

The Bulletin

December 2006

Baking Association of Canada Newsletter



2006 Year in Review

It's December once again and as is our custom I like to take a look back over the year and do a quick summary on a number of areas where BAC has been involved. Many members have told me that they find this summary a great benefit in keeping themselves informed on BAC activities, especially as so much is happening in both our personal and professional lives. So, once again here we go...!

Grains - They're Essential! Program

Over the past two years one of our most visible programs has been the Grains Essential consumer promotion effort. Laura Pasut, the nutrition consult hired to be our industry spokesperson has done a great job in building the effort from scratch. In addition to the accomplishments of '05 the program has expanded this year by production and distribution of new health backgrounders to more than 8,000 dietitians across the country and a major expansion to the Grains Essential website for educators and students. In addition, a series of articles for community newspapers were released in December. A major media tour was planned in conjunction with the release of the revised Canada's Food Guide to Healthy Eating, however, this has been postponed to early next year due to the delay in the release of the Food Guide itself.

Lastly I would be remiss if I didn't acknowledge the groups that help fund this program. These organizations collectively provide approximately

\$150,000 in annual funding to make this program possible which benefits all of the industry and deserves many thanks. They include:

- Canadian Wheat Board
- Canadian Pasta Manufacturers Assoc
- BAC BC Chapter
- BAC Ontario Chapter
- Ontario Wheat Producers
- BakeMark Canada
- Canada Bread
- Smucker Foods of Canada
- Weston Bakeries
- Conseil de la Boulangerie du Quebec
- Dover Flour
- Lallemand Inc
- Fleischmann's Yeast
- Port Royal Mills Ltd
- Bakers Journal

Industry Education

Our efforts in industry education have faced a number of disappointments over the last two years and unfortunately '06 was no exception. Members know that BAC offers a number of theory correspondence courses on the theory of baking. One of our objectives is to update these courses and offer them in a new distance learning format either via CDROM or internet. We view a new distance learning program

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*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

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as a means to address not only the need for industry training programs but also as a way to encourage new workers to come into the baking industry.

Earlier this BAC year once again prepared an extensive application for government funding to develop this distance learning program and for the second time were turned down. The rationale for our effort being declined was that while the effort was viewed as valuable, it didn't meet the specific government program criteria. Frustrating is a word that comes to mind in explaining the reaction to this decision, however, we are committed to trying again.

BAC Chapters

Since I am addressing programs I would be remiss if I didn't mention the work of our Chapters. BAC Chapters located in BC, Alberta, Ontario and Atlantic Canada with a special arrangement with the Conseil de la Boulangerie du Québec provide extensive social and educational events throughout the year. Chapters also provide significant funding to local baking schools and students in efforts to encourage young people to join our industry. Each Chapter has provided its own summary of its activities, in this edition, over the past year and I encourage you to read them and discover just how active BAC is in your area.

Nutritional Labelling

Our government relations efforts have been extensive over the past year with active and often aggressive involvement in numerous areas on behalf of members and I would just like to touch on a few of them here. Starting things off this year was the requirement for most commercial bakeries to comply with the new mandatory nutrition labelling requirements. As expected, the regulations had numerous grey areas (labelling of bulk packaging as an example) that required clarification with either the Canadian Food Inspection Agency or Health Canada. Some of these "grey areas" were quick to address and others required many months of discussion with regulators to obtain satisfactory outcomes.

In addition, the BAC office fielded numerous requests from members looking for direction or clarification on how to comply with the new regulations. Bakers with commercial businesses of > \$1mil per annum were provided an additional two years to comply with the labelling regula-

tions but are reminded that they must be in compliance by the end of 2007. If you have any questions about the nutrition labelling regulations please contact me at the BAC office

Trans Fat Task Force

One of the most public of issues BAC was involved with was the work of the National Trans Fat Task Force. The Task Force appointed by the Minister of Health was charged with making recommendations on the elimination or reduction of processed trans fats in the Canadian diet to lowest levels possible. After an extensive lobby just to get on the Task Force, I was overall pleased that in its Final Report the Task Force recognized the real problems the baking industry has with current trans fat alternatives. The report identified the challenges bakers have with the functionality of alternatives and that the industry may require additional time to implement any possible regulations due to its unique issues. The report also recognized that small and medium size bakeries will face unique issues and will require additional assistance in order to comply with any regulations.

While the work of the Trans Fats Task Force is now complete, BAC's efforts on this issue continue. Especially important is continue consultation with other food industry associations in preparation of a possible Government regulatory effort on Task Force Recommendations.

