

The Bulletin

August/September 2007

Baking Association of Canada Newsletter



Inside

Motivating Employees

BC Chapter Golf Tournament - Impossible Without Your Support!

Calgary & Toronto Cities Consider Municipal Regulations to Limit Trans Fats

Canada's New Government Certifies Organic Choice for Consumers

BAC to Discontinue Production/Sales of Professional Bakers Manual

New Federal Minister of Agriculture Appointed

Are Your Trays Taxable?

Professional Bakers Manual Liquidation Sales Order Form

BAC Membership Application

Two Year Deadline Set for Voluntary Removal of Trans Fats

Federal Health Minister Tony Clement announced on June 20th that Health Canada is adopting the Trans Fat Task Force's recommendation on trans fats in Canadian foods, and called on the food industry to limit the total fat content of vegetable oils and soft, spreadable margarines to 2 percent, and to limit the total fat content for all other foods to 5 percent, including ingredients sold to restaurants.

"Canada's New Government supports the reduction of trans fats as a way to ensure that Canadians can reduce their risk of heart disease and be healthy today and in the future," said Minister Clement. "We are giving industry two years to reduce trans fats to the lowest levels possible as recommended by the Trans Fat Task Force. If significant progress has not been made over the next two years, we will regulate to ensure the levels are met."

The Trans Fat Task Force, a multi-stakeholder group led by Health Canada in conjunction with the Heart and Stroke Foundation of Canada, submitted recommendations to the Minister of Health in June 2006. The recommendations called for:

- Foods purchased by retailers of food service establishment from a manufacturer for direct sale to consumers be regulated on a finished product or output basis and food prepared onsite by retailers or food service establishments be regulated on an ingredient or input basis.

- For all vegetable oils and soft, spreadable (tub-type) margarines sold to consumers or for use as an ingredient in preparation of foods on site by retailers or food service establishments, the total trans fat content be limited by regulation to 2% of total fat content.

- For all other foods purchased by a retailer or food service establishment for sale to con-

sumer or for use as an ingredient in preparation of foods on site, the total trans fat content be limited by regulation to 5% of total fat content.

- Foods made solely from ruminant fats would be exempt from these recommendations.

These recommendations will limit commercially produced baked products to no more than 5% total trans of the total fat content in their outputs or finished product. Retailers and food service operations, being regulated on inputs would only be eligible to use fats such as baking margarines and shortenings that were no more than 5% processed trans fat as a percentage of overall fat content.

The approach announced by the Minister provides the food industry with two years as recommended by the Task Force to reformulate products that still contain high levels of trans fats. The approach according to Health Canada also acknowledges that significant progress is being made in reducing trans fats in the majority of Canadian packaged foods. Canadians' consumption of trans fats has declined by 40% over the past decade (from 8.3 g per day to 4.9 g).

To ensure that industry is making progress, Health Canada will closely monitor the actions of industry over the next two years. Health Canada has been actively surveying the food supply, particularly foods that have been high in trans fats, and we will continue this analysis as part of our monitoring efforts. Currently, three Health Canada laboratories are measuring the trans fat content of various food groups, which include fried foods, baked goods and a number of foods from fast food restaurants. The department will continue this analysis as part of its ongoing monitoring efforts and publish results as they become available.

E-mail and Contact Info

General enquiries:
info@baking.ca

Website:

www.bakingassoccanada.com

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

1-888-674-2253

Tel: (905) 405-0288

Fax: (905) 405-0993

Motivating Employees

Finding good staff is increasingly challenging. As more baby boomers choose to retire in the coming years, it is going to become harder. So when you find the right people, your company should make every effort to look after them well.

Too often, 'looking after staff' is translated into paying them well. But this is not nearly enough. Research shows that a large part of employee satisfaction comes from the personal fulfillment they receive from working with the company. This includes the interactions with other staff, the company's mission and beliefs, its work environment, the technology employed and the types of clients served.

Recognition and Praise

The most commonly overlooked management skill is simply making a habit of saying 'well done' or 'thank you' for good work. This alone can have a tremendously positive impact on your employees' performance. These positive 'deposits' also make it easier when you need to make 'withdrawals' to address poor performance.

