

The Bulletin

December 2004

Baking Association Of Canada Newsletter



Understanding Some of the Drivers Behind Regulatory Initiatives

Last month I had the pleasure of making a presentation to the Ontario Chapter on the subject of government regulations and our advocacy efforts. Now, I know from past discussions with members that the whole advocacy file can be less than exciting. Let's face it, the subject can be pretty darn dry. So we decided to take a more "light-hearted" approach and put our tongues "firmly in cheek" with the presentation in general. That's not to say that the specific subject matter wasn't relevant. Indeed the gist of the presentation was very relevant in trying to convey some of the underlying rationales for continuing regulatory initiatives which I would like to share in this column.

The first general theme is with respect to a growing desire of consumers to know everything about the products they consume. We are definitely in an information era and people want to know more about everything, including the foods they eat. A lot of this is driven by food safety concerns, which continue to be top of mind with the public. However, there are a growing number of other issues that consumers are putting into

their decision-making mix that will affect what companies put on their product labels. It has had some members express the sentiment that their labels are soon going to be encyclopedia-like in order to meet the growing regulatory demand.

To begin with, we should remember how food labels have been used in the past. Previously labelling requirement has been driven by the need to convey nutritional or safety concerns. As an example, we have the ingredient declaration, mandatory nutrition labelling coming into effect by the end of next year and, of course, allergen labelling.

Certain labeling aspects, such as weights, are also to assist consumers in making purchasing decisions, making sure consumers know exactly how much they are buying.

However, we have recently been noticing a trend to move beyond these fundamentals into areas that have more to do with the process in which a food product has been developed. Probably the best example of this was and is the debate surrounding Genetically Engineered foods. Now GE is about a process in the development of say a respective cereal grain. Any

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

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GE food must be deemed safe by Health Canada before it can be used by farmers and eventually consumed. So if there wasn't any safety concern, why was there such consumer backlash against GE foods? One answer is that consumers didn't believe what they were being told by governments. In addition a host of other issues such as environmental concerns were brought into the discussion. So labelling of food products produced from GE became a very contentious issue. In the end, factors beyond the safety of the product became very important to consumers in their potential purchasing decisions.

There are a number of other regulatory initiatives that can fall into this broad category but the drivers are that consumers want to know more and more about the products they are buying. The challenge now and in the future will be balancing the consumers "need to know" versus what they would "like to know." How much information about a product do consumers actually need? Will consumers need to know the origin of all a product's ingredients? Will consumers need to know the actual percentage of these ingredients used in products? What benefits will all this information have and at what cost?

The second theme of the presentation was in the area of government involvement in our businesses. We have all heard the old joke "I'm from the government and I'm here to help." The unfortunate side of this is that there are not many solid government efforts to assist companies to "grow the business." Sadly, many of these efforts may be forgotten or overshadowed when a regulatory initiative has the potential affect of doing the exact opposite.

BAC is currently involved in a number of regulatory matters that would have this type of impact. The Ontario Ministry of Labour is proposing to update and add to its Occupational Exposure Levels (OELs) for Ontario workers and businesses with a new threshold for flour dust exposure in the workplace. The level they are proposing, if accepted, would almost assuredly require massive costs to the industry and may require bakery workers to wear a respiratory mask.

Again in Ontario, the Ministry of the Environment Ontario is conducting a review of Volatile Organic Compound (VOC) emissions from bakery ovens. These emissions do contribute to smog but it has been estimated that bakeries contribute only one tenth of one percent to the overall problem. The potential result of this review is large bakeries may be required to implement new technical modifications costing approximately \$500K per line and incur annual operating cost of \$100K.

I would also be remiss if I didn't briefly mention health claims. Health claims were viewed as a major opportunity for consumers and food industry to promote the health benefits of various foods. One of the more significant ones for the baking industry is a claim for folate and its value in reducing certain birth defects. BAC has been asking for such a claim since 1999, referencing the substantial body of evidence supporting

folate fortification benefits (now including Health Canada's own study published earlier this year) yet a claim is yet to be approved.

The conclusion here is that we are going to continue see what may be considered contradictory initiatives by governments to both assist businesses and to place further restrictions on how they operate.

The final topic area covered that evening was the important issue of obesity. No one should underestimate the potential impact that this will have both on our society and the industry itself. Indeed, earlier this year the U.S. Surgeon General Richard Carmona said at an obesity conference "As we look to the future and where childhood obesity will be in 20 years ... it is every bit as threatening to us as is the terrorist threat we face today. It is the threat from within." Strong stuff!

