

The Bulletin

December 2005

Baking Association Of Canada Newsletter



A look back and a glimpse to the future

At this time of year I always like to take a moment and review a few of the more significant issues of the past year and ponder what the New Year may hold. I would offer the following in no particular order:

Demise of the Low Carb Diet Craze:

Let's be honest, how many of us didn't offer a little smile when it was reported at the beginning of August that Atkins Nutritionals, the proponent of the Atkins low carb diet had filed for bankruptcy protection? A lot of people have offered comments on why Atkins has ended up in bankruptcy, from the consumer loss of interest in the diet, health concerns about all or high protein diets or an increase in low carb products being offered by more mainstream food manufacturers. Regardless, it appears that grains products have rebounded nicely from the previous decline in consumption.

The Growth of Whole Grains:

Whole grain products have become the latest opportunity for the baking industry (approaching +20% this year) and the demand should remain strong for some time. Whole grains, from a nutritional perspective, are a healthy alternative

(for the nutrition facts visit www.GrainsEssential.ca) that, for a population becoming increasingly concerned about health benefits, presents a unique opportunity for bakers. We are also learning more about individual benefits of grains (oats and barley to name a few), which may bring additional product opportunities in the future. Using whole grains does present some more challenges to bakers; some functionality and others in the area of taste and texture. Bakers are going to have to invest some time and understanding to get the "recipe" right but it would appear that this would be time well spent.

While consumers are embracing whole grains, there are some regulatory challenges that have arisen. In Canada, we don't currently have a definition of whole grains and the percentage of whole grains required in a product in order to declare itself such. BAC has been working with Health Canada over the past year and we expect Health Canada to shortly issue a document further clarifying the situation. It is also worth noting that Health Canada is considering a health claim for whole grains, something BAC has been advocating for many years.

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Folic Acid Fortification:

I think by now many of you have heard us speak to the benefits of folic acid fortification in the reduction of certain spinal birth defects. The industry, to its credit, agreed back in '96 to begin voluntarily fortifying enriched flour with folic acid (it became mandatory in '98) and this has since reduced these defects by some 50%. Folic acid has also been shown to have other potential health benefits (see www.GrainsEssential.ca). And while there has been a dramatic and well documented public health benefit to folic acid fortification, Health Canada has resisted our calls for a health claim. Simply put, a health claim is when you make a statement about product in relation to disease. It doesn't take much of a leap of faith to comprehend the potential public health benefit of such a claim, which in itself would be a reinforcement of the benefits of grain foods.

While BAC has undertaken a number of folic acid claim initiatives, we have recently learned that Health Canada is reconsidering its position vis-à-vis a health claim for folic acid. Does this mean that after almost a decade a health claim may soon be available to Canada's bakers? For this you will have to "stay tuned!"

Nutritional Labelling- Are you ready?

By December 12th of this year bakeries producing prepacked foods for grocery retail/food service with sales in excess of \$1 million annually are to be in compliance with the mandatory food nutrition labelling regulations. There are certain exemptions and they can be found on the Canadian Food Inspection Agency (CFIA) website: www.inspection.gc.ca along with full details of the regulations.

I will not bother with recounting the number of calls I have received from industry this fall regarding implementing nutrition labelling. I guess procrastination is simply a reality to be expected. What will be worth monitoring over the coming months will be how the regulations are implemented. There are a number of areas within the regulations that will require close attention on how they are enforced by CFIA to ensure the principles that were negotiated between BAC and other industry associations are maintained.

Promoting Grains – are you getting yours?

The launch this year of the *Grains, they're essential* program was a bit of a milestone for the industry and BAC. For the first time the industry is taking a proactive approach with consumers in getting our messages. A lot of effort has gone into bringing this program from concept to reality, and I would encourage you to read the accompanying article in this edition summarizing the program's accomplishments and to visit www.GrainsEssential.ca to find out more about the program.

Trans Fats – Time to move On:

The major advocacy issue for 2005 has been the concern over trans fats in processed foods, including many baked products such as cookies, cakes, pastries etc. using partially

hydrogenated vegetable shortening. I have had the opportunity to serve on the Trans Fats Task Force established by the Minister of Health, which has the mandate of developing recommendations to eliminate or reduce to the lowest levels possible, trans fats in the Canadian diet. The Task Force will be issuing its final recommendations by year's end and at the time of this writing are still under consideration. However I would offer that bakers should be actively looking at trans fat alternatives.

