

# The Bulletin

January/February 2010

Baking Association of Canada Newsletter



## Health Canada Proposes Major Sodium Cuts in Bakery Breads, Cakes, Cookies

As part of the goal to reduce sodium in the Canadian diet to 2300 mg per person per day by the year 2016, Health Canada is proposing significant voluntary reductions in numerous foods including baked goods. This goal is based on achieving a 5% reduction per year in the amount of sodium consumed by Canadians, currently estimated at 3400 mg per day, on average (this includes salt added at cooking & at the table).

The voluntary reductions are part of a three pronged strategy being developed by the Sodium Working Group that also includes a country wide consumer awareness campaign and research.

While Health Canada is proposing reductions in numerous food categories, baked products, especially breads rank high on the list due not so much to their high sodium content per serving but to the amount consumed on a daily basis.

The chart below summarizes current work on identifying average sodium values by baked product categories, the range of sodium found in products in those categories along with the

proposed reduction targets.

In response to this proposal BAC has prepared an industry discussion paper and will be hosting consultation meetings across the country throughout the winter to request industry feedback. As an example the proposed reduction target of breads to 400mg/100g has in other countries undertaking similar sodium reduction initiatives presented a significant challenge to bakeries. Currently, the amount of salt added to bread and rolls averages 2% based on weight of flour. In order to reach target levels this amount would need to decrease to approximately 1.6%. Bakers are asked to comment on the impact of this and the other reductions targets on their products, production and customers.

BAC members will shortly be receiving a copy of the sodium reduction discussion paper from BAC. Additional notices of consultation meetings will soon be distributed. For more information contact Paul Hetherington at the BAC office or via phetherington@baking.ca

**Health Canada Proposed Sodium Targets for Baked Goods**

	Bread (mg/100g)	Buns and rolls (mg/100g)	Cookies (mg/100g)	Baked desserts (mg/100g)
<b>Sodium Average of products tested</b>	<b>480.2</b>	<b>460.9</b>	<b>289.2</b>	<b>276.6</b>
<b>Sodium Range in products tested</b>	289 – 800	7 – 968	0 – 701	4 – 596
<b>Products included in category</b>	Baguette Cinnamon raisin bread Crusted bread-white Rye bread White bread Whole wheat bread (60%) Whole wheat bread and/or 100%	Bagel fruit Bagel plain Croissants English muffins Kaisers Naan Pizza crusts White & whole wheat pita White & whole wheat rolls (incl. hot dog & hamburger buns)	Chocolate chip Chocolate covered Fruit filled Sandwich Shortbread Social tea type Sugar wafer	Brownies Cakes Cheesecake Donuts Fruit pie Mousse type Muffin Pastry snack cake Puff pastry Sugar pie type Sweet rolls (e.g. cinnamon)
<b>Proposed Health Canada 2016 targets</b>	<b>400</b>	<b>400</b>	<b>290</b>	<b>110-puff pastry 130-fruit pie 220-cheesecake 270-all other</b>

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**Email and**  
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1-888-674-2253  
Tel: (905) 405-0288  
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# Bakery Showcase 2010 Exhibit Space 70% Sold and Going...Going...

With almost 70% of exhibit space at Bakery Showcase 2010 sold at the end of 2009, the 2010 show is shaping up to be a great success. As of year end, 125 companies including 24 new exhibitors had committed to Bakery Showcase 2010. According to BAC President & CEO Paul Hetherington "To-date we are very pleased at the positive industry response to participation at Bakery Showcase 2010. The new and enhanced features such as the Decorative Bread Contest,

National Wedding Cake Competition and new pricing structure for bakers have and continue to be received with great enthusiasm by exhibitors and attendees alike."

