

The Bulletin

December 2003

Baking Association Of Canada Newsletter



A year of living dangerously

What did we do to make someone mad? Just look at what we experienced over the past year: hurricanes in the East Coast, fires in BC, floods (again BC), plague (if you will allow me the literary license and refer to SARS in that fashion), darkness with the blackout in Ontario and, of course, don't forget the Mad Cow situation in the beef industry. While all these things are not quite biblical in proportion, they do tend to make one wonder. While Canadians dealt with these and a multitude of other problems, our industry itself has become the focus of increasingly negative stories that have the potential of changing consumer perceptions about baked foods.

You need not look back any further than the early 90's with the release of the Canada's Food Guide to Healthy Eating to see how much things have changed. At that time, grain-based products such as breads were the darling of the nutrition world. The Guide promoted 5-12 servings of grains per day. More grains were better for us all. Boy how things have changed.

To begin with, we have the continuing review of what impact acrylamide in bakery products will have with consumer health. Acrylamide, you may remember, is a naturally forming chemical found by Swedish Researchers last year in foods that are baked,

fried or roasted. Acrylamide has been found to be a carcinogen in animals and is a suspected carcinogen in humans.

Without going into the chemistry of its formation, researchers believe that it has been in our foods since man first began to cook. That said, it has garnered a lot of interest from both health groups and government regulators on what to do about it. In the U.S., California is going so far as to consider requiring warning labels on foods with acrylamide.

The latest diet craze – low or no carbohydrate has also received substantial attention in media both here and in the U.S. According to its proponents, it's not fat that is bad, but carbs. The result is a continuing message to consumers to avoid carbs – including breads. In the U.S., this negative message is starting to have a real impact on overall consumption. According to recent reports, per capita flour consumption has dropped more than 6% since 1997. This has translated into a corresponding drop in the consumption of baked goods. In Canada, where we have yet to experience this type of decline, the discussions seem to centre not on if we will, but when.

In the same vein, the issue of obesity is consistently being discussed both by our government regulators and the media. Undoubtedly

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E-mail and Contact Info

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info@baking.ca
Website: www.baking
assoccanada.com

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

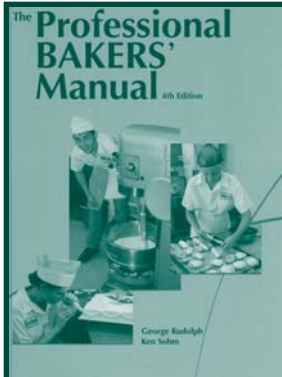
1-888-674-2253
Tel: (905) 405-0288
Fax: (905) 405-0993

*Season's Greetings and Best Wishes for a
Happy New Year*

*Joyeuses Fêtes et meilleurs voeux pour
une nouvelle année*

BAKING ASSOCIATION OF CANADA
Association canadienne de la boulangerie





Professional Baker's Manual 4th Edition

Order Form

\$78.00 - Members \$88.00 - Non-Members

Quantity Discounts			
Order	Discount	Quantity Ordered	
Order 1 - 20 books	N/A	Quantity Discount	
Order 20 - 50 books	20%	Subtotal	
Order 51 - 75 books	25%	Add GST 7%	
Order 76 - 100 books	30%	Administrative Charge	\$8.50 per Order
Order 101+ books	35%	Total	

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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: 800-674-2253 Fax: 905-405-0993
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**BAC extends a hearty thanks to the following companies
for their generous contribution towards association
activities held over the past year**



Alcan Foil Products
All Gold Imports
Bunzl Canada
Burnbrae Farms
CanSugar

Dover Flour Mills
ED Smith
Farnell Packaging
Fiera Foods
Fleischmann's Yeast

Gadoua Bakery
Lallemand Inc.
Lantic Sugar
Mack Food Equipment
Robin Hood Multifoods

AIC Canada
Bäckerhaus Veit
Dairyworld Products

Danisco Canada
Drader Bakery Logistics
Lesaffre Yeast

Mrs. Willman's Baking Ltd.
Nealanders International

Remember to support the companies who support your association!

Continued from page 1

we are as a society getting fatter, which has corresponding health implications. This has translated into lawsuits against restaurant chains & food companies, calls for certain foods to be banned from schools and active talk about regulating the marketing of foods to children.