Ontario Bakery VOC Emissions

Another important issue for the industry is a study by the Ontario Ministry of the Environment (MOE) on the possibility of requiring bakeries to limit their emissions of Volatile Organic Compounds or VOCs which are a smog-causing greenhouse gas. This issue has increased in importance as a result of recently announced federal efforts to limit overall greenhouse gas emissions.

This issue began in 2003 when BAC was approached by MOE to participate in a Technical Study to reduce VOCs as a means to improve provincial air quality. The study identified that all bakeries within the province (both retail and commercial operations) contribute approximately 2.4 Kilotonnes or .3% (mostly ethanol) of overall provincial VOC emissions. VOCs from bakeries are naturally occurring (it is the actual act of fermentation and baking); therefore, they can only be reduced by "end

of pipe" or "bolt on" solutions. Costs for these solutions may be up to \$2 million per bakery with the addition of annual operating costs of up to \$500,000. A side effect of these end of pipe or bolt on solutions are that they create substantial greenhouse gas emissions.

BAC's Environment Committee been working on this issue and recently prepared a study highlighting information gaps which was presented to the MOE and more recently to the Deputy Minister of the Ontario Ministry of Agriculture and Food to solicit their support. BAC has also commissioned another study to more clearly identify the additional greenhouse gas emissions that would be created by efforts to reduce VOC emissions

Health Claims

Another issue in which BAC has been investing substantial resources has been discussions with Health Canada on development of a definition and health claims for whole grains.

First we are pleased that Health Canada has accepted as a whole grain definition that developed by the American Association of Cereal Chemists:

"Whole cereal grains and foods made from them consist of the entire grain seed usually referred to as the kernel. The kernel is made of three components - the bran, the germ and the endosperm. If the kernel has been cracked, crushed or flaked, then in order to be called whole grain, it must retain nearly the same relative proportions of bran, germ and endosperm as the original grain." We are also pleased that Health Canada will soon be releasing draft wording on a new whole grain health claim.

However, in addition to a new definition and flour standard for whole grains, Health Canada has also proposed to change the name or possibly eliminate the current whole wheat flour standard on the premise that consumers are confused by the difference in whole wheat and whole grains products. BAC opposes any changes to the current whole wheat flour standard.

BAC has met on numerous occasions with Health Canada and believes strongly that the current whole wheat category plays an important role in the nutrition of Canadians and that changing either the standard or its name would have negative implications for the industry and public health. Discussions on this issue are continuing.

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B.A.C. - BC CHAPTER



2006 Christmas Dinner and Dance... will be celebrated in January!

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

Saturday, January 13th, 2007

Coast Hotel & Convention Center/Cascades Casino

*20393 Fraser Highway
Langley, BC V3A 7N2*

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 Las Vegas *******

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 4, 2007

NAME	COMPANY	PHONE #	E-MAIL
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

Mail cheque and registration form to:

**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 = \$ _____
_____ x \$ 500.00 = \$ _____

Card Number: _____ Expiry Date: _____

Cardholder: _____ Signature: _____

BAC Ontario Chapter Program

Educational & Social Activities for 2006

2006 will be remembered as an excellent year for the Ontario Chapter business activities. All of the activities are made possible by the volunteer hours and efforts of the executive team over the past year.

We had four excellent program dinner meetings speakers with topics that included Internet Marketing Techniques, Health & Safety Processes, and Packaging Innovations, along with Explosion Protection Systems. Attendance continued to grow and we are appreciative of those members who attend these dinner meetings on a regular basis. A combination of good speakers and a chance to win a door prize has made these dinner meetings a great night out.

As every year we had great participation for the four social events. Starting with the Night at the Races in March, members forgot all their financial commitments and gambled on the ponies and slots. A great time was had by all.

The 20th annual Scramble Golf Tournament was once again a sell-out, even with a new venue. September's Golf Tournament featured individual play that was once again very competitive and well attended.

The social calendar closed out the year

with a night of comedy from the popular Yuk Yuk's Comedy Cabaret. This event also included fabulous door prizes sponsored by member companies and a Christmas Cake for every guest supplied by Heritage Baking Co.

Our Education team was successful in executing their first planned industry job fair during Bakery Showcase that brought business leaders and students together to discuss potential career opportunities. Plans are being made to host a Trans Fat seminar and additional educational seminars in 2007 and beyond.