Bakery Showcase 2010 will be held May 16-18 at the International Centre in Mississauga, ON. For exhibit information contact Amir Jaffer at BAC 905.405.0288 ext. 22, [ajaffer@baking.ca](mailto:ajaffer@baking.ca)

Almost 70%  
of exhibit space  
sold with  
24 NEW  
companies

## bakery showcase 2010 Exhibitor List

As of January 5, 2010

★ indicates New Exhibitor

(did not participate in previous 2 events)

AB Mauri Fleischmann's	Contemar Silo Systems	Ivanhoe Cheese	Pemberton
★ Ace Bakery	CSB-System International	J J Marshall	& Associates
ADM Milling	★ Custom Baking Products	JBNT Marketing	★ Pennant Foods
Alfa Cappuccino	Dawn Foods	KL Products	Petra International
All Gold Imports	Dealers Ingredients	L & M Bakers Supply	Polar Technologies
American Pan – A Bundy Baking Solution	DecoPac	L.V. Lomas	★ Port Royal Mills
AMF Bakery System	★ Digi Canada	★ La Danoiserie	Prime Pastries
Apple Valley Foods	Donini Chocolate	Label Systems	★ Rehrig Pacific Company
BakeMark Canada	Drader Manufacturing	Lallemand	Reiser (Canada)
Bakers Journal Magazine	Eckert Machines	Lapaco Paper Products	Rich Products of Canada
Bakery Crafts	Embassy Flavours	Lentia Enterprises	Richardson Oilseed
Baking Association of Canada	Fancy Pokket	Lesaffre yeast	Richmond Traders
Bonnie & Don Flavours	Farinart Inc	Lockwood Manufacturing	★ Ronahan Food Brokers
Bridor Inc	Flavor Right Foods	McCall's	★ R W Bakers Co
Bunge (Canada)	★ Fox Run Craftsmen	★ McNairn Packaging	★ SASA-Demarle
Burnbrae Farms	France Decor Canada	★ Margarine Golden Gate-Michca	Satin Fine Foods
★ Burt Lewis Canada	G Cinelli-Esperia	Marsia	Signature Fine Foods
California Walnut Commission	Gay Lea Foods	★ Matiss Inc	★ SunOpta Grains & Food Group
Cake Top	Genpak	Megart Systems	SunOpta Ingredients Group
Canada Bread	Global Egg	★ Metro Label Company Ltd.	Systemes KLR Systems
Canadian Dairy Commission	Gluten Free Gourmet	★ Minotaur Software	★ The CG&B Group
Carmi Flavors	Gourmet Baker	MIWE Canada	★ ToolBox Software North America
Chemroy Canada (Food Ingredients Div)	Grain Process Enterprises	ML Packaging	Trenton Cold Storage
Chicago Metallic – A Bundy Baking Solution	★ Griffith Laboratories	Natunola Health	Tri-City Packaging
CIS Group	H Moore Printing Services	Nealanders International	Unifiller Systems
City of Brantford	Handtmann Canada	Novelis Foil Products	★ University of Guelph Laboratory Services Div
Compass Food Sales	Harvest Corporation	Nutrasun Foods	US Highbush Blueberry Council
	Hobart FEG Canada	Oakrun Farm Bakery	Weston Bakeries Limited/Ready Bake Foods Ltd
	Horizon Milling	One-Way Disposable Piping Bags	
	Hospitality Cleaning Services	Ordan Thermal Products	
	★ HPDS – Halal Product Development Services	P&H Milling Group	
	★ Industrial Bakery Equipment	Packaging Machinery Concepts	
	Intersteam Technologies	Par-Pak	
	Italian Home Bakery		

# Employment Practices Liability Insurance

by Richard Grant,  
Trisura Guarantee  
Insurance Company

One critical Insurance coverage that is often over-looked by corporations is the Employment Practises Liability (EPL) Insurance policy. An EPL policy is designed to protect the directors, officers, employees and the organization itself from the potential harmful effects of having to defend itself against allegations of employment practises misconduct.

Virtually every aspect of the employment relationship is fraught with potential exposures that can lead to employment practises liability. Allegations of discrimination in the workplace, libel and slander, wrongful dismissal, sexual harassment and a variety of other unacceptable employment-related practises are all sources of liability.

In addition, we are seeing changes made to provincial and federal human rights legislation that will result in increasing costs to corporations in order to defend themselves. In Ontario, recent changes to the Ontario Human Rights Code provide a claimant with direct access to the Human Rights Tribunal. This one simple change is expected to increase the number of claimants the Tribunal sees in any year from the current level

of 100-150 applicants, to approximately 12,000. Damages that may be awarded will also increase significantly as the Tribunal will no longer have to adhere to a prescribed limit for damages related to mental anguish.

This legislative change, coupled with the systematic Americanization of the Canadian legal landscape is pushing the EPL Insurance policy into the spotlight as an important risk management tool. Corporations should be contacting their insurance broker in order to procure a policy that will protect them from these ever-expanding employment-related exposures.