I could also touch on the issue of trans fats, a host of government regulatory initiatives, etc., but I think by now you get the picture.

So what does all this mean? Well, the obvious is that the baking industry is finding that it must defend itself with increasing frequency, something new to us. Can we respond successfully? – Sure, just look at the likes of the dairy and beef sectors as examples of groups who got it right. Yet there is a difference and in our industry's case, a big one. These other food sectors don't rely on a small group to solve their problems but actually have active involvement from their entire industry. The danger for our industry is the large number of silent bakers who are not engaged and not involved. Bakers who quite frankly need to be involved to truly marshal a successful sector response.

And for those who may think these challenges aren't real – well the writing is on the wall, in the newspapers, and on the television.

*Paul Hetherington
President & CEO
Baking Association of Canada*

BC Chapter presents

Low Carbohydrate Seminar

To be held in February 2004 this seminar will focus on how the Low Carb trend will affect bakers.

The seminar will include presentations from a nutritionist as well as a guest speaker who will discuss baking trends for the future.

For more information contact:

Ralf Tschenscher
Lesaffre Yeast Corp
Tel: 604-218-3150

E-Mail: ralf.tschenscher@lesaffreyeastcorp.com

BC Chapter President Reviews The Past Year And Looks Towards 2004

Dear BAC-BC Chapter members and Family;

We are fast approaching the end of a very interesting year. 2003 brought to our industry fresh new opinions and most of all an overall new perspective on the upcoming years for our baking industry.

I would like to briefly summarize the chapter's activities of 2003 as well as what we have planned for the Bakery Apprentice, Journeyman and, of course, the Bakery owner in the year 2004.

We hosted our annual Spring Seminar, where we invited you to attend an Artisan Seminar, how to Add Deli to your Bakery, education information for apprenticeship programs, and we informed you on HACCP as it applies to you. We organized two charity-baking events for the Food Runners, a local charity who supports people in need. At the Cloverdale Race track we enjoyed a wonderful evening with our colleagues and lost a lot of money!

Thanks to industry support, we raised \$15,000 at our annual Golf tournament, which was donated to the Vancouver Community Center Baking & Pastry Arts department and Camp Good Times, a local charity helping children with cancer.

In October, we crossed the border into Seattle to see several unique bakery-related concepts, some of which will soon be coming into Western Canada. The tour included Krispy Kreme, Whole Foods Market, Haggen Top Foods and Essential Baking Company, and was well received by all participants. Naturally, we finished off the year with a Christmas Dinner Boat Cruise

where we wished well a previous BAC-BC Chapter President Doug Sanford, Thrifty Foods, who is looking forward to his retirement.

For 2004, we look forward to organizing more educational seminars for the baking industry in British Columbia. At our last board meeting the board of directors of the BC Chapter agreed that we need to provide our industry with more educational seminars that could be helpful for the Apprentice, Journeyman or Bakery owner. For example, topics we will explore in 2004 include:

- How do we develop new and innovative ways to adapt to current trends our industry is facing, such as the Atkins Diet, also known as the Low Carbohydrate diet.
- How does today's consumer decide on baked products and how will he/she decide in the future?
- How do we need to manage our business in order to be successful today and tomorrow?

All these questions and many more will be addressed during the year 2004. This will be our promise to you.

In closing, I would like to thank all BAC- BC Chapter board members for all their hard work, without them we would not have had the success we did. I look forward to continued success in the New Year and would like to extend heartfelt best wishes for the Holiday Season and a healthy, prosperous 2004.

Sincerely;

Ralf Tschenscher
BAC – BC Chapter President

Baking Association
of Canada
Association canadienne
de la boulangerie

ATTENTION BAKERS!

Looking for that special ingredient? Need new equipment?



Before you try those old paper directories that clutter up your desk - there's a better place!

