

The Bulletin

January/February 2006

Baking Association Of Canada Newsletter



Nutrition Labelling In Effect - Are there Outstanding Issues?

Canada's mandatory nutrition labelling regulation went into effect in December/05 and BAC is interested to understand if there any issues arising from either the interpretation or enforcement of

the regulations. Members are requested to contact Paul Hetherington at the BAC with any issues regarding interpretation/enforcement or other matters regarding the new regulation.

Election Puts Hold on Many Fed Gov't Initiatives

The just concluded federal election not only meant a trip to the polls but also resulted in a hiatus for many federal government consultations. This will mean that initiatives such as the long awaited review of Canada's Food Guide to Healthy Eating which was scheduled for release of the completed version in May/06 will inevitably be delayed.

Fowlie Awarded Honourary Membership



Frank Fowlie was recently awarded an Honorary membership by the Baking Association of Canada in recognition of his years of service to Canada's baking industry.

Born and raised in father's bakery in Dundas, ON, Frank has worked extensively for both bakeries and the allied suppliers throughout his long career. Frank has been a true ambassador of the industry as well as the organizations he belonged to including BAC, Bakery Production Club of Ontario and the Allied Trades of the Baking Industry.

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BAKERY SHOWCASE 2006

May 7 - 9
Toronto Congress Centre

Toronto, Ontario

E-mail and Contact Info

General enquiries:
info@baking.ca

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Food Guide Revisions to Have Impact on Baking Industry

By Laura Pasut

In December 2005, Health Canada launched its long awaited revision to Canada's Food Guide to Healthy Eating. As the Food Guide is instrumental in the dietary recommendations for Canadians, bakers should be aware that Health Canada is proposing major revisions,

Canada's Food Guide – Now

The Food Guide was developed in the early 1990's to help consumers identify food patterns to meet the nutrient needs, promote health and reduce risk of nutrition related chronic disease. It consists of four food groups – Grain Products, Vegetables and Fruit, Milk Products and Meat and Alternatives represented in a rainbow design. Grain Products is the outer arc representing the largest number of servings, which is 5-12 per day with one serving being 1 slice of bread, ½ bun or bagel, ½ cup of rice or pasta, 30 grams of cold breakfast cereal.

Why is it being revised?

Since the early 1990's we know a lot more about nutrition and food habits. We also have new recommendations on nutrients through the Dietary Reference Intakes (DRI). A review process began in 2002-3 to determine whether the food guide continues to meet the needs originally identified. The review identified areas that needed clarification or changes such as understanding of serving sizes, serving ranges, energy balance and food groups. A draft revised Food Guide has been developed for public consultation.

What is being proposed in the new Food Guide?

Instead of a total diet approach, this guide uses an adaptation of the foundation diet approach based on a sedentary lifestyle. The total diet approach lists a range for the number of servings for each of the four food groups to cover a wide range of energy needs. The foundation diet approach meets the minimum nutrient requirements but falls short of meeting energy needs.

The proposed revision identifies the number of servings – called choices – by age and gender and these fall within the Estimated Energy Requirements (a DRI value) based on a sedentary level of activity. What this means is that the number of choices listed should meet both nutrient and energy needs of the individual within the specific age or gender group. Individual needs may be higher if the person is very active, but the revised guide does not go into any discussion of how much more an active person should eat.

The revised food guide will likely have a similar graphic. The rainbow or something similar is being proposed as the

graphic. If the rainbow remains the same, a key change will be the outer arc. It will no longer represent the Grain Products. The outer arc will be the Vegetables and Fruit food group and the second arc will be the Grain Products.

The number of 'choices' for the Grain Products is expected to be about 8 for adult men and 6-7 for adult women. The size of each choice remains the same as the old serving sizes.

Another key component of the revised food guide is the emphasis on whole grains. Within the Grain Products, Canadians will be recommended to eat half as whole grains and the rest as enriched. However, the tips and examples focus primarily on the whole grain (or whole wheat) products with little mention of enriched.

The proposed guide does not address mixed or combination foods. Consumers will still have to figure out the contribution to Grain Products from their pizza, lasagna or hamburger.