Now that we have taken a quick look back let's take a peek at what the future has to hold:

Canada's Food Guide to Healthy Eating:

Next spring Health Canada will be releasing a revision to Canada's Food Guide and what it says – or doesn't say – will have implications for the food industry for the next decade. It is anticipated that for the cereal sector, the revised Guide will call for consumers to get at least half of the grains from whole grains. Additionally, it is anticipated that there will be calls to eat lower fat foods. Those that have looked at the Guide know that it makes numerous recommendations and these statements may present more of a challenge in the future for food companies.

Obesity – the fattening of Canadians:

It seems like a day does not go by without some media outlet reporting on the growing problem of obesity in our society. As Canadians we are getting fatter, which has and will lead to increased instances of type II diabetes, cardio vascular disease, and a host of other health concerns. The issue for bakers and all food sectors is that governments are taking very real action to combat the obesity issue, some of which has little science basis but are aimed at restricting foods. As an example, many provinces have either put in place or are developing guidelines for foods served in schools. In almost all cases these guidelines call for consumption of whole grains and restrictions on enriched flour products. Restrictions or banning of high energy foods are also prominent. There is also much dialogue about more intrusive initiatives such as a "fat tax" on food products.

Obesity is a real and growing problem in our society. However, many in the health community are approaching this obesity not from the need for education, but rather want to compare obesity to smoking. Therefore, in their view, food should be dealt with the same way as tobacco, with all the negative connotations and intrusive measures this would bring.

There are of course a multitude of other issues and programs I could touch on, from acrylamide to all the marvelous work our Chapter's do on your behalf. However, space constraints must mean I limit comments so I would therefore encourage you to contact your local Chapter or give me a call on matters of interest.

Lastly, all the best for this holiday season and a happy and prosperous New Year

Paul Hetherington
President & CEO
Baking Association of Canada



BAC Atlantic Chapter Hockey Night in Halifax

Friday January 20th, 2006
Halifax Metro Centre
Rafters Skybox
Halifax Nova Scotia

Come out and watch the Halifax Moosheads play host to the PEI Rocket.

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 January 6, 2006.

Name:				
Company:				
Address:				
Phone:				
	Members	x \$60.00 ea.	Total:	
	Non Members	x \$75.00 ea.	Total:	
			Sub Total:	
			HST 15%:	
Please enclose cheque or Money Order Payable to Baking Association of Canada			Grand Total:	

Visa and Mastercard orders please complete the following:

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

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

Atlantic Canada Chapter – Recap for 2005

Two annual functions were held during the year, which attracted representation from both the Bakery and Allied members. The first event was our annual Hockey Night in Halifax held February 4th, a great event that sold out again this year.

The Atlantic BAC golf tournament took place at the Magnetic Hill Golf Club in Moncton on Monday Sept 12, 05. The largest field in the event history took place with 11 groups enjoying fabulous fall weather, some fine golf and great hospitality. This year's tournament champions were Marty Malcolm (Sobey's Director of Bakery and Deli), Tony Hawks (Sobey's Category Manger bakery) Scott Butler (Stone Hearth Bakery Manager), Dave Bryson (Dover Flour Regional Sales and Marketing Manager). Thanks to all who participated and to all of the event sponsors: Bakemark Canada, Dawn Food Products (Canada) LTD., Farnell Packaging Limited, Bunge Canada, Lallemand Inc., J.M. Smucker Canada Inc., Sun Bakery & Food Equipment, ADM Milling, Dover Flour & Mixes, Lantic Sugar, Fleischmann's

Yeast and Sobey's.

We look forward to new opportunities to serve the industry in 2006 through our continued events. We are looking for opportunities to expand the Atlantic chapter membership and participation in the region.

If you are interested in assisting with development of the chapter please contact Stan Thomas – stthomas@dovergrp.com.



Future Events:

Hockey Night in Halifax – January 20, 2006, Halifax
Mooseheads vs. PEI Rockets

Golf Tournament – September 11, 2006 @ Magnetic Hill
GCC.

Changes Expected in Bakery Showcase Registration for Non Exhibiting Suppliers

Industry suppliers (not bakers) who don't exhibit at Bakery Showcase 2006 will experience higher registration fees at next year's event based on a proposal discussed at the October meeting of BAC's Board of Directors. According to BAC President Paul Hetherington, "There is a small but growing segment of industry suppliers who, rather than paying for an exhibit booth, are instead paying a few dollars to attend Bakery Showcase as delegates and then violating the rules and spirit of the event by selling their own services or products in the aisle. The new

policy is an effort to protect our hundreds of paying exhibitors, the ones who invest thousands or tens of thousands of dollars in their booths, from interference or unfair competition on the trade show floor."

