

The Bulletin

December 2007

Baking Association of Canada Newsletter



BAC to participate on Health Canada Sodium Working Group

BAC has been requested to participate on the expert Sodium Working Group announced by Hon. Tony Clement, Minister of Health, in late October. The Sodium Working Group has been established to explore options for reducing sodium intake and cardiovascular disease among Canadians. Key among the Working Group's focus will be to put forward recommendations on how the food industry may voluntarily reduce sodium levels in food. While bakery foods use only very minor amounts of salt, they have been identified as a significant contributor to overall salt consumption as a result of the number of servings consumers have each day.

Recent estimates indicate that over half of Canadians have high sodium intakes, mainly from commercially prepared foods, putting them at risk for high blood pressure. High blood pressure is one of the most important risk factors for cardiovascular diseases. According

to data from the 2004 Canadian Community Health Survey, as many as 90% of men over the age of 19, and 65% of women, exceed the level of sodium at which potential risk of adverse effects increase. Similar high intakes are seen in young children and adolescents: more than 90% of children aged 4-8 and 97% of adolescent boys and more than 80% of adolescent girls exceed the UL for sodium.

Salt in baking plays a role in the development of flavour; it also has a critical functional role including fermentation control and dough conditioning. As a result, there are limits to salt reduction bakers can make without compromising the finished product.

Similar to the Trans Fat Task Force BAC will be providing to the Sodium Working Group technical information along with potential options for bakers. The Working Group is expected to begin its work in December 2007.

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E-mail and Contact Info

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*Season's Greetings and Best Wishes for a
Happy New Year
Joyeuses Fêtes et meilleurs vœux pour
une nouvelle année*

BAKING ASSOCIATION OF CANADA
Association canadienne de la boulangerie



The Future of Choosing



For those who have been playing close attention to food issues lately, you will have noticed a growing trend for food to be seen as bad. There are those who are saying that food has been processed too much (white flour) has too much salt, too much sugar, too much fat, bad ingredients (trans fats), etc. Some foods are so bad that these groups are proposing that these foods shouldn't be

advertised to children or in some cases, should be banned from being sold. In response to all of this a somewhat frustrated friend recently proposed a solution – “Live forever, don't eat!”

So what are the drivers that are focusing so much attention on food? There is, of course, a significant consumer focus on healthier foods today. In response, foods that are deemed unhealthy because they have too much fat, salt, sugar or other unhealthy ingredients risk not only being abandoned by consumers, but are also coming under the intense focus of health advocacy groups who want them either made “healthy” or removed from the market entirely.

It also seems like a day does not go by without some media outlet reporting on the growing problem of obesity in our society. North Americans including Canadians are getting fatter, which has led and will lead to increased instances of type II diabetes, cardiovascular disease, and a host of other health concerns.

The ‘obesity epidemic,’ as it is often referred to, also has the potential to result in major increases in provincial health-care budgets as a consequence of treating obesity related diseases. So, with the looming potential of huge (no pun

intended) health-care and fiscal problems, governments are beginning to take action to combat the obesity problem with most of the focus on restricting access to certain 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 or high fat foods are also prominent; as an example BC has implemented a policy to ban “junk foods” in vending machines in all government-operated buildings including community centres and universities. These efforts are focusing on adults, not just children.

There also continues to be much dialogue about more intrusive initiatives such as a “fat tax” or other taxation intervention of certain food products. The World Health Organization has itself asked governments to consider taxes to discourage people from eating too much sugar, salt and saturated fats.

Consumers, of course, want to know what they are eating. That is why today we have extensive and mandatory nutrition labelling, ingredient declarations, allergen regulations etc. Consumers also understand that some foods are to be enjoyed more regularly than others. The question we may be soon facing is how much the government should be responsible for not only advising consumers, but dictating what and how much they can eat.

Cheers & Happy Holidays

Paul Hetherington

President & CEO

Baking Association of Canada

New Manifest Requirements for Trucks Crossing Border

BAC has learned courtesy of the American Bakers Association that the U.S. Customs and Border Protection (CBP) have created a new requirement for trucks carrying cargo across the U.S.-Canadian border in Maine and Minnesota. Carriers must now electronically submit their manifests (e-manifests) detailing the cargo and carrier to CBP prior to arriving at land border points of entry in Maine and Minnesota. During this initial enforcement phase, CBP will use discretion by issuing “informed compliance” notices to carriers that arrive at the Maine and Minnesota land border points of entry without submitting or attempting to e-mail an e-manifest. However, after January 16, 2008, CBP will deny entry to carriers who have not pre-submitted their e-manifests and may issue penalties of up to \$10,000.

