

The GMO Debate Continues

Is Wheat the Next GMO FlashPoint?

There is currently no GMO wheat licensed for sale in Canada. That however may change in the next three years as Monsanto Canada is currently testing a genetically modified variety. Should GMO wheat be approved, it would raise a host of questions and challenges for the wheat supply chain and bakers alike.

The first question is, where is the market for GMO wheat? While farmers may find some of the characteristics of GMO wheat beneficial, downstream customers of wheat have raised significant concern. According to published reports including statements by the Canadian Wheat Board, some two-thirds of

the introduction of GMO wheat if it met public health & safety and environmental concerns. However, BAC has stated that should GMO wheat be introduced, it will insist on a choice between GMO and Non-GMO wheat.

In support of this the BAC has recently communicated with the Canadian National Millers Association and Canadian Wheat Board to make its position known. The response in a nutshell is that there is no way the current grain handling system could segregate GMO/Non GMO varieties. Therefore, should a GMO wheat be introduced there would be no way a baker could get Non GMO flour. For bakers this is the most crucial point.

Does GMO make any difference to consumers? Well, one simple way is to ask your customers. However, bakers should be aware that a consumer survey conducted by Pollara and Earncliffe late last year for the Biotechnology Assistant Deputy

"...should a GMO wheat be introduced there would be no way a baker could get Non GMO flour."

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The report also concluded:

"On GM food applications there remains virtually no way to create positive messages around them. There is only the prospect of trying to convince people that the safety system they have passed is stringent, and that

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Short Staffed? Seniors Can Help!

E-mail and Contact Info

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assoccanada.com

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Mississauga, Ontario L5S 1V9

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Fax: (905) 405-0993



Our Future is Education

It's the year 2001 and guess what? In the next 10 - 15 years many of you reading this article will retire. Statistically this means we will need an influx of young people to enter our industry. The problem will be ...who? We are entering an era where there will be increasing shortages of workers and they will have to support a larger group of retired folk. These workers had better have great jobs, as they will need to support you and I in a style befitting our dreams. I'd like to have a carefree retirement with all the perks of earlier generations.

This is an expected scenario and I think the next 10 years will be highlighted with news about shortages of man power, in jobs that today seem scarce. We already hear of shortages in professions and other trades where training has been inadequate to meet today's needs. Workers fortunate enough to have chosen these careers can demand the highest wages and they will enjoy commiserate life styles. Students who undertake further education and trades training will easily find occupations as the labour market tightens. Their older brothers and sisters were not as fortunate, often struggling for years in minimal jobs until they found an entry into their chosen career.

Baking is looked on as a job requiring little skill. Bakeries are willing to hire unskilled workers and pay them minimum wages. This practice offers no career opportunities and leads to high employee turnover and lower productivity. When demand for workers increases over the next few years, it will become increasingly difficult to attract a quality worker with this type of employment scenario. We need to make changes or many companies will not survive the near future. We need to "up the stakes," so that we can present our already exciting and rewarding industry to young new workers in a way that appeals to them, and entices them to explore the world of baking.

Accessible training that is flexible and meets the needs of both the employee and the employer, needs to be first on the agenda. One possibility is a modular system of training that will allow companies and employees to choose the components of baking they would require for their career. This modular system should be accessible from home, by bakery workers who wish to upgrade their skills or by high school students aspiring to baking. Our industry has a unique

chance to make this happen right across the country. We need to start now, while we have the opportunity. I'm excited to report that the Baking Association of Canada has taken positive first steps and as an organization we are gathering momentum. We need your input and your enthusiasm!

BAC, through a dynamic education committee, has just completed updating The Professional Bakers Manual. This important first step was determined by our industry in the HRDC study entitled "The Demographic Profile of the Canadian Retail Baking Industry." The next step in our plan is to pursue government funding to determine how we could best serve industry through Long Distance Learning. Using today's technology much of the theory components for Baking Training can be taught anywhere there is a computer connected to the Internet. It is quite reasonable for an instructor connected in this manner to teach a class of students anywhere in Canada. Lectures can be given, videos watched, discussions had and questions answered, much the same as in the traditional classroom atmosphere. Think of the convenience and think of the economics of not having to send employees to school for extended periods of time, in far away urban centres. Students will require less time at school and the entire process will be made more economical.

Schools do not create productive employees, but schools are great at teaching skills and theory. A school can instruct a student on how to hold and use a piping bag but it is unlikely a student will be taught the speed or the consistency that is required at the work site. That is the beauty of the apprenticeship system. The baking industry must become part of the education formula and recognize its role as an educator. The education system must in turn understand that a number of companies require only very specific skill sets. It must be possible for a company to educate their bakery worker using modules from the apprenticeship program. A donut fryer working for a franchise would likely require only a specific group of training modules related to their job. If they wished to further their career in our industry at some later time they would have the option to take additional modules perhaps reaching journeyman status at some point in their career.