The problem of non-exhibiting suppliers selling on the trade show floor has existed for some time. However, over the past two shows these companies have become emboldened and more aggressive. "The situation is really getting out of hand," says Hetherington, "We have had non exhibiting suppliers set up shop in the parking lot, others have had the audacity to write up orders in front of their exhibiting competitors and we have received multiple complaints of non exhibiting suppliers actually interfering with exhibitors talking to prospective customers," reported Hetherington.

The change in fees for non-exhibiting suppliers is the first step to addressing this problem. "Non-exhibiting suppliers are welcome at Bakery Showcase, but they must respect the rules, which clearly state that they are not entitled to sell their products or services. Suppliers not respecting these rules should expect a more aggressive response from Show Management," warns Hetherington.

ABA Taps VP MacKie as New President and CEO

Gary Prince, Chairman of the Board of the American Bakers Association (ABA), announced the appointment of Robb MacKie, Vice President Government Relations, as President and CEO of the association. The appointment takes effect January 1, 2006. Mr. MacKie succeeds Paul Abenate, who has served as ABA's President and CEO since 1986. Abenate announced his retirement earlier this year.

Grains – they’re essential! – A year in review

Earlier this year, with the assistance of a number of supporters, the *Grains – they’re essential!* program was launched with much anticipation by the baking industry. The plan of the program is simple – to promote increased consumption of grain products. The first year of this three-year program has been busy and the following summarizes the activities to date.

Goal and Objectives

The overall goal of the *Grains – they’re essential!* program is to increase the amount of bread and pasta consumed by Canadians. The objectives to help us meet our goal are to:

- increase the positive perception of grain products, specifically bread and pasta;
- provide key stakeholders – health professionals and industry members – with information and resources to help educate and change the minds of consumers; and
- provide resources and support to BAC to direct policy change that encourages consumption of grain products.

The Messages

In 2005, the program focused on two key messages.

- The importance of grain products, specifically breads and pasta in healthy active living – which includes the health and nutritional benefits of both whole grains as well as enriched breads

and pasta; and

- The benefits of enrichment and fortification – which focused on folic acid and the benefits of enriched white wheat flour and enriched pasta in our diet.

The messages are being promoted and disseminated to consumers through key stakeholders:

Health professionals – specifically dietitians
Industry members
The media

Health Professional Resources

In this first year of the campaign, we produced two backgrounders based on our two key messages. The first was distributed in June to 6,200 members of Dietitians of Canada and in August to 2,300 dietetic members in Quebec.

The second, which focused more on the fortification of white flour and enriched pasta, is being distributed to dietitians – both English and French speaking – in their December mailings.

These resources have also been distributed to member companies and have been put onto the website as background information.

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BAC extends a hearty thanks to the following organizations for their generous support of the *Grains – they’re essential!* program.

Canadian Wheat Board

BAC BC Chapter

BAC Ontario Chapter

Canadian Pasta Manufacturers Association

BakeMark Canada
Canada Bread
General Mills

Ontario Wheat Producers
Marketing Board
Robin Hood Multifoods

Weston Bakeries

Acatris
Conseil de la Boulangerie du Québec
Dover Flour

Embassy Food Specialties
Far East Food Products
Give & Go Prepared Foods

Lallemand Inc.
Snow Cap Enterprises Ltd.
Albion Bakery Supplies

Backerhaus Veit
Bakers Journal

Fleischmann’s Yeast
Port Royal Mills Ltd.

Stonemill Bakehouse
Traynor’s Bakery Wholesale

Remember to support the companies who support your association!

BC Chapter Chair Reviews the Past Year and Looks Towards 2006



We are fast approaching the end of a very interesting year. In February, we held a well attended and lively, Trans Fat Seminar on Vancouver Island. In April, we helped to put on Congress 2005. We felt it was a great success, and the comments we received back were very positive. In June, we put on our annual golf tournament. It was a sell-out again. We raised \$10,000 for the BAC

Consumer Education Program, \$8,000 for Vancouver Community College Baking & Pastry Arts Program and \$4,000 for Malaspina College – University's Baking Program (on Vancouver Island). We have really tried to put our emphasis on promoting, and giving back to, our industry. For example, the BAC Consumer Education Program that we have contributed towards for the last couple of years is starting to show some good results (ie: development of the GrainsEssentials.ca website, the hiring of an industry spokesperson/dietician, production of backgrounders, consumer fact sheets and media press releases etc.). We are confident that this initiative will provide the "educated" common voice that we have been lacking in the past. We are also trying to give our support to the local colleges that are "training our future." There is a shortage of qualified bakers in our region. We are hopeful that our contributions (for equipment etc.) will play a role in helping to attract quality people to our industry. We were also part of a letter writing campaign when we discovered that Malaspina's Baking Apprenticeship Program was not fully funded. We are pleased to announce that this has been rectified. Whether or not our campaign influenced this decision or not is uncertain. The confirmed program funding, however, is very certain.