Through our membership group we once again paid tribute with honorary life memberships to past executive committee volunteers who for many years brought awareness to the baking industry. We thank Mr. Marty Black & Mr. Frank Fowlie from Lallemand Distribution Inc for their many years of service to both the executive and industry.

Lastly, all of these activities would not be made possible without the volunteer work of the 2005/2006 Ontario Chapter Executive Committee listed below. A warm thank you for all their support, hard work and dedication over the past two years.

2005/2006 Ontario Chapter Executive Committee

Chair

Carol Meisener, Dimpflmeier Bakery

Co-Chair

Maurice Corsi, Caravan Ingredients

Past Chair

Dr. Philip Lee Wing,
The Food Development Group

Secretary

Nancy Defields, Bakers Journal

Treasurer

Dieter Claassen, Del's Pastry

Programs

Frank Safian, Horizon Milling GP

Education

Frank Lucente, A & P

Social

Dan Peroff, Olympic Wholesale

Publicity

Andrew Kollo, Abell Pest Control

Membership

Kim Agasild-Sato, L.V. Lomas Ltd

Members at Large

Peter Scholtes, Heritage Baking Co.
Mark Jones, Traynor's Bakery Supply

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BAC has long been an advocate for a folic acid health claim. Grain products (via enriched white flour) have been fortified with folic acid since 1997 and have been shown to reduce Neural Tube birth defects by 50% +. Recent studies have also shown folic acid to have other health benefits. While it might be inviting to express frustration on why a folic acid health claim has not been previously offered, we were nevertheless pleased when Health Canada advised us earlier this year that they will be proposing a new folic acid health claim. The combination of both a folic acid and whole grain health claim should provide bakers with additional tools to combat negative perceptions of the industry's products.

Canada's Food Guide to Healthy Eating

By now I think everyone is pretty much

aware that the Federal Government has been undergoing a review of Canada's Food Guide to Healthy Eating. The results of the review will bring major changes to the Guide. First, the Food Guide will now be based on a sedentary lifestyle which will see reductions in all daily recommended servings with the most significant changes in the grains category. Additionally, the Food Guide will call for 50% + of all grain consumption to be whole grains. The Food Guide release has been much delayed and is now expected to be released early in '07.

Canadian Food Inspection Agency

The last two issues I would like to address are interrelated and have to do with the Canadian Food Inspection Agency. Earlier this year we were informed by CFIA that it has made the baking sector a priority inspection target for '06 and will be focusing on claims associated with aller-

gens, highlighted ingredients. BAC's concern is that any actions as a result of this review be applied on an industry basis respecting current industry practices. Additionally, the CFIA provided BAC this past summer with an expanded interpretation of its Highlighted Ingredients Policy which it is using as part of its inspection review. BAC has serious issues associated with the ambiguity and subjectivity of the Highlighted Ingredients Policy and believes them unenforceable in their current state. Discussions are continuing on this matter.

Overall, it has been a busy time at BAC with a number of successes. We hope the coming year will be prosperous for each member personally and the industry at large.

Cheers and Happy Holidays
Paul Hetherington
President & CEO
Baking Association of Canada

BC Chapter President Reviews the Past Year



We started out the year with a very cold splash. A few of us participated in our Annual Food Industry Polar Bear Swim in White Rock. We anticipate even more participants on January 1st, 2007. We should all be thawed out in time to enjoy our upcoming BAC Xmas function on January 13th.

In April we organized a bus trip where we toured Rogers Flour Mill, Vanderpol Eggs, a Skills Canada competition, Westons and Golden West. It was an informative, memorable, fun trip that everyone in attendance really seemed to enjoy.

In June, we put on our annual golf tournament. We raised \$5,000 for our BAC Consumer Awareness Program, \$5,000 for Vancouver Community College Baking & Pastry Arts Program and \$5,000 for Malaspina College – University's Baking Program. We have really tried to put our emphasis on promoting our industry. Our contributions to our BAC Consumer Awareness Program is one part in our goal of trying to give us a stronger, common, educated voice; and our donations towards equipment & bursaries at VCC & Malaspina will hopefully play a role in helping to attract quality people to our industry.

We also helped with the costs for our BC Skills Canada Winner (Leanne Bentley) to participate in the national competition in Halifax. We are very proud to announce that due to Leanne's dedication to learning the craft, drive, hard work and end results she received a silver medal.