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2001 - The Year For Volunteers

If you are not yet already aware, 2001 has been declared the international year of the volunteer. The idea is to recognize all those individuals who give generously of their time throughout the year to so many worthwhile causes.

Now some may be saying “big deal!” But I would like to challenge anyone of that inclination to take a moment and think about how important volunteers are to our communities.

Now before I begin, I must declare my bias. I have had the pleasure of working for various organizations over the past almost twenty years that are volunteer based. Indeed these organizations were supported in their efforts almost exclusively by the work of volunteers — and that includes BAC in many ways. So I have had first hand exposure to the efforts of volunteers and their benefits to the groups to which they are supporting.

By the way that benefit is two

ways. Almost every time the volunteer benefits as much (if not more) than the organizations.

So I am biased. With that said I would encourage everyone to take a moment and think about how much they benefit from the work of volunteers in their own communities. You can probably start with our schools that in many ways benefit from the time given by parent volunteers either in classrooms, doing fundraisers, assisting on schools trips, parent council’s etc. How about parents who give up their time to coach sports teams? They do so without any compensation and in many cases have to put up with much grief from the parents (“Johnny is a sure thing to make the NHL if only he could get more ice time”) then their charges. I would also like to include all referees in this category. What a thankless job! Yes I know that many of them are paid. However do you think the \$15 a ref

makes per soccer game is the motivation? I think not!

What about all those people who volunteer in so many community groups. The Kinsmen, Rotary Clubs, Business Improvement Association etc. They do so many good things that we tend to benefit from - yet much of their time they go unnoticed.

I would also be remiss if I didn’t once again acknowledge the so many volunteers that participate in BAC. Examples of their efforts include the recent Congress 2001 event in Vancouver. The work of the volunteer committee was instrumental in the event’s success.

As I said earlier, we take for granted the efforts of our volunteers – because they contribute so quietly and get so much done. So before you immediately say “NO” next time someone asks you to give a few hours to some worthy cause – just imagine if everyone said the same thing!

The GMO Debate Continues

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ongoing research will continue to be done on these products.”

BAC continues to promote the necessity for a functional segregation system to ensure that bakers have the option of buying flour from non-GMO wheat.

Mandatory GM Labeling Bill Introduced

Charles Caccia, a Liberal MP

from the Toronto area introduced a private members bill in late April that requires mandatory labeling of genetically modified food. The Bill, if passed would require all foods with more than 1% GMO content to carry a label reading “This food is genetically modified.”

While private members bills are rarely successful it is worth noting that more than 9 out of 10 Canadi-

ans support the right to know if they are eating GM foods. The Bill has been referred to the Committee for public hearings.

The other labeling initiative underway is the development of a voluntary standard through the Canadian General Standards Board. This process, ongoing for more than 18 months is still bogged down with debating the definition of what is and isn’t a GMO.

It Works for Me

To eliminate packaging mistakes, I created a simple packaging chart which hangs in the work area. The chart includes produce name, computer number (for printing the label), weight or count, container, location for label on container, and any product or container decorations that need to be added. I set it up on the computer using Microsoft Excel (spreadsheet) so I can easily update it. By using this, all of our employees are packaging the product the same and they can easily find information when in doubt. This works great because we have high school students coming in after school and other temporary help that changes from year to year, and even our regular staff sometimes forgets how we packaged the product last year. It also helps me before the season starts because I have a consolidated list of packaging needs that I can review when ordering my supplies.

Lynn Schurman
Cold Spring Bakery
Cold Spring, MN

We've come up with a product that has become very popular with customers – an edible bread tray. We market the trays mainly as a part of our catering service; although we're getting additional orders from individuals who see it at parties. So, at holiday time, we'll put a sample tray in the front of the store. We always use it as a center piece to our full service catering. We make three different sizes – serving 15, 25 and 50 people. We offer it with any combination of fruit, veggies, and cubed cheese. We also offer a number of dips – the most popular being a honey yogurt dip. Some people order the bread tray unfilled. On average, we sell five trays a week, which increases to about 20 during the holidays.

Stu Weissman, CMB
Gus & Paul's
Springfield, MA

Our Future is Education

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Modular training could be used by all segments of our industry, In-store Bakeries, Wholesale Bakeries, Retail Bakeries and Hotel Pastry Departments. We could, in addition, offer courses in nutrition, business management, retail sales, etc. and make our employees better equipped for their and our success. It is an important role for an industry organization such as BAC to

create an awareness of problems in the business environment. It is up to the members to dictate how we could possibly prepare for what will be a tremendous strain on our economy. I feel that training and offering a real career choice to workers in our industry is a very viable solution. It will allow us to compete with other industries for the best new workers and assure our competitiveness.