EPL Insurance is just one of the many coverages offered to Ontario-based retail and commercial bakeries through the "Bakers Plus" program. Members of the Baking Association of Canada receive an additional 5% discount off the already competitive property and liability base premiums.

To discuss the "Bakers Plus" program further or to receive a no obligation commercial insurance quote for your commercial or retail bakery, please contact Allison Posen at The CG & B Group Inc. at 905-305-5953 or Allison.Posen@cgbgroup.com.



## Professional Baker's Manual 4th Edition

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 \$1.75 plus Shipping/Handling Charge \$12.50

**Special  
Sale  
\$35.00**

Order Information	
Name	
Title	
Company	
Address	
City/Prov	
Postal Code	Email:
Tel:	Fax:
Payment Information	
Visa _____ Mastercard _____ Amex _____ Cheque _____	
Card #:	Exp. Date:
Cardholder Name:	
Signature:	
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: <a href="mailto:info@baking.ca">info@baking.ca</a> <a href="http://www.baking.ca">www.baking.ca</a>	

## BAC Announces Canada's National Wedding Cake Competition



BAC is delighted to announce an exciting new addition to Bakery Showcase 2010 – a National Wedding Cake Competition. We all know that artistry is cornerstone of the baking industry and while featured in many ways it is best highlighted through the creativity of wedding cakes. Canada's National Wedding Cake Competition will bring together both professional and student wedding cake designers from across the country to demonstrate their styles, skills and abilities. The competition will be open to professionals currently working within the industry. In addition, a Student specific competition will be provided to recognize and encourage young people striving to enter the industry.

Those considering entering the competitions will have lots of encouragement. In addition to \$9,000 in prize money competitors will also be competing for national bragging rights.

### **The cash prizes will be awarded as follows:**

#### **Student Competition:**

1st place \$2,500, 2nd place \$1,000 and 3rd place \$500

#### **Professional Competition:**

1st place \$2,500, 2nd place \$1,000 and 3rd place \$500

The National Wedding Cake Competition will be held in conjunction with Bakery Showcase 2010, May 16-18 at the International Centre in Mississauga, ON. Further information including competition rules and entry form will be distributed shortly and may also be found in the Bakery Showcase 2010 section of the BAC website [www.baking.ca](http://www.baking.ca)

## ON Chapter Announces Return of Decorative Bread Contest to Bakery Showcase 2010

The Ontario Chapter of BAC has announced the return of the Decorative Bread Contest to Bakery Showcase 2010. The contest, first launched in 2008, will feature decorative bread in its many styles, from stunning window displays to creative centre pieces. An exciting addition to this year's format will be both Professional and Student specific competitions. The Ontario Chapter, sponsors of the competition, will also be providing cash prizes totalling \$9,000 and awarded as follows.

#### **Student Competition:**

1st place \$2,500, 2nd place \$1,000 and 3rd place \$500

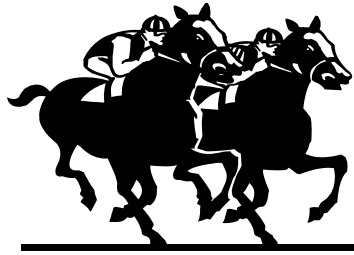
#### **Professional Competition**

1st place \$2,500, 2nd place \$1,000 and 3rd place \$500

The Decorative Bread Contest will be held in conjunction with Bakery Showcase 2010, May 16-18, at the International Centre in Mississauga, ON. Further information including competition rules and entry form will be distributed shortly and may also be found in the Bakery Showcase 2010 section of the BAC website [www.baking.ca](http://www.baking.ca)



Limited seating available!  
 So Register Early!  
 Registration Deadline:  
 Friday, March 19, 2010



## Ontario Chapter Night At The Races

### Thursday, March 25, 2010

### Woodbine Racetrack

555 Rexdale Blvd. (427 & Rexdale Blvd.)

Favourites Room, Buffet Dinner Start 6:30 p.m.  
 Races Start 7:40 p.m.  
 Slots available before and after dinner.

Tickets: \$52.75 per Member      \$62.75 per Non-Member  
 Ticket price includes Mardi Gras Buffet,  
 Taxes, Programs, and Service Charges.