Implications for the Baking Industry

Consumers will continually be told to consume whole grains and not enriched or refined grains, even though half of the recommendations are for enriched products. As a result, the industry will face an increase in demand for whole grain products that taste good. This will also be present in the food service sector. As more schools incorporate food policies and restaurants heed demands for healthier options, whole grain products will be needed.

The promotion of whole grains has resulted in some consumer and health professional confusion. Although the food guide proposes that we consume half our grain products as whole grain, there is still a lack of a standard definition for whole grain in Canada. Currently, whole wheat flour and its products do not meet the standard for whole grain. A couple of options may result:

1. Health Canada may establish a separate and new category for whole grain, or
2. Health Canada may change the standard for whole wheat so that it is milled to include the germ, thereby making it a whole grain.

In addition, only enriched white flour is fortified with folic acid. As more people turn to whole grains will the decrease in folic acid intake become a health issue? This has led Health Canada to reassess whether whole wheat and/or whole grain flour should also be fortified with folic acid.

The federal election has delayed the consultation process and release of the revised food guide. As a result, it may be late spring, early summer before the new food guide is distributed to Canadians. Certainly, interesting times ahead!

ON Bakers Could be facing Big Costs to Reduce Oven Emissions

An Ontario Ministry of the Environment study has concluded that the province's baking industry would experience significant costs to reduce airborne emissions from bakery ovens as part of an effort to reduce green house gases. The report states that to achieve a 90% reduction in volatile organic compounds (VOCs), Ontario bakeries would be faced with new capital expenditures of more than \$70 million plus new annual operating costs of \$30 million. These costs are related to installing and operating catalytic oxidation systems to reduce VOCs from all bakeries in the province.

To understand the impact to individual bakeries, the report states that the average cost for large commercial bakeries would be \$1.6 million in capital costs and \$600,000 in annual operating costs. For small bakeries capital costs could average \$72,000 with annual operating costs of \$25,000.

The Ontario Ministry of the Environment conducted this study to evaluate the technical options to reduce VOCs emissions which are the result of yeast leavened baked products (i.e., bread, etc.). This initiative is part of the provinces previously announced intention to reduce provincial air pollutants that cause smog and acid rain. The Ministry intends to use the results of this study to evaluate VOC emission reduction options, their effectiveness and the cost of each.

BAC through its Environment Committee consulted with the MOE in the emission reduction study and will be continue to work with the MOE on potential technology reduction options.

Ringling in 2006 with a Cold Splash!



Some brave souls, from the food industry, brought in 2006 with a splash. A very cold splash that is. Rosemary Hetu, IPS; Ron Kuczynski, Vitality; Ralf Tschenscher, Lesaffre; and Gary Humphreys, Dawn Foods Canada made the plunge in the 34th Annual Lions Polar Bear Swim, on January 1st, 2006 in White Rock, BC.

Christian Mitzel, Cobs Bread was the official photographer for this event but has guaranteed his full participation for 2007.



In Passing

We are saddened to report the passing of Jim Sutton, founder of James A. Sutton Limited. Jim had a long career in the baking industry and was well known for his involvement as a member of the Allied Trades of

the Baking Industry. Jim was a Past President of that organization and was instrumental in building its strength over the years until its amalgamation into the Baking Association of Canada in 1997.



Bakery Showcase 2006 Educational Seminar Topics Announced

Trans Fats, Whole Grains, Functional Ingredients all appear to be hot issues that bakers will be hearing more of in the coming year. And this year's Bakery Showcase's educational seminars reflect this trend. Below is a "sneak peak" at the topics to be covered during the May 7 -9 event held at the Toronto Congress Centre, Toronto, ON.

Held once every two years, it is the place to find new products, ingredients, equipment, services and technology at the trade show. Further updates, including the social activities will be published in the March BAC Newsletter. As well, the full Attendee Registration Kit will be distributed in early March or contact the BAC office for your personal copy.

New for the 2006 will be an on-line registration process for people's convenience. The on-line system will be available at the end of February at www.baking.ca.