Consumers want to know more and more about the products they are buying. The challenge now and in the future will be balancing the consumers "need to know" versus what they would "like to know"

With an issue such as this there is plenty of potential for blame to be assigned. While the vast majority of consumers see obesity as an individual responsibility, there are a growing number of responses that have the potential for major implications on the industry. As an example, the Ontario government has recently announced a ban on "junk foods" from elementary schools and B.C. has indicated it will soon follow. Foods are now being segregated into those with maximum and least nutritional value by health groups. The World Health

Organization has asked governments to consider taxes to discourage people from eating too much sugar, salt and saturated fats and in Canada there have been calls for government regulations including taxes to address obesity. There are also calls for restrictions on the advertising and marketing of foods to children. Lastly, food companies are being asked to reduce portion sizes and look at reformulation.

The take away from this segment is that the food industry requires a more proactive approach in responding to this issue. An example of such an approach is the recently announced initiative by the Concerned Children's Advertisers who have launched a Children's Health Active Living Program. This is a three-year initiative supported by 15 food companies and 3 associations, focusing on the balance between healthy eating and physical activity. The program used two vehicles – child directed public service messages and an education program for educators, parents and community leaders.

In summary, there are many factors that are going to influence how governments in the future respond in a regulatory sense. The key will be for the industry to not only keep on top of them but also be proactive in its response.

Paul Hetherington
President & CEO
Baking Association of Canada



BAC Atlantic Chapter Hockey Night in Halifax

Friday February 4th, 2005

Halifax Metro Centre

Rafters Skybox

Halifax Nova Scotia

Come out and watch the Halifax Mooseheads play host to the Bathurst Titan.

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 18, 2005

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: Gillian Blakey
Baking Association of Canada
7895 Tranmere Drive, Ste. 202,
Mississauga, Ontario L5S 1V9
Tel (888) 674-2253x21
Fax (905) 405-0993

BC Chapter President Reviews The Past Year And Looks Towards 2005

We are fast approaching the end of a very interesting year. In February, we held a very well attended, and lively, Low Carb Seminar where we had some strong polarized industry opinions on the subject. We also baked bread for Food Runners (one of the organizations that feeds the needy in Vancouver.) In April, we held a Night at the Races evening. Support for this event was limited – so we will be reviewing an alternate plan for next year. In June, we put on our annual golf tournament. We raised \$10,000 for our BAC Consumer Awareness Program, \$6,000 for Vancouver Community College Baking & Pastry Arts Program and \$1,000 for Malaspina University-College's Baking Program (on Vancouver Island.) We have really tried to put our emphasis on promoting our industry. For example, our BAC Consumer Awareness Program is being developed to educate the industry and public when issues like low carb and trans fatty acids are before us. As you have seen in the past – when other industry segments have come under inquiry there is a “fact-based” common voice (i.e.: “Beef Sizzles” & “Get Cracking” etc.). We are confident that our initiative will provide that “educated” common voice. We are also trying to give our support to the local colleges that are “training our future.” It has been documented that there is a shortage of qualified bakers in our industry. We are hopeful our contribution (for equipment & bursaries etc.) will play a role in helping to attract quality people to our industry.

In October we held our BC Chapter General Elections. I am very pleased to announce the following, very competent, board members for 2005 / 2006:

President
Vice President
Secretary / Treasurer
Entertainment Directors

Membership Director
Education Director

Past President
Member at Large

Gary Humphreys
Rick Barnes
Debbie Fawcus
Nina Sanford
Ron Delaet
Christian Mitzel
George Rudolph

Ralf Tschenscher
Jack Kuyer
Gerrit Doruiter
Tony Llewellyn
Charmaine Fernandes
Tony Hartzenberg

Dawn Foods Canada
BakeMark Canada
BakeMark Canada
Weston Bakeries
Weston Bakeries
Parkside Bakery
Vancouver Community College
Lesaffre Yeast Corporation
Valley Bakery
Overwaitea Food Group
Snow Cap Enterprises
L.V. Lomas Ltd.
Sugar Plum Desserts

I would also like to single out Ralf Tschenscher (now Past President) and congratulate him on the excellent work he did in his two-year term. It will no doubt be a challenge to fill his shoes in my tenure.

After the elections, we held a very professional, and informative, presentation on Trans Fatty Acids (presented by Lori Jones, Research Scientist, from Bunge Canada.)

We will be finishing off the year with a Dinner and Dance. This will be a good time to celebrate the holiday season with our industry peers.

For 2005 we look forward to continuing to organize more educational seminars and social functions etc.

At every Board meeting we will open our meeting by saying: “How can we best help the independent, in-store & industrial Baker's in BC?” (i.e.; labelling, HACCP compliance, trans fatty acids, industry trends, qualified labour issues, etc.) We will then strategize on the best methodology to address the subjects.

In late 2003 we had done a very successful trip to the Seattle area where we toured various facilities (Krispy Kreme, Whole Foods, Haggen's & Essential Baking Company.) We are seriously considering doing one or two trips in 2005 (either Seattle,

Vancouver Island or the Okanagan.)