For more information on the event contact Event Chair:  
**Dan Peroff, Olympic Wholesale, dperoff@olympicwholesale.ca**  
 To reserve tickets please mail or fax with payment to:  
 Baking Association of Canada  
 7895 Tranmere Dr., Suite 202, Mississauga, ON L5S 1V9  
 Tel: 905-405-0288 or 1-888-674-2253 x 21 Fax: 905-405-0993

<b>Name:</b>					
<b>Company:</b>					
<b>Address:</b>					
<b>Phone:</b>		<b>Fax:</b>		<b>Email:</b>	
#	<b>Members</b>	x \$52.75 ea. (\$50.24 + \$2.51 GST)	<b>Total:</b>		
#	<b>Non Members</b>	x \$62.75 ea. (\$59.76+ \$2.99 GST)	<b>Total:</b>		
<i>Please enclose cheque Payable to Baking Association of Canada</i>				<b>Grand Total:</b>	
<i>Visa, MasterCard and AMEX orders please complete the following:</i>					
<b>Please note:</b> Baking Association of Canada only accepts: (circle one)		Visa	Mastercard	AMEX	
<b>Name on Card:</b>		<b>Card #:</b>			
<b>Exp. Date:</b>		<b>Signature:</b>			

**\*\*Please Note:** A confirmation will be emailed to your attention to confirm registration\*\*



# BAC Atlantic Chapter Hockey Night in Halifax

Wednesday February 17<sup>th</sup>, 2010  
Halifax Metro Centre  
Rafters Skybox  
Halifax Nova Scotia

Come out and watch the Halifax Mooseheads play host to the Saint John Sea Dogs

Space is limited, please register early!

## Agenda

**6:00 p.m.** Pre Game reception with Hors D'oeuvres  
**7:00 p.m.** Game time

*Please fill in the registration form below and return it before January 29th, 2010*

<b>Name:</b>				
<b>Company:</b>				
<b>Address:</b>				
<b>Phone:</b>				
<b>Fax:</b>		<b>Email:</b>		
	<b>Members</b>	x \$75.00 ea.	<b>Total:</b>	
	<b>Non Members</b>	x \$90.00 ea.	<b>Total:</b>	
			<b>Sub Total:</b>	
			<b>HST 13%:</b>	
<b>Please enclose cheque or Money Order Payable to Baking Association of Canada</b>			<b>Grand Total:</b>	

*Visa, Mastercard and AMEX orders please complete the following:*

Visa  Mastercard  AMEX  Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please mail or fax to: Gillian Blakey  
Baking Association of Canada  
7895 Tranmere Drive, Ste. 202,  
Mississauga, ON L5S 1V9  
Tel (888) 674-2253 x 21 Fax (905) 405-0993  
gblakey@baking.ca www.baking.ca

# The Screening Process

Nicole Gallace : Search Consultant Relationship Manager, The 500 Inc.

You have an open job order. You have figured out what you need and think you know where to find it. You have advertised internally on the job notice board or intranet to attract any referrals or internal candidates and you have advertised through various modes (newspaper, websites, professional associations, colleges etc).

The resumes came in fast and furious and you have reached your cut off date. You are now faced with a stack of resumes and cover letters of varying content and presentation (and of course those few phone calls that by pass reception even though you requested NO PHONE CALLS PLEASE)

The screening process begins. The hiring manager is responsible for identifying through assessing and evaluating the candidates that should move forward in your process. These candidates should meet all minimum requirements and they are the ones most qualified to fill the opening based on the position description and major objectives of the role as well as desirable qualifications.

## Clearly define the critical criteria based on the position description:

- ✓ Qualifications e.g. Must possess bachelors degree in Food Science.
- ✓ 5 + years of relevant experience
- ✓ Bilingual

These are elements that are non-compromising and the successful candidate must have. Make sure they are non-compromising, if you can refrain from assessing applicant qualifications based on a single standard you allow a larger candidate pool in which to select your best applications. An example would be requesting a bachelors degree of equivalent work experience.

You can then move onto the more flexible requirements, these are desirables but not disqualifiers. At this stage a telephone interview or written assessment is an excellent tool for defining who should be invited to interview. The paper application becomes an actual person whom you can assess from an early stage. Remember from the very first contact to the point of offering the position to someone the entire process should be part of the evaluation;

- How quickly did the person respond to your request for additional information?
- Assess their written skills (if this is important during their day-to-day activities, use of grammar/spelling via email etc.)
- Were they professional when they responded to your telephone message? Did they leave a voicemail and if so, were you satisfied with the degree of professionalism?