Monday, May 8

BULLSEYE! How Market Leaders Consistently Hit The Mark

Presenter: Thomas Winner, Winner Institute

Just hitting the target is not good enough for companies in these economic times, you have to hit the BULLSEYE. False starts, misguided actions or incorrect assumptions can be enough to destroy an opportunity, alienate a client or miss an entire market.

This seminar demonstrates how Market Leaders incorporate Bullseye Focus to Think Smart, Create Priceable Value and Build Cultures of Difference. The presentation includes real business examples and strategies that will have you and your people saying "AH HA, the BULLSEYE!"

You will learn:

- Thinking: Being smart is not a result of intelligence but a Process of Focus
- Strategy: Isolate and focus on the destination rather than the product or service to create momentum
- Design: It is application and purpose that drives market advantage in design
- Teaming: Create a community of diverse talent committed to an shared result
- Climbing: Developing the "Elevator Effect" with your products in your market
- Facilitating: Insuring a shared responsibility among all players that adds uncommon opportunities to the success of the product and the team

Secrets To Beating The Price Wars Without Destroying Profits

Presenter: Thomas Winner, Winner Institute

Those who fail spend more time listening to their competitors than they do listening to the needs, wants and desires of their customers. It's not what you sell or how you sell, but rather what the customers buy and how they buy it that is important!

Quit competing; start winning!

This session will teach you how to:

- Target your real customer and quit competing against price
- Get your sales resource to sell bigger margins
- Own your niche
- Sell value over price
- Position your uniqueness and solidify your competitive position
- Learn to repackage
- Convert commodity to value added

Functional Ingredients for Healthy Bakery Products

Presenter: John Michaelides, Guelph Food Technology Centre

This seminar will focus on the various functional ingredients available and their healthy benefits. Consumers are now buying a wide variety of foods that now contain ingredients such as flaxseed, sesame seed, oat bran beta glucans, omega and other healthy oils. Learn how these ingredient can be applied to baked goods and gain insight into the technology used to successfully incorporate these ingredients into your products.

You will learn:

- Which functional ingredients are available and what their health benefits are
- How these ingredients can be applied to baked goods
- Current healthy baked goods available in the market

Waking up to Whole Grains

Presenter: Phillip Lee Wing, The Food Development Group

Are you ready to jump on the Whole Grain train? If so, then this seminar will explain how you can cater to this new interest. Find out if it is a short or long term consumer trend and what the limitations are for manufacturers to offer new product offerings for the future.

You will learn:

- What are grains and why are they important to the Canadian diet
- Which grains are suitable for the baking industry
- What products are currently available and what are some potential new products
- What are the constraints and limitations in using whole grains in your products

Tuesday, May 9

The Psychology of Today's Customers

Presenter: Ted Topping, Creative Insights Inc

Customers are not behaving today like they did even ten years ago. As much as the baking industry has changed over that time, customers have changed even more – everything from their shopping habits and needs to the way that they assess stores and prices. This session focuses on the underlying psychological changes that are making customers behave in new and sometimes unpredictable ways. It includes the reasons why people buy, the differences between men and women as customers, the powerful influence of groups and an interactive “Psych 101 Test.”

You will learn:

- How much of our purchase decision-making takes place in the subconscious
- Why every business (or product) needs to vacate the middle and take a stand
- The importance of trust for both the buying and the selling side of retail
- Ways to think like a customer and help them on their longer mental journey

Food Additives – The Canadian Situation

Presenter: Doug Morrison, Canadian Food Inspection Agency

This seminar provides a practical review of what a food additive is in Canada, their regulation and control procedures important to a compliant Canadian food industry

You will learn:

- Terms often confused as food additive use – ingredients, processing aid, vegetable washes, fruit and vegetable coatings
- Regulatory process for food additives – who to contact when and for what reason
- Specific food additive regulations under the Food and Drugs Act and Regulations
- Food additive controls associated with GMP's – take your firm's own food additive control barometer reading
- Food colours – the types and who are they regulated

Sell More of What You Have to Customers You Already Have

Presenter: Ted Topping, Creative Insights Inc

This seminar will identify ways that you can increase your sales and profit significantly – based only on customers that you already have in your store. Discover the difference between “vending machines” and true service retailers, and get

tools that will help you quantify and measure the somewhat fuzzy notion of “customer service.” At a time when business can be tough to get, it's good news that the answer to higher sales probably lies within the four walls of your own store.