We will also be very active in organizing Congress 2005, April 3-5 at the Vancouver Airport Conference Resort

In closing, I would like to thank all of the BAC – BC Chapter Board Members. Everyone on the above list is extremely busy with the stresses of today's demanding lifestyle. The time and dedication they bring in our quest to help strengthen our industry is to be very much commended and appreciated. We are all proud of the industry we have chosen to work in. Our industry provides excellent benefits (reward food, nutrition and “our daily bread”) to our society. If you are in the industry, please support our functions. Simply attending our seminars, trips, charity events and social functions, etc. goes a long way in doing that. If you would like to become more involved – or there is a subject you would like us to address – please do not hesitate contact me (phone 604-233-3082 or e-mail grumphreys@dawnfoods.com). We have one of the strongest BAC chapters in the country. Let's work together to keep it that way.

I look forward to an exciting upcoming year; and wish everyone a healthy and prosperous 2005.

Sincerely,
Gary Humphreys
BAC – BC Chapter President

Message from BAC - Ontario Chapter Chair

This has been a fantastic year for the BAC Ontario Chapter with increased attendance at our regular meetings and some very interesting speakers.

The kickoff event for the year was the 'Atkins – Friend or Foe' presentation. With over 200 people in attendance the event was sold out and possibly one of the largest attendances at a meeting in the history of the Ontario Chapter. Our speakers presented various aspects of the Low Carb controversy and lively discussion ensued. The supplier's tabletop that was set up for the evening showcased a number of novel ingredients and products relating to the 'Low Carb' trend.

Bakery Showcase is always an excellent opportunity to network with friends and colleagues from across the industry. Showcase 2004 was no exception with excellent speakers and a very diverse group of people in attendance. The student day seminar which was sponsored by BAC-Ontario, was a huge success with the many students from various schools who packed the lecture room to listen to the many speakers. This event was geared to encourage students to pursue careers within the baking industry.

The Boat Cruise at the end of June was

another great opportunity to meet with colleagues and celebrate the coming of summer. Over 200 people were in attendance at the event and this year's boat – a paddle-wheel steamer – was the perfect venue for the evening. Many of the guests enjoyed the very talented live band that was brought on board for the event and the food was exceptional.

The two BAC Golf Tournaments were, once again, both sold out completely. The weather for the September tournament was perfect making the summer last just a little bit longer for those in attendance.

At the beginning of October, BAC-Ontario went on the road to Ottawa for an evening meeting focused on 'Health Ingredients for the Baking Industry.' Many suppliers participated in the tabletop portion of the evening and contributed significantly to the success of the evening. With some very interesting presentations, it was a great learning opportunity for everyone in attendance.

Special speaker for Toronto meetings included Tom Kuk, President of the American Society of Baking, who motivated the attendees with his challenging presentation. Our national president, Paul Heatherington, also presented his insights

on various government issues in one of the sessions.

At the end of this year the Ontario Chapter elected a new executive team to lead the chapter for the next two years. This was in conjunction with our annual year-end holiday party.

Overall this has been an enjoyable year with many opportunities for learning, networking and enjoyment.

On a personal note, it has been a challenging yet fun term for me and the present executives. We have seen growth in our Chapter with committed support from our members. We have worked diligently to improve the technical, social and fellowship aspect of the Ontario Chapter in addition to taking initiatives to improve communication with the other Chapters throughout Canada. A great appreciation is extended to the executives, members and all those who have assisted in the past year. We are excited about the year to come and look forward to your support as the Ontario Chapter starts a new term. Thank you to all.

Sincerely,
Phillip Lee Wing
BAC – ON Chapter Past President

BAC Board Appointment



John Klecker, VP Bakery Merchandising, A & P Company of Canada, has recently been elected by the Board of Directors to the Executive Committee in the role of Treasurer.

CORRECTION

November 2004 issue of the BAC Newsletter
Article: Ontario Proposes New Occupational Exposure Level for Flour Dust

In this article, we incorrectly identified the new proposed level of exposure limits for flour dust in Ontario as 0.05 mg/m³. In fact, the level should have been 0.5 mg/m³. Thanks go out to Chris Parker at Weston Bakeries for pointing out this error.

Atlantic Canada Chapter – Recap for 2004

Interest and activity within the Atlantic chapter continues to increase. Two social functions were held during the year, which attracted representation from both the bakery and allied members. The first event was our annual Hockey Night in Halifax held March 5th, a great event that sold out again this year.

The BAC Atlantic Chapter held its annual golf tournament at the Magnetic Hill Golf Club on Monday, September 13th. A field of 40 baking industry leaders attended the event. The weather was great, the golf interesting and the networking was spectacular. Lots of great food, fun and prizes. Many thanks to this year's golf tournament committee: Wayne MacLean – Dawn Foods, Neil MacMillian – Farnell Packaging, and Dave Bryson – Dover Flour. This year's tournament champions were Jim Bonner – Dover Flour, Bill Martin – Water Street Bakery, Doug Davidson – Superstore Bakeries and Dave Bryson – Dover Flour.