Atlantic Canada Chapter – Recap for 2007



For 2007, the Atlantic Chapter produced two social events for the industry, both of which were well attended. Highlights from both event are listed below.

The BAC Atlantic golf tournament took place at the Magnetic Hills golf course in Moncton, N.B., on Monday, Sept. 10. Forty golfers representing various bakeries and suppliers took part in the scramble tournament, on a wonderfully warm fall day. Over \$2,000 in

prizes were up for grabs and lots of fun was had by all 10 teams. Special awards went to Most Honest Team: Alain Giguere, Lallemands, Bill Bowman, ADM, Reed Kennedy, Kennedy and Associates, Janine Burton, Bunge. The championship team this year was Greg Macleod, Dunster Donuts, Terry Leger, Saputo, and Dave Bryson, Dover Flour. All in attendance enjoyed a great steak dinner and went home with a

special draw gift. Next year's tournament is scheduled for Monday, Sept. 15 at the Magnetic Hills golf course.

The Atlantic BAC Hockey night took place on Friday, Feb. 9 at the Halifax Mooseheads game versus P.E.I. Rockets. Association members and guests enjoyed a great hockey game in a private VIP Box. The hometown Moose won the game in overtime. A scoring pool took place during the game at the end of each period and a number of lucky attendees went home with a little extra cash. The event will take place again in early 2008.

We look forward to new opportunities to serve the industry in 2008 through our continued events.

Stan Thomas
Dover Flour Mills
stthomas@dovergrp.com
Atlantic Chapter Chair

Congress 2007 Sponsors

BAC wishes to extend sincere thanks to these companies
for their generous support



Platinum Event Sponsor



Bunge Canada
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Remember to support the companies who support your association!

BC Chapter Chair Review 2007



We are fast approaching the end of a very interesting year.

2007 brought to our industry fresh new opinions and most of all an overall new perspective for the upcoming months, perhaps years, for our baking industry. The new food guide, trans fat, nutritional labelling as well as Whole Grains made news in a major way. What's next... low sodium?

I have now been in the baking industry for over 30 years and I am very proud to be able to work with very professional people, people with inspirations and great talent and success.

This is an industry with great opportunities for everyone who is willing to work hard.

As a Chair of the BC Chapter I found the biggest challenge is to get the industry together. Many times people ask me what can the BAC do for me, "Well, perhaps the question should be WHAT CAN YOU DO FOR THE BAC?"

I would like to encourage every person who would like find out more what the BAC is doing on a national or provincial level to contact our National President, Paul Hetherington at 888-674-2253 ext. 23, e-mail: phetherington@baking.ca, or myself at 604-218-3150 email: ralf.tschenscher@lsaf.com

At the provincial level, we the board of directors, are trying very hard to bring the industry together and to be proactive on a provincial level. The Island and Mainland BAC-BC Chapter encouraged you to join us at the following seminars and events held in 2007. Martin Barnett from Malaspina University College and the Vancouver Island subchapter organized an Artisan Seminar hosted by Ciral Hitz in February of 2007 that was a well-received seminar by the local baking industry.

The Mainland BAC-BC Chapter moved the Christmas dinner to January; industry people supported this very well due to the fact that November and December is such a busy time. In March we hosted at VCC a Whole Grain Extravaganza seminar with our guest speaker Peter Worfolk – Regional Product Integrity Manager for flour and grains from Horizon Milling GP. Tradespeople and students displayed and shared their Whole Grain recipes.

In June we hosted our annual golf tournament, which is our main fundraiser to support Vancouver Community College (VCC), Malaspina University College, Baking Team Canada, and we supported a Pastry Workshop event organized by VCC named Vancouver Pastry Lecture Series Fall 2007.

I would like to thank again our industry supporters for raising almost \$ 17,000 that will be given 100% back to the industry.

Acknowledged should be the entire board of the BAC-BC Chapter for their strong commitment and support in promoting our great industry.

Vice President

Debbie Fawcus, BakeMark Canada

Secretary Treasurer

Mike Dandenault, Overwaitea Food Group

Education Director

Parry Robinson, Vancouver Community Colleague

Entertainment Directors

Christian Mitzel, Original Cakerie

Mike Dandenault, Overwaitea Food Group

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Past President

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Jack Kuyer, The Valley Bakery

Tony Llewellyn, Snow Cap Enterprise

Paolo Pero, The Pastry Box

Alfredo Uncao, EM Bakery Equipment

Cassandra Menzies, Carmi Flavors

I also would like to acknowledge the BAC team who have helped the chapter in a major way by updating us and organizing our event registrations.

