say that white bread was unhealthy (those choosing a rating of 1, 2 or 3) compared to English speaking Canadians (33% versus 53%).

### **Nutritional Benefits**

We asked consumers to agree or disagree with five statements about grain products and their potential benefits – four statements were true and one was false.

In general, Canadians are knowledgeable that grain products provide energy and fibre. What is less clear to adult

Canadians is that grain products, specifically enriched white bread, is an important source of vitamins and minerals and specifically a source of folic acid. In addition, the recent promotion of low carbohydrate diets as a way to reduce weight has resulted in confusion – people are split between agreeing and disagreeing with the statement that “Carbohydrates, including those found in whole grains, are fattening”.

### **Slogan / Logo**

Sixty-four percent of the consumers rated grains products as very healthy (selecting 8, 9 or 10 on the rating scale) compared to only about 26% rating bread or pasta as very healthy. These results of the perceived healthfulness of grain products compared to bread or pasta resulted in the development of a logo and slogan that would be viewed by consumers as positive. It also facilitates discussion about the importance of breads and pasta in the grain products food group in Canada’s Food Guide to Healthy Eating. Enjoy your grains – they are essential in a healthy diet!

## **Canadian Community Health Survey: Obesity Among Children and Adults**

Obesity rates among children and adults have increased substantially during the past 25 years, according to new results from the Canadian Community Health Survey (CCHS), which directly measured the height and weight of respondents.

In 1978/79, 3% of children aged 2 to 17 were obese. By 2004, 8%, or an estimated 500,000 children, were obese. Among adults, the growth in obesity was even more dramatic. In 1978/79, the age-adjusted adult obesity rate was 14%. A quarter century later, 5.5 million individuals, representing 23% of adults, were obese.

Among young people, the biggest increases in obesity rates over the past 25 years occurred among adolescents aged 12 to 17, where the rate tripled from 3% to 9%. For adults, the most striking upturns occurred among people who were aged 25 to 34, and those who were 75 or older where the rates more than doubled to 21% and 24% respectively.

Even so, Canada’s adult obesity rate was significantly lower than that in the United States. While 23% of Canadian adults were obese in 2004, the rate was nearly 30% south of the border.

Overweight and obesity rates were calculated using the body mass index (BMI), which is calculated by dividing weight in kilograms by height in metres squared.

For adults, a BMI of 25 or more indicates overweight and an increased risk of developing health problems; 30 or more indicates obesity and a high to extremely high risk of

developing health problems.

For example, an adult male who is 1.8 metres tall (five feet, 10 inches) and weighs 95 kg (210 pounds) would have a BMI of 30 and be considered obese. Similarly an adult female who is 1.6 metres tall (five feet, 4 inches) and weighs 80 kg (175 pounds) would have a BMI of 30 and also be considered obese.

BMI is calculated using the same formula for children and adolescents. However, the cut-points for being overweight and obese vary by the age and sex of the child.

### **Notable increase in obesity among adolescents**

Increases in overweight and obesity were similar among boys and girls. However, trends differed for various age groups.

For example, the proportion of children aged 2 to 5 who were either overweight or obese remained virtually unchanged from 1978 to 2004. In contrast, the overweight/obesity rate of adolescents aged 12 to 17 more than doubled from 14% to 29%, while their obesity rate alone tripled from 3% to 9%.

This upturn among adolescents is of particular concern because overweight or obese conditions in adolescence often persist into adulthood.

Rates of overweight and obesity among youth varied

**Continued on page 6**

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across the country, with the highest rates being in the Atlantic provinces.

In 2004, the combined overweight/obesity rate of young people aged 2 to 17 was significantly above the national level in Newfoundland and Labrador, New Brunswick, Nova Scotia and Manitoba. The combined rate was significantly below the national level in Quebec and Alberta.

The prevalence of obesity was significantly higher than the national average in Newfoundland and Labrador and New Brunswick.

Overweight and obesity rates of Canadian and American boys did not differ significantly. However, Canadian adolescent girls were significantly less likely than their American counterparts to be obese.

According to CCHS data, children and adolescents who reported eating fruits and vegetables five or more times a day were substantially less likely to be overweight or obese than those who consumed them less frequently. About 4 in 10 children and adolescents (41%) reported that they ate fruit and vegetables five times a day or more.

The survey also found that among children aged 6 to 17, the likelihood of being overweight or obese tended to rise with time spent watching TV, playing video games or using the computer.