We were successful in helping to form a BAC Vancouver Island Committee this year. They held their inaugural event in September (Industry Get Together and an Informal Panel Discussion). It was attended by over 140 people. The success of this event has helped to fuel the energy around organizing an island spring function, and a brick oven building project.

In October, we hosted a group of 42 people from Scotland. Most of them were under 40 years of age and Master Bakers. They went on many bakery / industrial / store tours throughout the Vancouver area. One of the many highlights of the week was our International Panel Discussion & Get Together. We had speakers from Australia, Canada & Scotland discussing trends, and issues, from their corner of the world. It was a fascinating evening to be a part of. During their trip, I was able to unravel the mystery of what the majority of Scotts wear under their kilts... "Why shoes & socks – of course." Iain Campbell (part owner of Campbell's Bakery, which is located in Perthshire in

central Scotland, and has been in their family since 1830) presented what the minority of Scots wears under their kilts at the "Ceilidh Celebration" they hosted for us. I will leave that visual up to your imagination.

We will be finishing off the year with our Xmas Dinner & Dance on December 10th. This will be a good time to celebrate the holiday season with our industry peers.

I am very pleased to work the following BC Chapter Board Members:

Vice President	Rick Barnes	<i>BakeMark Canada</i>
Secretary/Treasurer	Debbie Fawcus	<i>BakeMark Canada</i>
Entertainment Directors	Nina Sanford	<i>Weston Bakeries</i>
	Ron De Laet	<i>Weston Bakeries</i>
Membership Director	Christian Mitzel	<i>COBS BREAD</i>
Education Director	George Rudolph	<i>Vancouver Community College</i>
Past Chair	Ralf Tschenscher	<i>Lesaffre Yeast Corporation</i>
Member at Large	Jack Kuyer	<i>Valley Bakery</i>
	Tony Llewellyn	<i>Snow Cap Enterprises</i>
	Tony Hartzenberg	<i>Sugarplum Desserts Ltd.</i>
	Lloyd Watt	<i>Canbra Foods</i>

In closing, I would like to thank all of these Board Members. Everyone on the above list is extremely busy with the stresses of today's demanding lifestyle. The time, and dedication, they bring in our quest to help strengthen our industry is to be very much commended – and appreciated. We are all proud of the industry we have chosen to work in. Our industry provides excellent benefits (reward food, nutrition & "our daily bread") to our society. If you are in the industry – please support our functions. Simply attending our seminars, trips, charity events & social functions etc. goes a long ways in doing that. If you would like to become more involved – or there is a subject you would like us to address – please do not hesitate contact me (phone 604-233-3082 or e-mail grhumphreys@dawnfoods.com). We have one of the strongest BAC chapters in the country. Let's work together to keep it that way.

For 2006, we look forward to another exciting year, and to continued educational seminars and social functions etc. I wish everyone a healthy and prosperous new year.

Sincerely,

Gary Humphreys
BAC – BC Chapter Chair

Message from BAC – Ontario Chapter Chair



This has been an awesome year! Along with our regular dinner meetings – with great topical speakers – we have continued our Night at the Races, our Summer Boat Cruise and two Golf Tournaments.

These events are made possible through the hard work and efforts of a very

special volunteer team who are committed and work very hard – every one.

Our Education Committee continues to bring new and innovative ideas to both attract and mentor our baking apprentices. These young people are the bakers of tomorrow and the Association Members!

Many Thanks to all our Executives:

Chair: Carol Meisener, Dimpfleier Bakery
Co-Chair: Maurice Corsi, AIC
Secretary: Nancy DeFields, Bakers Journal
Treasurer: Dieter Claasan, Del's Pastry
Membership: Kim Agasild-Sato, L V Lomas Ltd
Social: Dan Peroff, Olympic Wholesale
Publicity: Andrew Kollo, Abell Pest Control
Programs: Frank Safian, Smuckers
Past Chair: Phillip Lee Wing, The Development Group

Members At Large:

Peter Scholtes, Heritage Baking Co
Mark Jones, Traynors Bakery

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Consumer Resources

This year, three consumer fact sheets were developed. Two were linked to the health professional backgrounders but with simpler messages. In September an additional fact sheet was developed, which was aimed at families, with fun ways to use breads and pasta in school lunches, breakfasts on-the-go and family dinners. Each fact sheet includes two recipes. These fact sheets have been distributed in a number of ways – through the health professional mailings, member companies and the website.