For 2008 I am looking forward to another exciting, successful year and to continued educational seminars and social functions. I would like to wish you all a healthy and prosperous new year.

Ralf Tschenscher

Lesaffre Yeast – Red Star Yeast

ralf.tschenscher@lsaf.com

BC Chapter Chair

Alberta Chapter – Review of 2007



Alberta bakers supported two main social events this year. Both the golf tournament and the Christmas Party have become focal points for industry gatherings and to raise monies for the Baking departments of both SAIT and NAIT. I would like to thank all of the Golf Sponsors for their support and contributions to the industry as well as the organizing committees who worked so hard to

make the two events so successful.

In Alberta, the greatest challenge for bakers has been the labour crisis. Fuelled by the demand for all types of labour by the oil industry, the baking industry has been significantly impacted. Wage levels have risen dramatically for entry-level workers, bringing a ripple effect to raise wages for all employees. In many instances companies have had to hire temporary workers from overseas on contract to fill vacancies, but there doesn't seem to be a solution in the short term. Meanwhile

Continued on page 7



B.A.C. - BC CHAPTER



2007 Christmas Dinner and Dance... will be celebrated in January!

A fun filled evening & Christmas celebration with friends from the Baking Industry

Friday, January 18th, 2008

Coast Hotel & Convention Center/Cascades Casino

20393 Fraser Highway Langley, BC

6:00pm Cash Bar

7:00pm Buffet Dinner

9:00pm – 1:00am Dancing

Individual Tickets \$ 59.00 (includes GST)

Reserved Table (10 people) - \$500.00 (includes GST)

*******Win a Trip for Two to Whistler *******

Raffle Tickets available

****Hotel rooms are available at the Coast Hotel****

Please call (604) 530-1500 for Reservations - Ask for their Christmas Rate

Please pre-register by January 8, 2008 for Early Bird Draw

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2.	_____	_____	_____	_____
3.	_____	_____	_____	_____

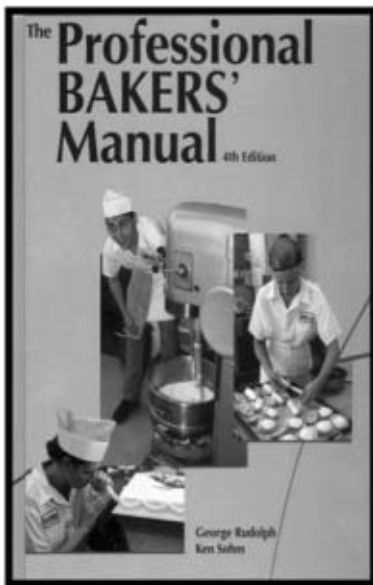
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BAC (Attn: Gillian Blakey)
Suite 202 - 7895 Tranmere Dr.
Mississauga, Ontario L5S 1V9
Cheque Payable to BAC

Or fax/e-mail credit card information to:
Fax: (905) 405-0993
E-mail: gblakey@baking.ca
Phone: 1 (888) 674-2253 ext. 21
Tickets to be picked up at the door

Please charge my: Visa _____ MasterCard _____ # _____ x \$59.00 = \$ _____
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Cardholder: _____ Signature: _____



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

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<p style="text-align: center;"> <i>Please make cheques payable to: Baking Association of Canada</i> 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>	

Ontario Chapter 2007 Recap



On behalf of the Ontario Chapter we would like to take this opportunity to recognize and recap the events and activities held in 2007.

We started the year with a new Chapter Chair Frank Safian and he welcomed a renewed executive roster that saw several new volunteers join the team, Ron Hampson – Secretary, Tom Nowak – Co Social, Tony De Battista - Membership & Reg Coffey -Programs. Unfortunately, due

to career changes we have had to say good bye to Reg Coffey who returned to his hometown of Cornwall Ontario to enjoy a change of career. Returning chapter executive members include Dr. Phillip Lee Wing, Maurice Corsi, Dieter Claassen, Frank Lucente, Mark Jones, Carol Pether and Andrew Kollo

Our first dinner meeting began the year's programs on Trans Fats and was well attended delivering a timely update on the status of TFA's in the baking industry. The four speakers were notably Paul Hetherington, Carla Barry, Dr. John Michaelides & Laura Pasut who presented excellent topics of interest and discussion. In February Food Safety Initiatives was the Dinner Meeting topic with speakers from OMAFRA and Research Claims Management.