You will learn:

- Four strategies for increasing sales and profits, and which is best for you
- Five things that “trump” price for customers and let you charge a bit more
- Why you need to sell to all five of the customer's senses, and how to do it
- How suggestion selling can be a “win” for both a bakery and its customers

Whole Grains – Hot and In Demand

Presenter: Laura Pasut, Nutridata Inc and BAC's Consumer Education Spokesperson

Whole grains are on everyone lips. From nutritionist and dieticians to consumer advocates, everyone is talking about whole grains. This presentation will delve into the undying reasons why everyone is talking about whole grains, why they are so valuable to our diet, how consumer view whole grains versus other grain products and what the industry is doing take advantage of this growing trend.

You will learn:

- Why whole grains are recommended, essential for health and in demand!
- What consumers think about grains – what's healthy, what's not!
- What the Grains-they're essential! program is doing to promote the benefits of breads in 2006!

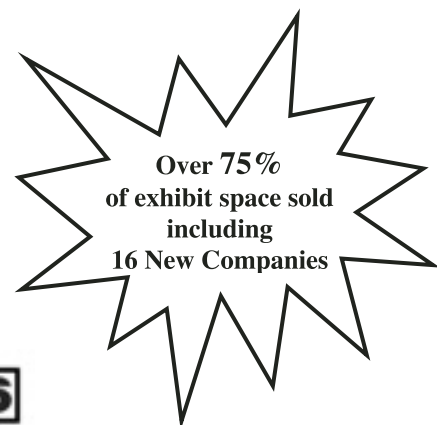
Alternatives to Trans Fats for Baked Goods

Presenter: Karen McPhee, Guelph Food Technology Centre

Trans Fats is one of the hottest topics in the baking industry today. Why is the functionality of Trans Fats in baked goods so important and what are the difficulties of replacing these fats? You will also learn about the regulatory issues surrounding Trans Fats in both Canada and the US.

You will learn:

- Why is the functionality of Trans Fats in baked goods so important
- What are the difficulties of replacing these fats in baked goods
- Learn about the regulatory issues with Trans Fats both in Canada and the US
- What alternatives are available and how they can be applied to baked goods