Throughout the year, our newly formed BAC Vancouver Islands Committee held Bread and Pastry Workshops that were great successes. Their General Meeting held in September was based around "Celebrating Apprentices and Trainees – Maintaining the Craft." The passion from the speakers, and the excitement from the competitors was wonderful to be a part of.

In October we held our General Meeting, Presentations & Industry Social. We had a total of seven speakers from various elements of our food industry:

- Baking Association of Canada – BC Chapter
Gary Humphreys, 2005/2006 Chapter President
- Canadian Association of Foodservice Professionals
Carmine Moreli, VP Student Branches & Bursaries
- BC Bakery & Deli Support



Foundation
Mark Peterse, President

- Food Executives
Gerry VanBeek, President Elect
- BC Chefs' Association
Dino Renaerts, President
- Grains – They're Essential Program
Laura Pasut, National Spokesperson
- Baking Association of Canada – BC Chapter
Ralf Tschenscher, 2007/2008 Chapter President

Here is a list of the BC Chapter Board Members that I have had the privilege of working with over my last two-year term:

Vice President

Rick Barnes, BakeMark Canada

Secretary / Treasurer

Debbie Fawcus, BakeMark Canada

Entertainment Directors

Nina Sanford, Weston Bakeries

Ron De Laet, Weston Bakeries

Membership Director

Christian Mitzel, COBS Bread

Education Director

George Rudolph, Vancouver Community College

Past Chapter President

Ralf Tschenscher, Lesaffre Yeast Corporation

Directors at Large

Jack Kuyer, Valley Bakery

Gerrit Doruiter, Overwaitea Food Group

Tony Llewellyn, Snow Cap Enterprises

Tony Hartzenberg, Sugarplum Desserts Ltd.

Lloyd Watt, Canbra Foods

I would like to thank all of them for their fellowship, and dedicated hard work to help in promoting our industry.

I look forward to supporting the upcoming board in my new capacity as Past President.

Sincerely,

Gary Humphreys

Sales Manager, British Columbia
Dawn Food Products (Canada), Ltd.
grhumphreys@dawnfoods.com

Chapter Activities Alberta Chapter

The annual Bakers golf tournament took place this year in July and was attended by over 140 Bakers and allied trades. The golf committee has consistently raised the Fun level for all those attending, with outstanding prizes and challenges. We also raised monies for the bakery schools in Edmonton and Calgary and are pleased to report that both have been able to purchase small items that make a difference for the students. The Annual Christmas party was held at a local brewery with a strong attendance – it's good to see more bakers attending these events.



The two bakery schools in our province continue to increase the quality of the programs delivered to both Apprentices and Full-time baking and pastry arts students. The irony being low numbers applying for 1st years' apprenticeship (only 10 or 12) compared to full-time students where 120 apply for 36 places. It was agreed at the last SAIT Baking and Pastry Arts Advisory Board meeting to suggest that those unsuccessful applicants be given details of apprenticeship opportunities. This board meets three times a year, and continually updates and gets feedback from students as to where they see the industry going as well as the relevancy of the baking programs delivered. The Baking and Pastry arts program is a two-year course with the students hopefully getting a job in the industry during the four-month summer break.

This year our bakery was able to access a training grant funded by Alberta Agriculture, Food and Rural Development, which provides up to \$500 per month reimbursement under the Agricultural Processing Industry Employment Program (APIEP). Paperwork is kept to a minimum and the application can be downloaded from the web site and faxed in. There are some criteria to be met from both student and employer, namely the student has to return to a post-secondary food approved course and the application has to be filed by the beginning of April. This was a win-win situation for both parties: we raised our wages and gave the student better training, they improved their skills and a received a better financial reimbursement. If your Bakery is in Alberta and would like to take part in this program, give me a call, before February/March 2007 and I'll provide details.

A big thank you goes out to all those who gave of their free time this year organizing BAC events in Alberta.

Sincerely,
Chapter Chair
Brian Hinton
Lakeview Bakery

Atlantic Canada Chapter –

Recap for 2006

This past year the Atlantic Region Chapter held two main activities:

1) Atlantic Chapter at the Mooseheads game was Friday, Jan. 20th. Thirty plus members enjoyed the game between Halifax and PEI, with Halifax coming out on top in a shoot out. Lots of good food, hospitality and industry chit chat. One lucky guest also won the evening 50/50 draw of over \$2,000.

2) Atlantic Chapter Annual golf tournament Monday Sept. 11th at Magnetic Hill golf club in Moncton. Great weather and camaraderie. Forty golfers enjoyed a great day of golf, wonderful BBQ meal and some special prize. The winning team was from Weston Bakeries in Amherst comprised of Jamie Brown, Jamie Laurason and John Weatherbee.