Recognition and praise help to improve performance but employees also need to be given specific goals to achieve. And they need honest and thoughtful feedback on a regular basis as to whether they are meeting these targets and how they can improve.

This requires you or your supervisors taking the time to carefully think about the employee's performance, identify the individual's strengths and weaknesses, and then help the individual develop an action plan for the coming months or year.

Performance Reviews

Performance reviews are an important foundation to achieving several goals, including:

- Improving the professional development, skill level and performance of each employee;
- Strengthening working relationships between supervisors and employees;
- Clarifying job duties and responsibilities;
- Establishing mutually understood standards for measuring performance; and

- Assisting in promotion, retention and salary decisions.

Obviously timely performance reviews help a company motivate and retain employees. However, too often the busy owner/manager needs to put performance reviews on the back burner while tending to pressing business issues. Others may think it requires too much time or may be reluctant, thinking that a confrontation or argument with an employee could surface. But there is an easier way.

Self-assessment Evaluation Process

A self-assessment evaluation process can improve the quality of your performance reviews as well as save you considerable time. The process involves having your employees first complete a self-assessment form in which they rate their individual performance and then submit it to you so you can then add your own assessments. This is sometimes referred to as a negotiated appraisal.

There are five key steps to carrying out a self-assessment process:

- **Plan** – Schedule the evaluations and inform staff of the process and the schedule.
- **Assign** – Distribute the self-assessment forms to employees and set deadlines for submission.
- **Prepare** – Review self-assessment forms and prepare your evaluation before meeting with each employee.
- **Discuss** – Meet with the employee to discuss the evaluation and agree on an action plan for the future. Document the plan and comments.
- **Finalize** – Have the employee sign the evaluation and provide him or her with a copy.

Not only will this approach save you considerable time, but also consider that:

- The timeliness of completing your annual performance appraisals will improve.
- The employee has time to think about the answers carefully and reflect on his or her goals and career plans. This preparation avoids the situation where an employee agrees or disagrees with your suggestions without any real thought or reflection.

- Prior to meeting with the employee, you can review the self-assessment form and be prepared to address areas of strengths or weaknesses that the employee has not recognized.

- The way in which the employee answers the questions on the form can also reveal a great deal about the individual's attitude and goals within the company.

Of course, there are some disadvantages of which you need to be aware:

- Some employees may overrate their performance whereas others may be humble and underrate their performance.
- The reviewer may be tempted to simply agree with the employee's own assessment of his or her performance rather than taking the time to think about the person's actual performance.
- The reviewer may disagree with an employee's assessment in a particular area based on a single and probably recent event that may not be representative of the individual's overall performance.
- The reviewer may be unwilling to communicate bad news. This can happen in any evaluation system and helps nobody. Reviewers sometimes avoid having to deal with problems by rating everyone close to the average. This practice does not help the employee improve and could result in legal action if an employee is let go without ever being told that his or her performance was unsatisfactory.

Everyone Wins

Recognition, praise and timely performance appraisals will motivate your employees to succeed. The appraisal process, in particular, will provide valuable feedback on staffing needs and trends. Most importantly, having good listening skills and achieving a comfortable rapport during the performance appraisal interview can help you identify areas where the company could make improvements. You may get information that will alert you to a need to change company procedures, arrange for additional training or boost your incentive program.

Reprinted from Business Matters, a bimonthly publication produced by The Canadian Institute of Chartered Accountants.

BC Chapter Golf Tournament – Impossible Without Your Support!

Under dark clouds and some rain the board members prepared to set up the annual BC Chapter Golf Tournament June 21st at the Redwoods golf course. Benefiting from the proceeds of this major event are Vancouver Community College, Malaspina University College, the funds allowing them to purchase new equipment, send students to Skills Canada as well as towards scholarship / bursaries. Benefiting also is Team Canada in their efforts for the World Cup of Baking. The clouds slowly disappeared by noon and we enjoyed a fun full round of Golf in gorgeous sunshine.

As an MC for the evening, I was very proud to announce that this event was a major success, a record 45 Platinum sponsors (see list below) and 154 guests participated at our event.