All consumer resources are available free of charge by simply downloading them from the *Grains – they're essential* website.

Media

A press release on the launch of the program went out in September but there was limited pickup. Over the year we have had interest in the program or message about the importance of grain products in our diet. As a result, 12 interviews – four for print publications and eight for radio – were completed.

Additional Communication

In addition to sharing information with the key stakeholders, information about this campaign has been shared with members in order to keep them informed about the campaign and to increase interest and commitment for this worthwhile program.

This has been accomplished through presentations to:

- BAC Congress 2005 in Vancouver in April

- The Canadian Pasta Manufacturers Association Board of Directors meeting in May
- The Ontario Chapter of the Baking Association of Canada meeting in May
- The Canadian Milling Executives Meeting in Winnipeg in June
- The BAC Board of Directors in April and October, and through updates in The Bulletin – BAC newsletter.

Website

One of the key modes of communication is through our new website. The website was developed for the three key stakeholders and the Canadian consumers. The address is www.GrainsEssential.ca.

The site is available in both English and French. There are currently five sections to the website:

About the site;
News and media;
Grains and health;
Health professionals;
Links.

Next Steps

The Steering Committee is scheduled to meet in November to determine the strategic plan for 2006 and identify the key messages and communication activities for the coming year.

One area of potential focus will be the revision of Canada's Food Guide to Healthy Eating, which is scheduled to be revised in the spring of 2006. The revision is expected to recommend that half of our consumption of Grain Products should be from whole grains.

BAC Board Appointment



Jay Strauss, General Manager of Engel's Bakeries, Calgary, Alberta has recently been elected by the BAC Board of Directors to the Executive Committee in the role of Treasurer.

Congratulations to our Most Recent Correspondence Course Grads!

William Basztyk	Operating A Successful Bakery
Andrea Geary	Bakery Technology III
Donny Pepin	Bakery Technology III
Brenda Platt	Occupational Health & Safety
Pero Rashovich	Food Hazard Control

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.



Baking Association of Canada Upcoming Events

Bakery Showcase 2006

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

Atlantic Chapter

Hockey Night in Halifax
Friday, January 20
Halifax Metro Centre,
Rafters Skybox
Halifax, Nova Scotia

Alberta Chapter Activity Summary

BAC local Calgary chapter members were heavily involved with the students at both the Apprentice and Full-time levels. Judging the students competitions is strengthening the ties between industry and future bakers. The annual scholarship awards was well attended and the BAC award was presented to the top student.



At this moment, the Full-time (Professional student) class, the two year diploma course is oversubscribed so the employment rate for graduating bakers/pastry chefs is 100%. Apprenticeship has seen a decline in numbers at both SAIT and NAIT, as more local stores switch to a bake-off format and retail bakeries decline. The current system requires students to attend school for technical training for a two month block released, each year for three years. Chapter Chair Brian Hinton attended the Alberta Apprenticeship bi-annual Industry network meeting held in Edmonton this October. Concerns were raised by delegates of the shortage of skilled workers in the province and attracting young people into the trades .

The annual golf tournament took place this year at the Elbow Ranch Club. This years prizes were presented by BAC President Paul Hetherington. The monies raised were donated to the Baking programs at SAIT and NAIT .

Health Canada held its Food Directorate Regional Stakeholder Forum October 6th in Vancouver. BAC was represented by Brian Hinton who shared concerns experienced by Baking companies in the Western Region. The primary focus of the session was understanding the priority food safety/nutrition issues and what improvements may be made to the regulatory framework to better address these issues.

This years events will be closed out with the Annual Christmas to be held at The Big Rock Brewery on December 9th 2005.

To all the members that have worked hard on these successful events a big thank you. It is your help that has kept the Baking Association of Canada at the front of the Baking Industry

Chapter Chair Brian Hinton

A Warm Welcome to our Newest Members

Nicola Stevens	<i>Alberta Agriculture Food & Rural Dev.</i>
Claudia Guertin	<i>KLR Systems</i>
Cindy Findlay	<i>SAIT</i>
Teddi Smith	<i>SAIT</i>