

The Bulletin

April 2007

Baking Association of Canada Newsletter



Team Canada to Compete for World Baking Cup

A Team Canada comprised of Tracey Muzzolini, Saskatoon, SK (Baguette and Specialty Bread), Didier Julien, Halifax, NS (Viennoiserie), Bill Clay, Nanaimo, BC (Artistic Piece), and Captain Mario Fortin, Montreal, QC, will once again be challenging the world's best in their quest to qualify and win the World Baking Cup to be held in Paris on January 2008.

During the World Cup of Baking, three-person teams from different countries compete in a number of disciplines and in 2008 these will include baguette and specialty bread, viennoiserie, and artistic piece. Each team has only 8 hours to prepare their entries from scratch before judging.

The World Baking Cup is an internationally renowned event created in 1992 and organized every 3 years during the European show involving nations who have qualified as a result of winning

regional qualifiers. The winning countries in 2005 were: 1st United States, 2nd France, and 3rd Japan and as a result all three are automatically invited to the 2008 final.

In order to qualify for the World Baking Cup final, Team Canada must win the Louis Lesaffre Cup qualifying round against Mexico, Panama, El Salvador & Costa Rica, which will be held during SAFMEX in Mexico City in April 2007. In total more than 45 countries are attempting to qualify for the Paris finals.

Best of luck to Tracey, Didier, Bill and Mario – go Team Canada!

Team Canada wishes to express its deepest appreciation to the Conseil de la Boulangerie du Québec, Malaspina University College and BC Chapter of BAC, who have provided generous funding in support of Team Canada's efforts.

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BC Government to Ban some Bakery Products in Government Owned Buildings

BC government is close to finalizing a policy which will eliminate some and restrict other bakery products for sale in food and beverage vending machines located in provincially owned public buildings. This policy follows a previous announcement by Premier Campbell that all new contracts for these vending machines must include healthier food options. According to the draft policy the foods banned will follow the Guidelines for Food and Beverage Sales in BC Schools which would include very high fat/sugar/salty products such as some crackers, muffins, cakes, cookies, squares, doughnuts, pastries,

danishes and croissants. Other foods, such as smaller versions of those listed above will be limited to no more than 50% of the available options per machine.

In addition to the restrictions on vending machines, there has also been discussion about extending the ban/restrictions to include all restaurants, kiosks and food service outlets located in provincially owned public buildings. This will include universities, hospitals and many recreation and sporting facilities. No decision regarding expansion of the restrictions was available at the time of writing.

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BAC Responds To Whole Grain – Folate Health Claims Proposals

BAC has responded with support in principle for Health Canada's proposal for Health Claims for whole grains and folic acid. While offering conditional support, BAC has identified a number of concerns with the proposal, particularly as it relates to a suggested requirement for a percentage declaration of the amount of whole grains in a whole grains product.

BAC pointed out that Health Canada has not provided an explanation on how a percentage declaration requirement for whole grains will aid consumers in their purchasing decisions. As an example, the proposal for a percentage declaration does not take into consideration the reality of today's market place where product A may have a greater percentage of whole grains but due to its smaller size will deliver fewer grams of whole grains than product B (which has a smaller percentage but larger serving size), BAC is concerned that this type of labeling will add, not reduce consumer understanding.

However, BAC recognizes that consumers are challenged in their understanding of whole grain foods. In a nationwide survey by BAC last year a majority of consumers (72%) indicated that they understood the difference between whole wheat and whole grain products. The survey also showed, however, that those consumers were challenged to transfer this knowledge to grain products, as respondents incorrectly identified artisan breads (21%) pumpernickel (34%) bran flakes (51%), multi-

grain crackers (54%) and whole wheat bread (71%) as whole grains. The survey indicated that consumers most often responded correctly in recognizing a whole grain product when the words "whole" and "grain" were used in the product name (85-90%). BAC has proposed that further consultation with Health Canada is needed to address consumer understanding of whole grain foods.

BAC has also requested clarification from Health Canada relating to the new proposed definition of whole grains. The Health Canada paper proposes to define a grain as "the dried seeds of a list of cereal species, namely, wheat (includes all species intended for human consumption, including spelt and kamut), barley, oats, rye, corn, rice, wild rice, millet (includes all species intended for human consumption), sorghum, teff and triticale, and of pseudo-cereals, i.e., the seeds of certain dicotyledonous plants, including buckwheat, amaranth, and quinoa. The proposal is recommending excluding grains oilseeds such as flax, sesame seeds, poppy seeds, and legumes.