On behalf of the Board of Directors, I would like to thank again all our sponsors listed in alphabetical order as well as all the players and dinner guests, I am looking forward to seeing you all again at our 2008 tournament.

2007 Platinum Sponsors: ADM Milling, Apple Valley, BakeMark BC, BakeMark Canada, BC Bakery Deli Foundation, Boxmaster, Bunge Canada, California Walnut Commission, Canada Bread Fresh, Canada Bread Frozen, Canbra Foods, Carmi Flavor & Fragrance, Cherry Country Connection, Cobs Bread, Dawn Foods, Dover Industries, Elgin Dairy, Ellison Milling, EM Bakery Equipment, Embassy Flavours Ltd., Fierra Foods, Fleischmann's Yeast, Gourmet Baker, Horizon Milling, Island Farms, Lesaffre Yeast, LV Lomas, Marketplace IGA, Max's Donuts, Maxim Rentals & Leasing, Menasha Packaging, Mrs. Willman's, The Original Cakerie, Overwaitea Food Group, Pace Processing, Quality Foods, Richardson Food Group, Rogers Foods, Rogers Sugar, Sandel Foods, Semper Foods, Sugarplum Desserts, The Pastry Box, Vanderpol Eggs, Weston Bakeries/Ready Bake Foods

Best Regards,
Ralf Tschenscher
BAC-BC Chapter Chairman

Calgary & Toronto Cities Consider Municipal Regulations to Limit Trans Fats

In an unprecedented move, the cities of Toronto and Calgary are actively considering imposing their own ban on trans-fat-containing foods within their municipal boundaries. These municipalities wish to follow the example set by New York, which put in place a trans fat ban for foodservice (including retail bakers) and restaurants within its jurisdiction. However unlike in the U.S., Canada has a national approach to the reduction of trans fats as highlighted by the June.07 announcement by Health Minister Clement and therefore there are questions about both the effectiveness and expenditure of limited municipal resources.

BAC President & CEO

Paul Hetherington met with health officials from both Calgary and Toronto in August in an effort to provide more information on the efforts and challenges to bakers in removal of trans fats from baked goods. The purpose of these meetings was also to broaden municipal understanding of food production and distribution, which is conducted on a local, national and international scale.

Both Toronto and Calgary have indicated that they will be undertaking further consultations on their respective initiatives throughout the fall. BAC will be working with local members in an effort to demonstrate the need for a national approach to the trans fat issue.

Canada's New Government Certifies Organic Choice for Consumers

In July of this year, the Honourable Chuck Strahl, former Minister of Agriculture and Agri-Food and Minister for the Canadian Food Inspection Agency (CFIA) announced the new Canada organic logo. The logo, which is a part of the new Organic Products Regulations announced in December 2006, will tell consumers that they are purchasing products that are federally certified as organic.

"Canada's New Government is delivering certified choice for consumers," said Minister Strahl. "This logo means consumers will know that products that bear it have met strict criteria and are certified organic."

The Canada organic logo will be permitted for use only on those food products certified as meeting Canadian standards for organic production such as using natural fertilizers and raising animals in con-

ditions that mimic nature as much as possible. Certified products must also contain at least 95% organic ingredients. Following the phase-in period ending in December 2008, it will be mandatory that all organic products be certified for interprovincial and international trade.

There are more than 40 other countries worldwide with organic regulations. In addition to protecting consumers against false organic claims, the regulations provide a competitive advantage for the Canadian organic sector internationally.

The Organic Products Regulations are a result of comprehensive national consultation that began in 2003. These regulations may be obtained on the CFIA's website at www.inspection.gc.ca or the Canada Gazette website at www.canadagazette.gc.ca.

BAC to Discontinue Production/Sales of Professional Bakers Manual

After seven years, BAC has decided that it will be ending its relationship with the Professional Bakers' Manual and liquidating the remaining inventory held by the association. In 2002, BAC through a contractual contract with the government of British Columbia (who own the copyright) agreed to update and distribute the Professional Bakers' Manual. Over some 12 months BAC's Education Committee edited and rewrote many sections of the existing Manual and were justifiably proud of the final Professional Bakers' Manual 4th Edition, which was the premiere industry teaching text of that time.