bakery showcase 2006

Partial Exhibitor List As of January 10, 2006

★ indicates new exhibitor

ADM Milling Company	Donini Chocolate Ltd	KL Products Inc	Reynolds Food Packaging
AIC Canada	Dover Flour Mills	KLR Systems Inc	Canada
Alfa Cappuccino Imports	Drader Bakery Logistics	Kraft Canada	Rich Products of Canada
All Gold Imports	*Dunwoody Booth Packaging	L & M Bakers Supply	Rondo Bakery Equipment Inc
American Pan/Chicago	*Ecopack	L C Bakery Equipment	Signature Fine Foods
Metallic	Edde Almond Paste	Service	Silo Clean International
AMF Bakery Systems	Elco Fine Foods Inc	L V Lomas Limited	Smucker Foods of Canada
Andea Chocolate & Supplies	Embassy Flavours Ltd	Label Systems	Structural Panel Industries
Apple Valley Foods	*Essences Bonnie & Don	Lallemand Inc	*Sugar Plum Desserts
BakeMark Canada	Flavours	Lapaco Paper Products	Sun Bakery Equipment Sales
Bakers Journal	Evergold Trading Inc	Lentia Enterprises Ltd	SunOpta Inc
Bakery Crafts	Fancy Pokket Corp	Lesaffre Yeast Corp	Superior Solutions Ltd
Baking Association of Canada	Fleischmann's Yeast	Lindt & Sprungli	The French Oven
Bakon Food Equipment	Flex-O-Mark Inc	Lockwood Manufacturing	The Original Cakerie
*Barry-Callebaut Canada	Foodtools Central Inc	Loders Croklaan	Topos Mondial Corp
*Bridor Inc	France Decor Canada	MarSia Imp/Exp	*Tradition Fine Foods
Bunge Canada	G Cinelli-Esperia Corp	McCall's Bakers Warehouse	Traypack Machine
Burnbrae Farms Limited	Gay Lea Foods Co-Operative	*Megart Systems	Tri-City Packaging
Cake Top Inc	Give & Go Prepared Foods	Nealanders International	Unifiller Systems Inc
Canada Bread Company	Global Egg Corporation	New-Life Mills Limited	Unilever Foodsolutions
Canadian Dairy Commission	Golden Boy Foods Inc	*Nilfisk-Advance Canada	Upper Canada Malt Co
*Canadian German Chamber	Gourmet Baker Inc	Novacart Inc	*Vega Mfg Ltd
of Industry & Commerce	Grain Process Enterprises Ltd	Novelis Foil Products (Alcan)	*Villa DiManno Bakery
Carmi Flavor & Fragrance Co	Guelph Food Technology	Oakrun Farm Bakery	Weston Bakeries Ltd/Ready
*Celplast Packaging Systems	Centre	One Way Plastics Ltd	Bake Foods
Champion Moyer Diebel	Gumpert's Canada	Ordan Thermal Products Ltd	
Chemroy Canada Inc (Food	H Moore Printing Services Ltd	Par-Pak Ltd	
Ingredient Div)	Harvest Corporation	Parmalat Canada	
*City of Brantford	Hayhoe Mills Limited	Perfect Equipements	
Corman SA	HTECH Inc	Petra International	
Crown Custom Metal Spinning	Igloo Refrigeration Ltd	Prime Pastries Inc.	
Danisco Canada	Inline Plastics Corp	pro Bake Inc	
Dawn Food Products	Intersteam Technologies	Prosperity Foods	
(Canada)	Ivanhoe Cheese Inc.	Puratos Canada Inc	
Dealers Ingredients Inc	J J Marshall Inc	Qualifirst Foods Ltd	
DecoPac	John Brooks Company	Qzina Specialty Foods	
*Deluxe Paper Products	Kellogg Canada Inc	Reimelt (Canada)	
*Derlea Brand Foods	Kingsmill Foods Co Ltd	Reiser (Canada)	

REGISTRATION POLICES - PLEASE READ CAREFULLY.

- Print clearly and use one form per person.
- Registrations will not be processed without full payment and will be confirmed in writing.
- All badges will be held for pickup on-site.
- BAC reserves the right to refuse a registration request to anyone. Completing this form does not guarantee you a badge or that the fee you select is the appropriate one. BAC must verify your eligibility and will contact you if more information is required.
- Refund Policy: Written cancellation must be received no later than Friday, April 7. A \$20 service charge will apply. Cancellations after April 7 are non-refundable and include on-site "No Shows".
- Badges are required for admittance to seminars and the trade show. Social Functions will require a ticket.

- Altering your badge in any way (including inserting a business card), misrepresenting information on the registration form including your company's business, loaning or giving your badge to another person is strictly prohibited and will be cause for eviction from the event.
- Solicitation by non-exhibitors is strictly prohibited. Failure to comply will be cause for eviction and forfeiture of badge and monies paid.
- **ADVANCE REGISTRATION ENDS ON MAY 1.** Registrations received after this date will not be processed - register on-site at the Toronto Congress Centre May 7 - 9. Note: if you are sending your registration form by Canada Post, your registration must be postmarked no later than April 21 to allow sufficient time for it to reach the BAC office.

STEP 1 BADGE INFORMATION

NAME MR MRS
(PLEASE CHECK)
 MS MRS

last name

(PLEASE PRINT CLEARLY - ONE FORM PER PERSON)

title

company

address

city | province/state | postal/zip code

country | e-mail address

telephone

fax

Check this box if you do not want to receive information on future BAC programs, activities or events

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
 - 11 Other

PURCHASE ROLE

- Circle One**
- 01 Final Decision
 - 02 Influence Decision
 - 03 Recommendation
 - 04 No Role