While supporting this definition for cereal whole grains, BAC pointed out that grains are already defined under the Canada Grains Act. The Grains Act does recognize oilseeds such as flax, sesame seeds, poppy seeds, and legumes as grains. As a result these "grains" have been used for years by bakers in the production of multi-grain and other grain style breads.

BAC requires clarification on whether it is Health Canada's intention to eliminate the use of flax, sesame seeds, poppy seeds, and legumes as grains.

BAC also supports the continuation of the current whole wheat flour and whole wheat bread standards. BAC's submission referenced the valuable role whole wheat products play in delivering nutrition while appealing to consumer tastes. BAC's submission referenced published research papers and member company research which demonstrated that many consumers perceive taste and texture as barriers to increasing consumption of whole grains. It is BAC's position that whole wheat products provide an important "next step" for consumers wishing greater nutritional benefit from their breads/rolls without the taste and texture characteristics associated with whole grain products.

Lastly, BAC has offered its support to Health Canada for a health claim for folate and neural tube defects. BAC along with the Canadian National Millers Association were leading advocates of mandatory fortification of folic acid to enriched flour that was adopted in 1998. Mandatory fortification of folic acid (folate) has resulted in a dramatic reduction by some 50% in the incidence of neural tube birth defects in Canada. However, BAC has asked Health Canada to reconsider the claim wording and length, believing that the current formats will significantly limit their potential use.

Baker's Asthma: Working At Prevention

Nancy Bradshaw, BASc

It is now estimated that there are as many as 300 million people of all ages and ethnicities that suffer from asthma. Asthma that is caused by breathing in hazardous substances in the workplace is called occupational asthma (OA). In Canada, occupational asthma is considered the most common chronic occupational lung disease, accounting for over half of all reported cases.

What is Baker's Asthma?

Literature suggests that 10% of all

bakers suffer from OA. The disease is so common that the term baker's asthma is often used to describe OA in bakers and bakery employees.

The symptoms of baker's asthma are the same as those for asthma in general: wheezing, coughing, chest tightness, and shortness of breath. The symptoms usually become worse during the working day and throughout the workweek.

The importance of recognizing and reporting these symptoms to one's doctor as soon as they appear is critical.

With early recognition and treatment, the course of baker's asthma can be reversed. The worker can be removed from the working environment, or in some cases, the exposures can be controlled within the work area. Early diagnosis, treatment and workplace interventions can stop the disease before permanent lung change (permanent asthma) occurs.

To help prevent baker's asthma, it is important to recognize the agents in

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BAC – Ontario Chapter Chair Announces 2007-2008 Committee Members



It is with great pleasure that I take this time to introduce the newly elected Baking Association of Canada – Ontario Executive Chapter for 2007-2008. Please welcome the returning executive members and newly elected members Mr. Reg Coffey, Del's Pastry – Program Chairman, Mr. Tony DeBattista, CAN-AM Ingredients – Membership Chairman, Mr. Ron Hampson, Ingredients Plus – Secretary and Mr. Tom Nowak, Lallemand Distribution Inc – Social Co-Chairman.

This group of elected volunteers will lead our industry through their enthusiasm and knowledge. I am personally looking forward to working with them over the next two years as they bring creative ideas that will be used to expand the activities and support of our growing industry. Our commitment to you will be to hear your industry concerns and suggestions and then challenge the industry as a whole to bring your solutions. Please take time to support the many industry events planned over the next two years, and in turn we look forward to meeting as many of you as possible to talk about the industry.

Sincerely,

Frank Safian – Horizon Milling GP

*Chairman Baking Association of Canada –
Ontario Executive Chapter*

Baking Association of Canada 2007-2008 Ontario Chapter Executive Roster

Chairman:

Mr. Frank Safian, Horizon Milling GP

Past Chairman:

Mrs. Carol Pether, Dimpflmeier Bakery Limited

Treasurer:

Mr. Dieter Claassan, Del's Pastry

Programs:

Mr. Reg Coffey, Del's Pastry

Program Ass't:

Mr. Andrew Kollo, Abell Pest Control

Membership:

Mr. Tony DeBattista, CAN-AM Ingredients

Education:

Mr. Frank Lucente, A&P Canada Co

Secretary:

Mr. Ron Hampson, Ingredients Plus

Social:

Mr. Dan Peroff, Olympic Wholesale

Social/Ass't:

Mr. Tom Nowak, Lallemand/American Yeast Distribution

Member At Large:

Dr. Philip Lee Wing, Food Development Group

Member At Large:

Mr. Mark Jones, Traynor's Bakery Wholesale

Member At Large:

Mr. Maurice Corsi, Caravan Ingredients

BAC Appears Before Health Committee On Trans Fats

On February 12th BAC President & CEO Paul Hetherington appeared before the Parliamentary Standing Committee on Health to present a baking industry perspective on removing high-trans fat-containing ingredients from the Canadian marketplace. In Hetherington's submission, he reconfirmed BAC support for an orderly replacement of trans fat-containing ingredients from the marketplace.