Just direct your web browser to www.bakingassoccanada.com and check out the Baker's Choice Supplier Directory



www.bakingassoccanada.com

- 100's of listings
- Links to supplier's website or email
- Search by product, business classification or region they sell to
- Advanced search that allows you to search by company name, or a keyword in the company's description
- New companies are signing up daily so check back often

THE BAKER'S CHOICE
Supplier Directory

For more information on the Baker's Choice Supplier Directory email us at info@baking.ca or call us at: 888-674-2253 ext. 21

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

BAC OFFICIAL REPRESENTATIVE (DESIGNATED VOTING REP)

Name Mr Ms Mrs
 (please check)
 Title _____
 Additional Names of Individuals to be included on mailing list
 1 Name Mr Ms Mrs
 (please check)
 Title _____
 2 Name Mr Ms Mrs
 (please check)
 Title _____
 E-mail Address _____
 E-mail Address _____
 E-mail Address _____

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

MEMBERSHIP CATEGORY (PLEASE CHECK ONE)

RETAIL BAKERY
 Retail #outlets _____
 In-store #outlets _____
 Chainstore/Franchisor
 WHOLESALE BAKERY
 Provincial
 National
 TRADEPERSON
 ALLIED TRADES
 Provincial
 National

Cheque Mastercard VISA

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

Signature _____ Card Name _____

Fee \$ _____
 7% GST \$ _____
TOTAL ENCLOSED \$ _____

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
 Croissants & Danish
 Cakes
 Pastries
 Ethnic/Oriented Products
 Organic/Natural Foods
 Other _____

3 All That Apply:
 Bakery
 Deli
 Restaurant
 Caterer
 Other
 One: Scratch
 Mix
 Par-baked
 Frozen

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

2 All That Apply:
 Manufacturer
 Distributor
 Manufacturer & Distributor
 Broker
 Importer/Exporter
 Service Provider
 Government
 Media
 School
 Association
 Other _____

3 Ingredients
 Decorations
 Finished Products/
 Frozen Dough
 Equipment
 Packaging
 Transportation/Delivery
 Maintenance/Sanitation
 Service & Supplies
 Other _____

2. PRIMARY JOB FUNCTION

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

Buyer/Merchandiser
 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
- \$2.5 Million - 5 Million \$1,000
- \$5.1 Million - 7.5 Million \$1,500
- >\$7.51 Million \$2,000

ANNUAL DUES

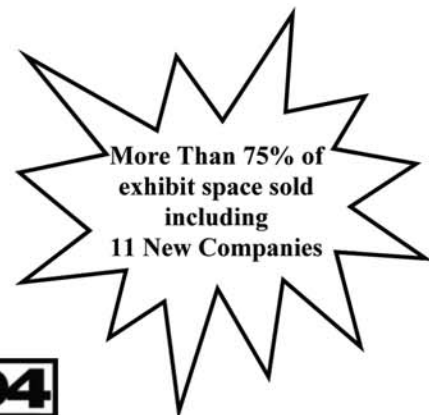
National Wholesale Bakers

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

ANNUAL DUES



bakery showcase 2004

Partial Exhibitor List

As of November 06, 2003

★ indicates new exhibitor

ABI Ltd
Acatris Inc
ADM Milling Company
Agrex SpA Italy
AIC Canada
Alcan Foil Products
Alfa Cappuccino Imports
All Gold Imports
AMF Bakery Systems
Andea Chocolate & Supplies
Apple Valley Foods
Atlas Cold Storage
Backerhaus Veit Ltd
BakeMark Canada
Bakers Journal
Bakery Crafts
Baking Assoc of Canada
bi-pro Marketing
★ Brolite Products Inc
Burford Corp
Burnbrae Farms Limited
Cake Top Inc
Canadian Dairy Commission
CanAmera Foods
Carmi Flavor & Fragrance
Chemroy Canada Inc (Food
Ingredient Div)
Chocolat Central CJ Inc
Contemar Silo Systems Inc
★ Corman SA
Danisco Canada
Dawn Food Products
(Canada) Ltd.
DBE Food Equipment Inc
Dealers Ingredients
Display Tray Eng

★ Dolson Marketing Inc
Donini Chocolate Ltd
Dover Flour Mills
Drader Bakery Logistics
Edde Almond Paste Inc
Elco Fine Foods Inc
Embassy Food Specialties
Evergold Trading Inc
Flex-O-Mark
Foodtools Central Inc
Fortress Technology Inc
★ Fran-Esse Sales &
Agencies
France Decor Canada
G Cinelli-Esperia Corp
Gay Lea Foods
Genpak LLC
Give & Go Prepared Foods
Golden Boy Foods Inc
Gourmet Baker Inc
Grain Process Enterprises
Gumpert's Canada
H Moore Printing Services
Harvest Corporation
Hayhoe Mills Limited
HTECH Inc
Hubei Angel Yeast Co Ltd
Igloo Refrigeration Ltd
★ Inline Plastics Corporation
★ Intersteam Technologies
J J Marshall Inc
Kellogg Canada Inc
Kingsmill Foods Co Ltd
KL Products Inc
★ KLR Systems Inc
Kraft Canada Inc