We were very pleased to have Bonnie Kierstead of Sobeys join the BAC National Board of Directors as one of our board representatives. Bonnie will work with Bob Carron of McBun's Bakery in representing Atlantic Chapter at the board level.

We look forward to new opportunities to serve the industry in 2005 through our continued social events and we plan on placing a greater emphasis on educational opportunities in the new year.

Future events:

Hockey Night in Halifax – Friday, February 4, Halifax Metro Centre, Rafters Skybox

Educational event planned for early 2005

Golf Tournament – September 12, 2005, Magnetic Hill GCC.

Bakery Showcase 2004 Advisory Committee

The BAC would like to thank the following volunteer groups and individuals for their time and effort in producing this year's Bakery Showcase.

Program Committee

AB Chapter
Atlantic Chapter
BAC Board of Directors
BC Chapter
Education Committee
Food Safety Committee
ON Chapter
SK/MB Chapter
Technical Committee

Promotion & Publicity Committee

AB Chapter
Atlantic Chapter
BC Chapter
ON Chapter
SK/MB Chapter

Sponsorship Committee

Chair, Dan Collier, Federated Co-Operatives
Doug Sanford
Clark Stuparyk, Calgary Co-Op
Jay Strauss, Engel's Bakeries Limited

Student Day

Charlie Dennis, Weston Bakeries/Ready Bake Foods
Phillip Lee Wing, The Food Development Group
Kate Nugent, La Rocca Creative Cakes
Brian Sisson, Weston Bakeries/Ready Bake Foods
Mike Taras, Y2 Marketing



Mark Your Calendar

Congress 2005
April 3-4
Vancouver Airport
Conference Resort

Meet The New BC Chapter President

Gary has been in the food industry for approximately 16 years. He spent 9 years with Canada Packers in the food service arena, and now almost 7 years with CSP / Dawn Foods, where he progressed from food service, to retail, to eventually becoming their BC Sales Manager.

He has been involved with the BAC for over 4 years, where he has held the positions of Secretary, Treasurer & Vice President.

He is a graduate of Capilano College (Business Diploma – Marketing option.)

He married his very tolerant, childhood sweetheart Karen (29 – forever.) He has two active children



(Tyler, 9 & Chelsea, 5) two dogs (Partner, 17 & CJ, 1) a mini-van, and a fenced back yard (not physically a white picket fence mind you – but it could very well be one, just the same.)

Gary is the Block Watch Co-Captain, in his Cloverdale neighbourhood, and he is very active in playing ice hockey. His 3-on-3-hockey team is called the “Belugas.” In order to be on the team you are suppose to be over 40 years old & over 200 lbs. The age, he has. The weight, he is actively working on attaining.

Gary is looking forward to his two-year tenure as the new BC Chapter President.

BAC extends a hearty thanks to the following companies for their generous contribution towards association activities held over the past year.

**Bakers
Journal**



Loders  Croklaan

 gourmet
Baker

Alcan Foil Products
BakeMark Canada
Burnbrae Farms
Danisco Canada
Dover Industries

Drader Bakery Logistics
Embassy Food Specialities
Fiera Foods
Give & Go Prepared Foods
Lallemand Inc.

Lesaffre Yeast
Kwik Lok
Puratos Canada
The Original Cakerie

Backerhaus Veit

Kinetic Sales & Marketing

Mrs. Williams Baking

Remember to support the companies who support you association!

Congratulations to Our Most Recent Correspondence Course Grads!



Gordon Brown
Leza Brown
Hilda Cake
Ray Colliou
Anne Forbes
Carl Henry
Larry Kameka
Donny Pepin
Linda Rotchford

Bakery Technology I
Bakery Technology I
Bakery Technology I
Bakery Technology I
Bakery Technology I
Bakery Technology III
Bakery Technology III
Bakery Technology I
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 web site at www.bakingassoccanada.com.

A Warm Welcome to our Newest Members

Dalal Nasrallah
Ron Leclerc
Scott Butler

Canadian Dairy Commission
Great Northern Sales & Marketing
Stone Hearth Bakery



Upcoming Events

Congres 2005

April 3-4
Vancouver Airport
Conference Resort
Vancouver, BC

Bakery Showcase 2006

May 7-9, 2006
Toronto Congress Centre
Toronto, ON

Atlantic Chapter

Hockey Night in Halifax
Friday, February 4
Halifax Metro Centre
Rafters Skybox
Halifax, NS

Golf Tournament
September 12
Magnetic Hill Golf Club
Moncton, NB