We look forward to new opportunities to serve the industry in 2007 through our continued events.

For more information, contact Stan Thomas, Dover Flour Mills at stthomas@dovergrp.com.



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



Burnbrae Farms Ltd.
BakeMark Canada
Danisco Canada

Dover Flour Mills
Fiera Foods

Remember to support the companies
who support your association!

BC Chapter Elects New Committee

At the October meeting, BC Chapter Members elected the 2007/2008 committee with Ralf Tschenscher, Lesaffre Yeast Corporation, as Chapter President.

Looking ahead to the coming years, the BC Chapter would like to emphasize to the baking and pastry trade the role of the BAC, and how important, it is to have a unified industry voice. We plan on being involved in ensuring that the right educational program is in place when it comes to apprenticing. We also intend on being active with informative seminars to unify the hard-working Bakers and Pastry Chefs, and to keep them up to date with the

current, and new, trends in our industry. We will also continue with our many social, and charitable, events as we strive for not only a strong industry, but a strong community as well.

We welcome the future challenges our industry will no doubt continue to face, and as a unified body we will work together to overcome them. We also welcome the many prosperous opportunities that remain out there in our marketplace waiting to be capitalized upon.

The BAC – BC Chapter new committee members are:

President

Ralf Tschenscher, Lesaffre Yeast Corporation

Vice President

Debbie Fawcus, BakeMark Canada

Secretary/Treasurer

Tony Llewellyn, Snow Cap Enterprise

Education

Parry Robinson, Vancouver Community College

Entertainment

Mike Dandenault, Overwaitea Foods Group

Christian Mitzel, Cobs Bread

Membership

Nina Sanford, Weston Bakeries

Ron DeLaet, Weston Bakeries

Past President

Gary Humphreys, Dawn Food Products Canada

Directors at Large

Jack Kuyer, Valley Bakery Ltd.

Gerrit Doruiter, Overwaitea Foods

Meet the New BC Chapter President

I have been very active in the baking industry since 1977. After completing my Masters Degree in Baking in Stuttgart Germany, I was recruited by Baeckerhaus Veit to Toronto in 1987. In 1994 I joined Puratos Canada as a technical representative, later on I have taken on the challenge as Western Canadian Sales Manager.

In 2002 I joined the world's largest yeast manufacturing company – Lesaffre Yeast Corporation. I have taken on the role as a Sales Manager for Western Canada, Washington and Oregon.

Away from the bakery industry I am active with my family. I have a wonderful (understanding) wife, and two beautiful teenaged daughters and I enjoy jogging to balance my hectic lifestyle.

Since 1995 I have been an active member of the Bakers Association BC Chapter and I welcome again my new position as President.



Sincerely,
Ralf Tschenscher
Lesaffre Yeast Corp
Email: ralf.tschenscher@lesaffreyeastcorp.com



Congratulations To Our Most Recent Correspondence Course Grads!

Muhammad Anisul Islam
Bakery Technology III

William Basztyk
Food Hazard Control: Sanitation

Laurann Gilchrist
Bakery Technology III

Kumaresan Mahendran
Bakery Technology II

Jorge Verastegui
Bakery Technology II

Cal Howell
Certified Bakery Specialist Diploma

Brenda Platt
Certified Bakery Specialist Diploma

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

Jeetu PatelGuru Lucky Snacks & Sweets
Brenda Platt



Congress 2007
May 6-7
Place Bonaventure, Montreal, QC

Contact us today
to ensure that you receive
the information needed to
participate in the
Baking Event of 2007!

Exhibitor information –
available now!

Attendee information –
available in December

Baking Association of Canada
Association canadienne de la boulangerie

For more information:
7935 Yarmen Ct. Ste 203
Mississauga, Ontario L5B 1Y9
Tel: 905-405-0393, 905-674-2253
Fax: 905-401-0393
E-Mail: info@baking.ca
www.baking.ca



Baking Association of Canada Upcoming Events

BC Chapter

Jan. 13, 2007
Christmas Party
Vancouver, BC

June 21, 2007
Golf Tournament
Redwoods Golf Course

Congrès 2007 Congress

mai 6 – 7 May
Place Bonaventure
Niveau 400 est
East Building, Level 400
Montreal, QC

Bakery Showcase 2008

May 4 - 6
Toronto Congress Centre
Toronto, ON