MEMBERSHIP CERTIFICATE NOTICE:

With the recent restructuring of our membership billing notices and follow up, it has come to our attention that some of our members may not be able to locate their Membership Certificate.

If you are a BAC member, and cannot find your Membership Certificate, please contact Tara Carman at the BAC office and she will forward one to you directly.

2001 Golf Tournament B.A.C. Alberta Chapter

REGISTRATION FORM

Tuesday, July 24, 2001-05-10 Carmmoney Golf & Country Club, Dewinton, AB

10:30am Registration & Complimentary Pastry & Coffee
12:45pm Shot Gun Start - Best Ball Format
6:30pm Dinner and a chance to relax in the company of your fellow Bakers & Suppliers

First Come, First Served Due To Last Year's Sell Out and Huge Success!

Name _____

Company _____

Address _____

City/Prov. _____

Postal Code _____

Email _____

Phone _____

Fax _____

Please help us in designating teams by checking off the appropriate box. I Play Golf.

- Often
 Rarely
 Occasionally
 First Time

PARTICIPATION FEES

I Choose To Participate In (please indicate with a check mark)

<input type="checkbox"/> Golf, Golf Cart & Dinner \$135.00, Plus GST (\$9.45) Total \$144.45	<input type="checkbox"/> Golf Ball Pre-Order (15/Box) \$ 40.00, Plus GST (\$2.80) Total \$ 42.80	<input type="checkbox"/> Dinner Only \$ 40.00, Plus GST (\$2.80) Total \$ 42.80
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Should you choose to pay by MasterCard/Visa, please provide the following information:

MasterCard Visa Card Number _____ Exp. Date _____

Please Mail Form & Payment And Direct any questions

To the attention of:

Kimberly Twarynski and/or Jay Strauss

CSP Foods, 7210 H - 5th St SE, Calgary, AB T2H 2L9

Phone (local): 253-1505

Phone (toll free) : 888-421-7777, ext. 5221

Sponsorships Available!

For Internal Use Only

Method of Payment Cheque Total: \$ _____ Cheque # _____
MasterCard Total: \$ _____ Other _____
Total: \$ _____
Form # _____ Visa Total: \$ _____ Ttl Rec'd \$ _____

Short Staffed? Seniors Can Help!

The unemployment rate is nearing an all time low, you've got positions to fill and no one to fill them. Maybe you're overlooking a segment of the workforce that is eager to work and will bring years of experience and a strong work ethic to any job you have for them.

These days, 65 isn't really old. Many older people yearn to continue to be productive; retirement doesn't sit well with them. Do these older workers have hospitality experience? Maybe not, but they do have experience in being productive workers, something you won't find with many young people, who haven't yet built up a track record in the workplace. A study commissioned by the National Council on Aging in the U.S. asked executives at 240 companies about the benefits of hiring older workers. According to the study:

- 97 percent of employers said older workers are thorough and reliable
- 88 percent said older workers have low turnover rate
- 85 percent said older workers adapt to change well
- 81 percent said older workers want to learn new things
- 94 percent said older workers do not miss work because of bad health

Where can you find these older workers? Try taking your recruiting message to community and senior centers, churches and community colleges

where older people may take classes.

And what should your recruiting message to these workers include? Many older workers aren't

"Many older workers aren't looking for money; they're looking for a fulfilling, interesting job..."

looking for money; they're looking for a fulfilling, interesting job that will let them use the skills they already have and also teach them new skills. Opportunities for training, skill development and continuing education are very attractive to this segment of the labour pool. Flexible schedules, health benefits and recognition of their contributions are also important considerations for seniors who are looking for employment.

How much better can you do for a solution to your problem and theirs? You get an enthusiastic, reliable worker, they get to maintain a healthy, productive lifestyle. Hiring seniors is a win-win



situation.

This article was provided courtesy of the Greater Southwest Retail Bakers Association.

Attention: Retail Bakers!

The RBA's May issue of Insight, included a copy of the 2001 Profit Survey, which offered a chance to improve your profitability. Although it is now too late to participate in the study, the RBA would like to let our members know that the results of the survey are available to you at the RBA member rate. Just another one of the benefits of BAC membership.