You might already have an idea from your concentrated pool of candidates whom you believe are your lead candidates even before you meet face to face however, remain open minded and objective as you need to keep focused on the best person for the job as opposed to the person you 'liked' the best.

A matrix is a useful tool to enter candidates' information. This allows you to compare the candidates against each other. You should have a clear idea of the best candidates to invite in for an interview.

Screening continues after the formal interview process. You have done your due diligence. You know exactly what you are looking for with regards to skill set and experience, you have sourced appropriate candidates based on your needs, screened resumes and invited a number of qualified candidates to meet with key stakeholders. You are ready to move to the next stage of the process however, one more step should be considered.

## Background checks

Background checks are the last screening tool available. Accurate background checks reveal previous convictions, fabricated credentials and work experience. Ask yourself if you would like to hire a vice-president of Finance who after screening it is revealed has bad credit! Knowing an employee's background can be the best indicator of their future performance. Of course, we are dealing with people who are ever changing and unpredictable but gathering as much information as you can prior to offering them employment with your organization protects you to the best of your abilities.

When you run a background check on a candidate the individual must be made aware that these types of checks will be conducted, you must seek permission before moving forward. Your enquires should always be related to the job meaning you must feel confident the check is required to assess fit for your open position. Do you need to run a credit check on a marketing professional?

There are many services available to assist with these checks, these services are not free but bad hiring decisions can be more costly in the long run so the work you do prior can save time and money going forward. If you are engaging a search firm to assist you in your search be sure to ask if they provide these checks as part of their service to you.

## BAC E-Bulletin Email News Service

This program carries top of the line news on what's happening in the industry with governments, services, BAC activities, etc. The E-Bulletin is ONLY available to BAC Member companies and their employees. Don't miss out on receiving time sensitive news - if you're not currently receiving the E-Bulletin - please email [info@baking.ca](mailto:info@baking.ca) to be added.

## CORRESPONDENCE COURSES

*For the Baking Industry*

Enhance your knowledge!

Advance your skills!

### We offer:

- Bakery Technology I (Overview)
- Bakery Technology II (Bread Making Technology)
- Bakery Technology III (Cake Making Technology)
- Food Hazard Control: Implementing An Effective Sanitation Program
- Occupational Health & Safety
- Operating A Successful Bakery



For more information, or to receive a course application, please contact Gillian Blakey in the BAC office @ 1-888-674-2253 ext. 21 or visit our website: [www.bakingassoccanada.com](http://www.bakingassoccanada.com)



## A Warm Welcome to Our Newest Members

### **Jim Alitalia**

University of Guelph, Laboratory Service Div

### **Marlene Beainy-Chahine**

Sweets By Marlene

### **Louis Bontorin**

Calgary Italian Bakery

### **Tony Cannataro**

McCall's

### **Genevieve Griffin**

For The Love of Cake

### **Judith Kirkness**

Minotaur Software Ltd.

### **Estelle Matheson**

Mozart Bakery & Cafe

### **Paul Munie**

Industrial Bakery Equipment

### **Frank Safian**

Springfield Sales & Marketing

### **Athar Shah**

Ministry of Agriculture, Food & Rural Affairs



## Baking Association of Canada

# Upcoming Events

### **Bakery Showcase 2010**

May 16-18

International Centre, Hall 3  
Toronto (Mississauga), ON



### **Ontario Chapter**

March 25

Night At the Races  
Woodbine Race Track  
Toronto, ON

June 1

Annual Spring Golf Tournament  
Carlisle Golf Club  
Carlisle, ON

### **Atlantic Chapter**

February 17

Hockey Night in Halifax  
Halifax Metro Centre  
Halifax, NS

September 13

Annual Golf Tournament  
Magnetic Hills Golf Course  
Moncton, NB

## Congratulations to Our Most Recent Correspondence Course Grads!

### **Vince DiNovo**

Bakery Technology Unit I

### **Menka Trajanovski**

Bakery Technology Unit I

### **Meg Weymes**

Bakery Technology Unit I

### **Randy White**

Bakery Technology Unit 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.baking.ca](http://www.baking.ca).