### Adults: Obesity rates up in almost every age group

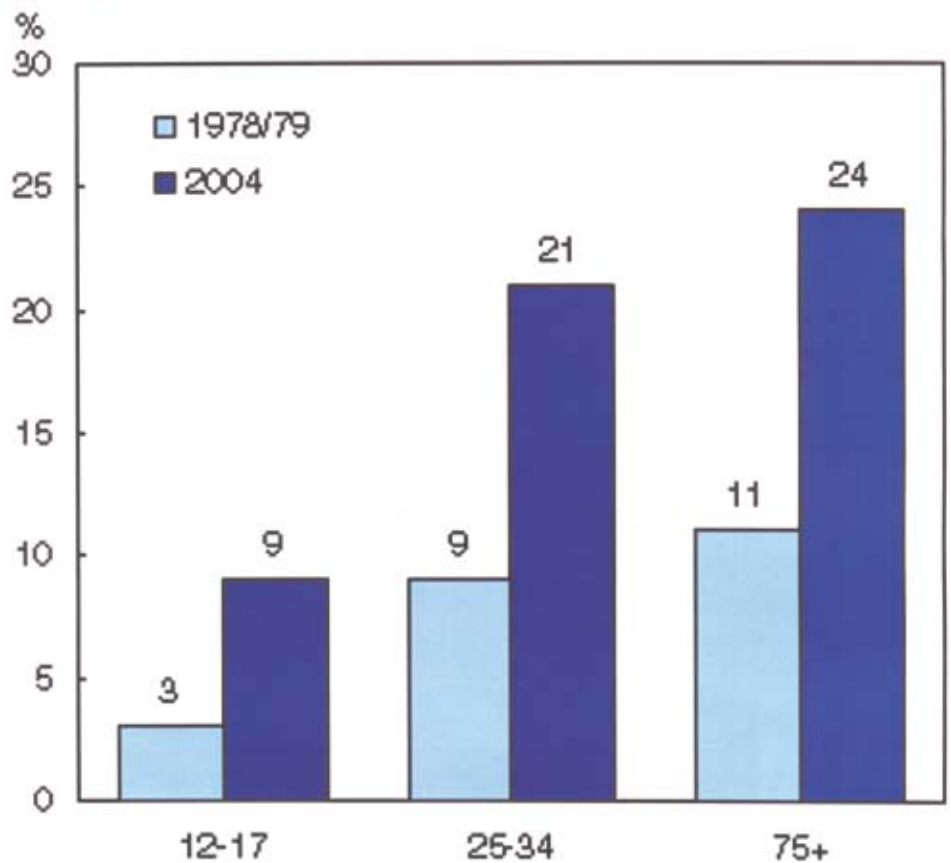
During the past 25 years, obesity rates rose for every age group among adults except those 65 to 74. The most striking upturns were among people younger than 35 and those 75 or older.

For instance, the proportion of adults aged 25 to 34 who were obese more than doubled from 9% to 21%. Similarly, the rate among people aged 75 or older rose from 11% to 24%.

In 2004, men and women were equally likely to be obese. However, both the World Health Organizations (WHO) and Health Canada divide obesity into three categories of severity. A higher percentage of women than men were in the most severe class where the risk of developing health problems is considered extremely high.

For both sexes, obesity rates were lowest, around 11%, for those aged 18 to 24. They peaked around 30% among

## Obesity rate more than doubled for some age groups



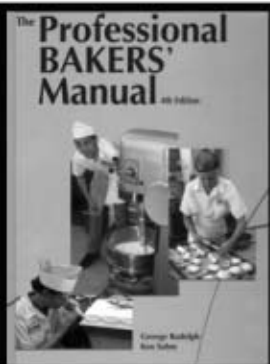
individuals aged 45 to 64. About one-quarter of seniors were obese.

With a few notable exceptions, adult obesity rates did not vary greatly by province. In 2004, the rate for men was significantly above the national level in Newfoundland and Labrador and Manitoba. The rate for women surpassed the national figure in Newfoundland and Labrador, Nova Scotia and Saskatchewan.

### Definitions, data sources and methods: Survey number 5049.

This release is based on two articles: *Adult Obesity in Canada: Measured Height and Weight and Overweight Canadian Children and Youth*, which are now available for free online (82-620-MWE2005001). These articles are the first to be released in the Internet publication *Nutrition: Findings from the Canadian Community Health Survey* (82-620-MWE, free).

For more information, contact Media Relations (613-951-4636), Communications and Library Services Division or visit the Statistics Canada website at <http://www.statcan.ca/cgi-bin/imdb/p2SV.pl?Function=getSurvey&SDDS=5049&lang=en&db=IMDB&dbg=f&adm=8&dis=2>



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## Baking Association of Canada Upcoming Events

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### **Atlantic Chapter**

Golf Tournament  
September 12  
Magnetic Hill Golf Club  
Moncton, NB

### **BC Chapter – Island Committee**

Seminar & Dinner  
September 19  
Malaspina University-  
College  
Nanaimo Campus

### **Ontario Chapter**

Fall Golf Tournament  
September 20  
Glen Eagles Golf Club

### **Bakery Showcase 2006**

May 7 – 9, 2006  
Toronto Congress Centre  
Toronto, ON