However, as time has passed and technology has

developed, so has the method for the delivery of educational information. Web based or component learning has brought into question the value of a single teaching text. These changes combined with the hundreds of thousands of dollars required to bring the Manual up to the new standards has led BAC to reluctantly decide that it is not in a position to undertake this challenge.

BAC has set a special liquidation price of only \$35 each (plus tax and delivery) for the remaining inventory of Professional Bakers' Manual 4th Edition. The remaining copies will be available on a first come basis for as long as the inventory remains.

New Federal Minister of Agriculture Appointed

Hon. Gerry Ritz (Battlefords-Lloydminster in Saskatchewan) was appointed Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board on August 14th by Prime Minister Harper replacing Chuck Strahl, who has been moved to Indian Affairs.

Gerry Ritz was first elected to Parliament in 1997. He was re-elected in 2000, 2004 and 2006. On January 4, 2007, Mr. Ritz was appointed Secretary of State (Small Business and Tourism). Before this position, Mr. Ritz served as the Chair of the Standing Committee on Agriculture and Agri-food. He has also served as the Critic for Agriculture and Agri-Food and for Public Works and Government Services.

During the course of his career, Mr. Ritz has run his own farming operation, owned and operated a general contracting business and co-owned a weekly newspaper.

Are Your Trays Taxable?

BAC was recently contacted by a member company regarding a question on tax application to trays of prepared foods that may be of interest to other members.

DISCLAIMER: The following is a summary of the particular issue and is not a comprehensive review. The information below is not tax advice nor should it be interpreted as such. If you have questions about this or other potential tax matters please contact a tax professional.

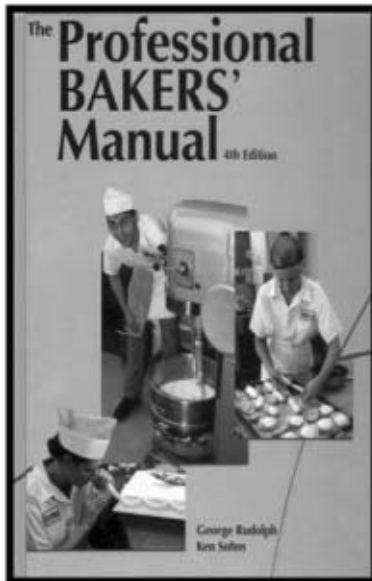
With the legal niceties aside, the issue raised by the member was whether or not tax applied to trays of prepared foods. The answer unfortunately appears to be "maybe," which is why members will need to consider their own situations with a tax professional.

There are a number of criteria that need to be considered, which include but are not limited to: Is the prepared product sold on something on which it is likely to be served? Is the food deliberately arranged to create a visual effect so again it is to be set out on a table in the same form in which it has been sold? Is little or no additional preparation required such as heating? – thawing doesn't count as additional preparation!

Further complicating this is that each of these areas is somewhat subjective. Selling desserts on a decorative plate suggests they should be served that way, a plain cardboard box probably not, but what about a black plastic tray with dome lid? What constitutes "creating a visual affect" in the layout of the product?

If members have questions regarding their specific situation they should contact a tax professional to ensure they are in compliance with current tax requirements.

MARK YOUR CALENDAR FOR
**BAKERY SHOWCASE
2008**
May 4 -6
Toronto Congress Centre



Professional Baker's Manual 4th Edition



A savings of more than 60%!

Available only from the Baking Association of Canada

The BAC is discontinuing our relationship with the Manual so we are offering this special sale price to liquidate our remaining inventory.

TOTAL COST: \$35.00 plus GST \$2.10 plus Shipping/Handling Charge \$8.50

<i>Order Information</i>	
Name	
Title	
Company	
Address	
City/Prov	
Postal Code	Email:
Tel:	Fax:
<i>Payment Information</i>	
Visa _____ Mastercard _____ Amex _____ Cheque _____	
Card #:	Exp. Date:
Cardholder Name:	
Signature:	
<p style="font-size: small;">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 Email: info@baking.ca www.baking.ca</p>	

MEMBERSHIP APPLICATION



Membership Categories

Membership in the Baking Association of Canada (BAC) is primarily company based and is open to all firms who are currently or thinking about conducting business in the Canadian marketplace. Individual memberships are available under special circumstances as described in the Tradesperson category.