Hetherington stated that BAC members, both bakers and suppliers have been working hard on developing

trans fat alternatives. This work has resulted in some progress with alternatives (namely palm) but there still remain significant functional and supply barriers with trans fat alternatives for certain bakery products in which a hard fat is required.

In addition, Hetherington noted that BAC believes that a long-term solution to trans fats is required in which trans fat ingredients will be replaced by low trans/saturated fat alternatives. BAC views the replacement of trans fat ingredients with high saturated fat

ingredients that also contribute to coronary heart disease as an undesirable solution.

Regarding the recent report by the National Trans Fats Task Force, Hetherington noted that while BAC supports the work of the Task Force there are issues associated with the recommendations that will require further review. These issues include: the lack of viable alternatives for some bakery products (as recognized by the

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Task Force itself); concerns regarding consumer and health professional acceptance of increased saturated fat consumption that will result from the use of many of the currently available trans alternatives; reformulation challenges for small and medium size bakeries due to their lack of resources; and compliance to a 5% overall trans limit when utilizing natural and processed fats (as recommended by the Task Force) since butter may have naturally occurring trans levels that exceed the 5% limit.

At the time of publication the Federal Health Minister has not as of yet responded to the Task Force's recommendations.

Congratulations To Our Most Recent Correspondence Course Grads!

Tony Di Cicco
*Food Hazard Control:
Sanitation*

Sharleen Lambert
Bakery Technology III

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.

A Warm Welcome To Our Newest Members

Mark Dover*Doverco Inc*
Ron Hampson*Ingredients Plus*

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bakeries that can cause asthma, so that exposure to these agents can be controlled. Table 1 lists some examples.

Table 1. Common agents known to cause baker's asthma.

Type	Allergen(s)
Flours and Grains	Wheat, rye, barley, soy and buckwheat
Additives	Fungal α -amylase
Other	Yeast, eggs, sesame seeds, nuts, molds, fumes, smoke and storage mites

How Can Baker's Asthma Be Prevented?

The first step in prevention is creating awareness. The Asthma Plan of Action (Ontario Ministry of Health and Long-Term Care), in partnership with the Ontario Ministry of Labour, has provided support to the Occupational Health Clinics for Ontario Workers Inc. (OHCOW) and the Industrial Accident Prevention Association (IAPA) to help prevent baker's asthma.

The project provides free resources and presentation on baker's asthma for

bakery employers, workers, and Joint Health and Safety Committees. Topics include: how to recognize baker's asthma, common asthma-causing agents in bakeries, exposure control, steps to take if you suspect that you or your employees have baker's asthma and ways that it can be prevented.

The Baker's Asthma fact sheet and the booklet, **Preventing Work-related Asthma in Bakeries**, are available from the BAC office. They may also be downloaded from the IAPA website (www.iapa.ca) or the OHCOW website (www.ohcow.on.ca).

If you would like to find out more about this project, or book an appointment for a presentation (only available in Ontario) in your workplace, please contact:

Nancy Bradshaw, Project Manager
Occupational Asthma Prevention Project
Industrial Accident Prevention Association & Occupational Health Clinics for Ontario Workers
nancybradshaw@rogers.com or
(416) 636-8008.

Nancy Bradshaw is a health promotion consultant, working in the areas of occupational and environmental health.



Baking Association of Canada Upcoming Events

BC Chapter

June 21, 2007
Golf Tournament
Redwoods Golf Course

Ontario Chapter

April 24
Seminar
Valhalla Inn

June 5
Golf Tournament
Carlisle Golf Club

Congrès 2007 Congress

mai 6 – 7 May
Place Bonaventure
Niveau 400 est
East Building, Level 400
Montreal, QC

Bakery Showcase 2008

May 4 – 6
Toronto Congress Centre
Toronto, ON