Kwik Lok Ltd
L & M Bakers Supply Co
L C Bakery Equipment
L V Lomas Ltd
Label Systems
Lallemand Inc
Lapaco Paper Products Ltd
Lentia Enterprises Ltd
Lesaffre Yeast Corporation
Lindt & Sprungli
Lockwood Manufacturing Inc
MarSia Imp/Exp
McCall's Bakers Warehouse
★ Nacan Products Ltd
Nealanders International Inc
Nederman Canada Limited
New-Life Mills Limited
Novacart Inc
Oakrun Farm Bakery Ltd
Olympic Wholesale Co Ltd
One Way Plastics Ltd
Original Foods
Par-Pak Ltd
Par-way Tryson Co
Perfect Equipements Inc
Petra International
Polar Technologies Inc
Prime Pastries Inc.
Prosperity Foods
Puratos Canada Inc
Qualifirst Foods Ltd
Qzina Specialty Foods Inc
★ R E Morrison Equipment
Reimelt (Canada) Limited
Reiser (Canada) Limited
Reynolds Food Packaging

Rich Products of Canada
Rondo Bakery Equipment Inc
Safeline Metal Detection
Sapid Inc
Signature Fine Foods Ltd
Skjodt-Barrett Foods Inc
St Lawrence Chemical Inc
Sun Bakery Equipment Sales
Sunset Paper Products Inc
★ Tasty Selections Company
The Food Development
Group
The Original Cakerie Ltd
The Stonemill Bakehouse
Topos Mondial Corp
★ Traypack Machine
Tri-City Packaging
Twin Peaks Software
Unifiller Systems Inc
Upper Canada Malt Co
Weetabix of Canada
West-Lock Fastener Corp
Weston Bakeries Ltd/Ready
Bake Foods



BAC Atlantic Chapter Hockey Night in Halifax



**Friday March 5th, 2004
Halifax Metro Centre
Rafters Skybox
Halifax Nova Scotia**

Come out and watch the Halifax Mooseheads play host to the Moncton Wildcats.

Space is limited, please register early!

Agenda

- 6:00 p.m.** Pre Game reception
- 7:00 p.m.** Game time

Please fill in the registration form below and return it by February 20, 2004

Name:			
Company:			
Address:			
Phone:			
	Members	x \$55.00 ea.	Total:
	Non Members	x \$65.00 ea.	Total:
			Sub Total:
			HST 15%:
<i>Please enclose cheque or Money Order Payable to Baking Association of Canada</i>			Grand Total:

Visa and Mastercard orders please complete the following:

Visa **Mastercard** **Card #:** _____ **Exp. Date:** _____

Name on Card: _____ **Signature:** _____

Please mail or fax to: Ann Tipton
Baking Association of Canada
7895 Tranmere Drive, Ste. 202,
Mississauga, Ontario L5S 1V9
Tel (888) 674-2253x21 Fax (905) 405-0993

Congratulations to Our Most Recent Correspondence Course Grads!



Roberto Braini
Nadir Zaki

Bakery Technology I
Bakery Technology III

For information on correspondence courses for baking industry employees and the Certified Bakery Specialist (CBS) program, please contact ext. 21 at the BAC office or check out our website at www.bakingassoccanada.com.

A warm welcome to our newest members

Brett Black
Steven LaForge
Michael Laliberte
Nancy Leung

Topos Mondial Corp.
Baxter Eq. Canada Inc.
Fran-Esse Sales & Agencies Ltd.

Clara MacKenzie
Louis Roy
Jay Strauss

Sweet Delights
Systems KLR Inc.
Engel's Bakeries Ltd.

For membership information, please contact ext. 21 at the BAC office



Upcoming Events

B.C. Chapter
Low Carbohydrate Seminar
February

Ontario Chapter
Night At The Races
Thursday, March 11

Atlantic Chapter
Hockey Night with the Mooseheads
Friday, March 5
Bakery Showcase 2004
May 16-18, 2004
Toronto Congress Centre
Toronto, ON