Retail Baker:

Independently owned companies whose primary business is the production and sale of their own baked foods directly to the consumer through their own retail outlet(s). BAC offers a special introductory rate for first time retail baker members.

In-Store Bakers:

Individual and independently owned grocery stores which have an established bakery department but the sale of bakery foods is not their primary business.

Chainstore/Franchisor:

Companies (with a single corporate ownership or acting as a franchisor) with multiple store locations operating under the same name or banner.

Provincial Allied:

Single plant operations which supply goods and services to the baking industry primarily in one province.

National Allied:

Companies which supply goods and services to the baking industry on a national or international basis.

Commercial Bakers:

Bakeries whose primary business is the production and sale of baked foods to retail outlets/food service industries either on a provincial, national or international basis. Membership dues are based on annual sales.

Tradesperson:

Available to individuals who are not employed in the baking industry or their employer is already a member company or the company they work for does not qualify for membership in any other category.

DUES STRUCTURE

BAC Membership Dues

(All fee information is kept in strict confidence)

	Annual Dues		Annual Dues
Retail Bakery First Year Introductory Offer	\$ 75	Chainstore/Franchisor	\$2,000
Retail Bakery (per outlet)	\$ 125	Allied (National)	\$ 600
In-Store Bakery (per outlet)	\$ 125	Allied (Provincial)	\$ 350
Tradesperson	\$ 100		

Commercial Bakers

Dues Structure: based on \$ million per annual sales rounded to the closest \$ million:

Category	Sales in \$Mil	Base Fee	+ Increment	= Fee	+ 6% GST	= Total
1.	Up to \$10 Million	0	\$250 per \$Million sales	\$ _____	\$ _____	\$ _____
2.	\$10-\$24 Million	\$2,500	\$225 per \$Million sales for \$10-24Mil	\$ _____	\$ _____	\$ _____
3.	\$25 - \$74 Million	\$5,875	\$75 per \$Million sales for \$25-74 Mil	\$ _____	\$ _____	\$ _____
4.	\$75-\$199 Million	\$ 9,625	\$50 per \$Million sales for \$75 - 200Mil	\$ _____	\$ _____	\$ _____
5.	\$200 Million +	\$15,875	\$30 per \$Million sales over \$200 Mil	\$ _____	\$ _____	\$ _____

Example 1: \$5 Million Sales = 5 x \$250 = Fee \$1,250 + GST

Example 2: \$15 Million Sales = \$2,500 + (5 x \$225) = Fee \$3,625 + GST

MEMBERSHIP APPLICATION

Company _____

Address _____

City _____ Province/State _____ Postal/Zip Code _____

Country _____ Website _____

Telephone _____ Fax _____

1. TYPE OF ORGANIZATION

A. Complete This Section **Only** if You Are A Baker

- 1** One:
- 01 Retail (Store Front) Bakery
- 02 In-store Bakery
- 03 Foodservice/Institution Baker
- 04 Donut/Bagel/Muffin Baker
- 05 Wholesale Baker
- 06 Wholesale Grocer
- 2** All That Apply:
- 01 Full Product Range
- 02 Bread
- 03 Buns & Rolls
- 04 Bagels
- 05 Croissants & Danish
- 06 Cakes
- 07 Pastries
- 08 Ethnic-Oriented Products
- 09 Organic/Natural Foods
- 10 Other _____
- 3** All That Apply:
- 01 Bakery
- 02 Deli
- 03 Restaurant
- 04 Caterer
- 05 Wholesaler
- 06 Other
- 4** One:
- 01 Scratch
- 02 Mix
- 03 Par-baked
- 04 Frozen