AREAS OF INTEREST

- Circle All That Apply**
- 01 Ingredients
 - 02 Partially/Fully Baked Goods
 - 03 Equipment
 - 04 Packaging
 - 05 Decorations
 - 06 Deli Products
 - 07 Café Furnishings
 - 08 HMR/Foodservice
 - 09 Other

STEP 2 BAC MEMBER

Member Non-Member Not Sure Send Membership Information

one

STEP 3 TYPE OF BUSINESS

IF YOUR COMPANY MAKES/MANUFACTURES BAKED PRODUCTS OR BUYS BAKED PRODUCTS FOR SALE TO CONSUMERS

Circle One

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

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

"BAKER" REGISTRATION FEES APPLY

ALL OTHER COMPANIES

Circle One

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

Circle All That Apply

- 11 Ingredients
- 12 Decorations
- 13 Equipment
- 14 Media
- 15 School
- 16 Association
- 17 Maintenance/Sanitation
- 18 Services/Supplies
- 19 Other

"SUPPLIER" REGISTRATION FEES APPLY

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

early bird registration rate (valid until April 7)	regular registration rate (effective April 7)	amount (in Canadian Funds)
BAKERS	BAKERS	SUPPLIERS
\$20	\$45	\$25
\$65	\$65	\$65

GENERAL ADMISSION PASS:

includes general seminars and trade exhibition for all 3 days
NOTE: Does not include Premium Seminars

PREMIUM SEMINARS:

NOTE: You must purchase a General Admission Pass to attend other seminars and/or trade show.

Monday (BULLSEYE! How Market Leaders Consistently Hit The Mark)

Tuesday (The Psychology of Today's Customers)

SUNDAY PARTY (It's Pub Night!)

TUESDAY "BAKER" TRADE SHOW ONLY

TICKET Valid only for "BAKER" categories in Step 3 above. Can be used only for admission to the trade show floor on Tuesday from 12:00 noon - 5:00pm and cannot be used to attend any seminars or Sunday/Monday trade exhibition.

early bird registration rate (valid until April 7)	regular registration rate (effective April 7)	amount (in Canadian Funds)
BAKERS	BAKERS	SUPPLIERS
\$20	\$45	\$25
\$65	\$65	\$65
\$55	\$55	\$75
\$55	\$55	\$75
\$40	\$55	\$55
\$10	\$15	not available for supplier categories
not available for supplier categories	not available for supplier categories	not available for supplier categories
Total Amount Due		BN# 887064779BRT

STEP 5 PAYMENT

Registrations will not be processed without payment

Cheque (Payable to Baking Association of Canada)

MasterCard Visa

Charge Card Number _____

Signature _____ Expiry Date (MM/YY) _____

Cardholder's Name _____

for BAC use: Ver 1

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A Warm Welcome to our Newest Members

Sylvain Brasseur
SPB Meal Ltd

Anna-Lisa Castiello
Barry Callebaut Canada Inc

John Cole
Celplast Packaging Systems

Joy Funk
Lighthouse Cake Company

Albert Cinelli
G Cinelli-Esperia Corp

Charles Huls
The Dutch Market Ltd

Silvio Lettrari
Kaslo Sourdough Bakery

Paisley Mackenzie
City of Brantford

John Mooney
Big White Bakery

Doug Petrovich
Foodtools Inc

Don Poole
Essences Bonnie & Don Flavours Inc

Jaap Verbeke
Portofino Wholesale

Congratulations To Our Most Recent Correspondence Course Grads!

Muhammad Anisul Islam
Bakery Technology I

Debbie Harrop
Bakery Technology I

Calvin R. Howell
Bakery Technology I

Tiffany Howell
Bakery Technology II

Aneesh Joseph
Bakery Technology I

Donny Pepin
Food Hazard Control:
Sanitation

Yves Ricard
Bakery Technology III

Adam Van Loon
Bakery Technology I

Siegfried Heilemann
Certified Bakery Specialist
Diploma

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

ON Chapter

Feb 21

Dinner Meeting & Seminar

Valhalla Inn (Hwy 427 &

Burnhamthorpe Rd)

Toronto, ON

Bakery Showcase 2006

May 7 – 9, 2006

Toronto Congress Centre

Toronto, ON