M E M B E R S H I P A P P L I C A T I O N

Company _____
 Address _____
 City _____
 Country _____
 Telephone _____
 Website _____
 Postal/Zip Code _____
 Province/State _____
 Fax _____

BAC OFFICIAL REPRESENTATIVE (DESIGNATED VOTING REP)

Name Mr. Ms. Mrs. Miss
 Title _____
 Email Address _____

Additional Names of individuals to be included on mailing list

1 Name Mr. Ms. Mrs. Miss
 Title _____
 Email Address _____

2 Name Mr. Ms. Mrs. Miss
 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"/> Provincial
	<input type="checkbox"/> In-store #outlets _____	<input type="checkbox"/> National
	<input type="checkbox"/> Chainstore/Franchisor	

Cheque Mastercard VISA

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

Fee \$ _____	TRADEPERSON <input type="checkbox"/>	ALLIED TRADES <input type="checkbox"/>
7% GST \$ _____		<input type="checkbox"/> Provincial
TOTAL ENCLOSED \$ _____		<input type="checkbox"/> National

1. TYPE OF ORGANIZATION

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

1 One: Retail (Store Front) Bakery In-store Bakery Foodservice/Institution Baker Donut/Bagel/Muffin Baker Wholesale Baker Wholesale Grocer

2 All That Apply: Full Product Range Bread Buns & Rolls Bagels Croissants & Danish Pastries Ethnic-Oriented Products Organic/Natural Foods Other _____

3 All That Apply: Bakery Deli Restaurant Caterer Wholesaler Other _____

4 One: Scratch Mix Par-baked Frozen

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

1 One: Manufacturer Distributor Manufacturer & Distributor Broker Importer/Exporter Service Provider Government Media School Association Other _____

2 All That Apply: Ingredients Decorations Finished Products/Frozen Dough Equipment Packaging Transportation/Delivery Maintenance/Sanitation Service & Supplies Other _____

2. PRIMARY JOB FUNCTION

One: Buyer/Merchandiser Owner/Partner/President Vice President/Director Manager/Supervisor Baker/Chef/Cook/Decorator/Pastry Chef

05 Sales & Marketing Technical Service Rep/R & D Plant Operations/Engineering Companion/Family Other _____

3. COMPANY STRUCTURE

A One: Sole-proprietorship Partnership Corporation Family-owned Business Chain Or Franchise

B No. of stores operated _____
 C No. of employees _____

4. PURCHASE ROLE

One: Final Decision Influence Decision Recommend No Role

Dues Structure

BAC Membership Dues

(All fee information is kept in strict confidence)

- ANNUAL DUES**
- Retail Baker First Year Introductory Offer \$75
 - Retail Bakery (per outlet) \$125
 - In-Store Bakery (per outlet) \$125
 - Tradesperson \$75
 - Chainstore/Franchisor \$1,750
 - Allied (National) \$500
 - Allied (Provincial) \$250
- Note: All above rates are per year/flat rate**

Provincial Wholesale Bakers

Are defined as single plant operations primarily carrying on business in one province. Membership dues are based on annual sales.

ANNUAL SALES

- <\$ 1 Million \$250
- \$1 Million - 2.5 Million \$500
- \$2.51 Million - 5 Million \$1,000
- \$5.1 Million - 7.5 Million \$1,500
- >\$7.51 Million \$2,000

ANNUAL DUES

National Wholesale Bakers

Are defined as multiple plant operations carrying on business in two or more provinces. Membership dues are based on annual sales.

ANNUAL SALES

- <\$ 1 Million \$250
- \$1 Million - \$2.5 Million \$750
- \$2.51 Million - \$5 Million \$1,000
- \$5.1 Million - \$7.5 Million \$2,000
- \$7.51 Million - \$12.5 Million \$4,000
- \$12.51 Million - \$25 Million \$7,000
- \$25.1 Million - \$75 Million \$10,000
- \$75.1 Million - \$125 Million \$12,500
- \$125.1 Million - \$175 Million \$15,000
- \$175.1 Million - \$225 Million \$20,000
- \$225.1 Million - \$275 Million \$25,000
- \$275.1 Million - \$325 Million \$30,000
- \$325.1 Million - \$375 Million \$35,000
- \$375.1 Million + + + \$40,000

Congratulations To Our Most Recent Correspondence Course Grads!



Roger Bourget
Jasbir Singh Kala

Montreal, PQ
The Stonemill Bakehouse

Bakery Technology Unit I
Bakery Technology Unit III

For information on correspondence courses for baking industry employees and the Certified Bakery Specialist (CBS) program, please contact Tara Carman at the BAC office or check out our website at www.bakingassoc-canada.com.

A warm welcome to our newest members

Ian Anderson - Anderson's Scottish Bakery Ltd.
Martin Hall - Sobeys

For membership information, please contact Tara Carman at the BAC office.

Baking Association of Canada - Ontario Chapter 2001 Event Schedule

Tuesday, September 18th - Golf Tournament
Glen Eagles Golf Club, Bolton

Tuesday, October 9th - Dinner Meeting with
Guest Speaker
Rizzo Banquet Hall

-Tuesday, November 13th - Dinner Meeting with
Guest Speaker
Rizzo Banquet Hall

Mark these dates on your calendar:

For further information contact the BAC National office Phone: (905) 405-0288