B. Complete This Section **Only** if You Are An Industry Organization

- 1** One:
- 07 Manufacturer
- 08 Distributor
- 09 Manufacturer & Distributor
- 10 Broker
- 11 Importer/Exporter
- 12 Service Provider
- 13 Government
- 14 Media
- 15 School
- 16 Association
- 17 Other _____
- 2** All That Apply:
- 11 Ingredients
- 12 Decorations
- 13 Finished Products/Frozen Dough
- 14 Equipment
- 15 Packaging
- 16 Transportation/Delivery
- 17 Maintenance/Sanitation
- 18 Service & Supplies
- 19 Other _____

C. Company Structure

- 1** One:
- 01 Sole-proprietorship
- 02 Partnership
- 03 Corporation
- 04 Family-owned Business
- 05 Chain Or Franchise
- 2** No. of stores operated _____
- 3** No. of employees _____

BAC OFFICIAL REPRESENTATIVE (DESIGNATED VOTING REP.)

Name Mr Ms Mx (please check) Mrs _____

Title _____ Email Address _____

2. PRIMARY JOB FUNCTION

- One:
- 01 Owner/Partner/President
- 02 Vice President/Director
- 03 Manager/Supervisor
- 04 Baker/Chef/Cook/Decorator/Pastry Chef
- 05 Buyer/Merchandiser
- 06 Sales & Marketing
- 07 Technical Service Rep/R & D
- 08 Plant Operations/Engineering
- 09 Companion/Family
- 10 Other

3. PURCHASE ROLE

- One:
- 01 Final Decision
- 02 Influence Decision
- 03 Recommend
- 04 No Role

Additional Names of Individuals to be included on mailing list (ATTACH LIST IF CONTACT INFORMATION IS DIFFERENT)

1 Name Mr Ms Mx (please check) Mrs _____

Title _____ Email Address _____

2 Name Mr Ms Mx (please check) Mrs _____

Title _____ Email Address _____

MEMBERSHIP FEE (FOR CORRECT FEE, PLEASE CONSULT THE DUES STRUCTURE ON REVERSE)

MEMBERSHIP CATEGORY (PLEASE CHECK ONE)

RETAIL BAKERY <input type="checkbox"/> Retail #outlets _____ <input type="checkbox"/> In-store #outlets _____ <input type="checkbox"/> Chainstore/Franchisor	COMMERCIAL BAKERY <input type="checkbox"/>	TRADESPERSON <input type="checkbox"/>	ALLIED TRADES <input type="checkbox"/> Provincial <input type="checkbox"/> National
---	---	--	---

Cheque MasterCard VISA

Charge Card Number _____ Expiry Date (m/y) _____

Signature _____ Card Name _____

Fee	\$ _____
6% GST	\$ _____
TOTAL ENCLOSED	\$ _____



BAKING ASSOCIATION OF CANADA
 7895 Tranmere Dr., Suite 202 Mississauga, ON L5S 1V9
 Tel: 905-405-0288, Toll Free in Canada & USA 1-888-674-BAKE (2253)
 Fax: 905-405-0993 E-Mail: info@baking.ca
 www.bakingassocanada.com

Effective as of 02/01/05

Congratulations To Our Most Recent Correspondence Course Grads!

William Baszyk

Bakery Technology II

Jennifer Fraser-Smith

Food Hazard Control

Jennifer Fraser-Smith

Occupational Health & Safety

Gureet Kaur Sidhu

Occupational Health & Safety

Denise Lavoie

Bakery Technology II

Marian Markowski

Bakery Technology I

Marian Markowski

A Foundation for Sanitation

Patrick Pinette

Bakery Technology I

Patrick Pinette

Occupational Health & Safety

Patrick Pinette

A Foundation for Sanitation

Rosemarie Steiger

Occupational Health & Safety

Adam Van Loon

Operating A Successful Bakery

Jorge Verastegui

Bakery Technology III

Kenneth Downey

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.

A Warm Welcome To Our Newest Members

Sara Figliomeni

Sara's Simply Delicious



Baking Association of Canada Upcoming Events

ON Chapter

September 18

Fall Golf Tournament

Glen Eagle Golf Club

Bolton, Ontario

Atlantic Chapter

September 10

Golf Tournament

Magnetic Hill Golf Club

Moncton, New Brunswick

Bakery Showcase 2008

May 4 - 6

Toronto Congress Centre

Toronto, Ontario