This was followed up by the Annual Night at the Races which once again proved to be a great social night that was well planned by Dan Peroff and his team. In April Reg Coffey our Program Chair planned a follow-up program to the January Trans Fat dinner meeting with the topic Trans Fatty Replacers. Industry suppliers and professionals that presented included Bunge Canada, Unilever Foodsolutions and Professor Alejandro Marangoni from the University of Guelph.

Our Social chairperson Dan Peroff and his team including Howard Hillier and Tom Nowak planned and executed two golf tournaments. Funds generated from both golf tournaments supported Team Canada in the LeSaffre De Coup competition.

The June event was a four Man Scramble held at Carlisle GC with an excellent day of weather. The winning team was captained by Tom Nowak from Lallemand, Frank Fowlie, Arif Sunderji and Sharif Sunderji.

The September golf event at Glen Eagle took on a different format that rewards both individual play and the famous Phantom Ball. We once again enjoyed a great day of weather, golf and were successful in bring the industry together in a social environment. Winners included Tom Nowak for low gross male and Kate Nugent for low gross female and the team format saw yet another play-off. The winning team of Noel Morris, Brian Sisson, Bill Fell and Tom Lawn defeated a team entry that included Angelo Melone, Sabastian D'aversa , Mike D'aversa & Armando D'aversa.

Recently the Ontario chapter completed the Fall program schedule with a dinner meeting featuring Organics presented by Steve Cavell, Organic Meadow and Bob Crane, N2 Ingredients.

The year end Holiday Social was on Friday November 30, 2007 and featured a night of great food, dancing and great door prizes.

The Ontario Chapter would like to thank all those who supported this years activities and look forward to your continued support in 2008.

Frank Safian
Horizon Milling GP
Ontario Chapter Chair

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registration of baker apprentices are at all-time lows, the new style In-store bakeries with simple frozen dough baking no longer requiring skilled bakers. The baking industry's requirement for skilled labour is changing radically, training now focuses more on food safety, hygiene and allergen management, than on trade knowledge and hand skills. The cake decorator has become the first point of contact for many customers in the newer self service In-stores, not the best way to answer customer questions considering how much pressure there is on the cake decorators.

One area of positive industry news is the long lines of people wishing to register for the Baking and Pastry Arts 2 year diploma program, over 120 in line for the 36 places. This hasn't gone unnoticed at SAIT and the refurbished bakery just finished for the 2007/8 year will be able to accommodate more in the future. Changes could take place in the way students receive practical training; A motion is before the Advisory Board to vote on an eight-week internship during the summer break for two-year students.

As we look ahead to next year, one focal point will be the Skills Canada Competitions for bakery students under 20 years who will have a chance to qualify for Team Canada and a place on the team for World Skills, which will take place in Calgary in September 2009. This event is second only to the Olympics in size and numbers in attendance. With over 800 competitors from 50 countries worldwide, the competition features both the Baker and Pastry Cook as competitive classes. Running concurrently is the VIP Forum for industry leaders, with special speakers on the future of trades and training, with many networking opportunities.

The local chapter will continue to work to make sure the baker's voice is heard and will monitor the provincial as well as the federal government regulations to protect the baking industry from any adverse regulations.

Best wishes in the new year.

Brian Hinton
Lakeview Bakery
Alberta Chapter Chair

Congratulations to Our Most Recent Correspondence Course Grads!

Craig Faulkner

A Foundation for Sanitation

Bronwyn Morrison

Bakery Technology I

Katrin Spence

Bakery Technology I

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

Jean Alexander

Cloud Nine Cakes

Deb Cater

Cakes Etc.

John Davidson

*Hobart Food Equipment Group
Canada*

Heather Egan

Pontiac Home Bakery

David Shutiak

*Packaging Machinery Concepts
Ltd*

Grains – They’re Essential 2007 Supporters:

The Grains – They’re Essential program would like to thank the following groups and organizations for their financial support in 2007.

Canadian Wheat Board

Canadian Pasta Manufacturers Association

BAC Ontario Chapter

BAC BC Chapter

BakeMark Canada

Canada Bread

Horizon Milling GP

Ontario Wheat Producers

Weston Bakeries Ltd

Bakers Journal

Conseil de la Boulangerie du Quebec

Dover Flour

Fleischmann’s Yeast

Lallemand

Port Royal Mills



**Baking Association
of Canada**

Upcoming Events

BC Chapter

January 18
2007 Christmas Dinner & Dance
Coast Hotel/Cascades Casino
Langely, BC

Bakery Showcase 2008

May 4 - 6
Toronto Congress Centre
Toronto, ON

Atlantic Chapter

September 15
Annual Golf Tournament
Magnetic Hills Golf Course
Moncton, NB