

The Bulletin

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Baking Association of Canada Newsletter



Health Canada Issues Position Paper for New Health Claim for Whole Grains and Folate

Health Canada in late December issued its long awaited position paper proposing two new health claims for whole grains and folate. Whole grains have been shown to provide positive benefits in reducing coronary heart disease. Folate (or folic acid) reduces the instances of devastating neural tube birth defects and enriched flour has been fortified with it since 1997. This fortification has been identified as a major reason in the reduction of neural tube defects.

BAC's initial reaction to the proposal is to applaud Health Canada for finally recognizing the contribution of folate to the reduction of neural tube birth defects and the value of whole grains in the diet with two new health claims. In the case of folate, BAC back in '96 voluntarily agreed to begin fortification because of the health benefit to the unborn. "We are delighted that after ten long years of lobbying for recognition, Health Canada has itself determined that folate fortification plays a major role in reducing birth defects" says BAC President & CEO Paul Hetherington.

While applauding the concept of both the claims, Hetherington did offer concern about the details associated with the discussion paper and offered that BAC's Technical Committee will be reviewing the proposal in detail before providing comment back to the Health Canada.

Space does not permit the reprinting of the entire Health Canada paper, therefore, the following are excerpts from the document. The full version may be obtained by visiting the Health Canada website at http://www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/position_paper-enonce_position_e.html or members may contact the BAC office.

Proposed Health Claim for Whole Grain Products

The following is the proposed wording for the proposed health claim for whole grains:

"A healthy diet rich in a variety of vegetables, fruit and whole grain

products may reduce the risk of heart disease. (Naming the food) contains (naming the percentage) whole grain(s) / (Naming the food) contains (naming the percentage) whole (naming the grain(s))."

"A healthy diet rich in whole grain products may reduce the risk of heart disease. (Naming the food) contains (naming the percentage) whole grain(s) / (Naming the food) contains (naming the percentage) whole (naming the grain(s))."

Conditions for the Claim:

1. Because dietary saturated and *trans* fat and cholesterol are risk factors for coronary heart disease and sodium and alcohol are risk factors for hypertension, it is proposed that the maximum levels of these nutrients in whole grain products bearing the claim be the same as those for the health claims related to heart disease and hypertension. The whole grain foods must meet the definition for "low in saturated fatty acids" contained in B.01.513 and contain not more than 100 mg cholesterol per 100 g, not more than 0.5% alcohol and not more than 480 mg sodium per reference amount and per serving of stated size and per 50 g if the reference amount is 30 g or 30 ml or less, or 960 mg or less of sodium per serving of stated size, if the food is a prepackaged meal. These criteria are not applied to fruit and vegetables because the evidence related to the consumption of fruit and vegetables and their juices per se which are already free of cholesterol and low in saturated and trans fatty acids. In addition the exclusion of preserves and condiments from the list of foods eligible for the claim related to fruit and

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vegetables would also exclude products with high levels of sodium.

2. It is proposed that for the purposes of the claim, the product contain at least 51% whole grain(s) by weight as described below (A.2. Conditions for the Claim). In arriving at this amount, the following were considered: the level of flour in bread (approximately 63%), the level required in the United States to define “whole grain foods” for the purposes of bearing the health claim (51%), and the level used to classify a breakfast cereal as whole grain (at least 25%) in many of the epidemiological studies considered in support of the beneficial effect of whole grain in reducing the risk of heart disease. The level of 51% is thought to be high enough to ensure the credibility of the claim, when used on whole grain products, would include foods such as whole grain breads that are primarily made from flour and water, and is consistent with the level required for the claim for whole grains in the U.S.

Definition of Whole Grain

To address the issue of what constitutes a whole grain, a definition is required. It is proposed that the definition of the American Association of Cereal Chemists (AACC), 1999, be adopted and incorporated in Section B.01.001 of the Regulations to apply to “whole grain(s)”, “whole cereal grain(s)” and “whole (naming the grain(s)).” The definition is as follows:

Whole grains shall consist of the intact, ground, cracked or flaked caryopsis, whose principal anatomical components – the starchy endosperm, germ and bran – are present in the same relative proportions as they exist in the intact caryopsis.

Definition of a Grain

The current interest in grains has resulted in seeds such as poppy seed and legumes such as soy being included in the grain count in “multi-grain” products. To ensure that only those foods which are correctly considered “grains” are included in any claim for grains, it is proposed that a definition of “grain” be included in B.01.001. Grain would be defined as the dried seeds of a list of cereal species, namely, wheat (includes all species

intended for human consumption, including spelt and kamut), barley, oats, rye, corn, rice, wild rice, millet (includes all species intended for human consumption), sorghum, teff and triticale, and of pseudo-cereals, i.e. the seeds of certain dicotyledonous plants including buckwheat, amaranth, and quinoa. This list is based on recognized classification of cereal grains and pseudocereals (*Plants Consumed by Man by Brouk, 1975; online searches Purdue University, Mayo Clinic, FAO*). Oilseeds such as flax, sesame seeds, poppy seeds, and legumes such as soy beans are not included because they were not normally included in the studies of the relationship to heart disease risk reduction and are not considered cereal grains.

Claims for Whole Grains

There is at present considerable interest in claiming the presence of whole grains in foods. It has been noted that the proportion of whole grain ingredients contained in products that are claimed to be made with whole grains or to be “multi-grain” may be very low. The claims could mislead the consumer into thinking that the products contained substantial amounts of whole grains. It is therefore proposed that Division 1 of the Food and Drug Regulations be amended to require that the percentage of whole grains, either in total or individually if the grains are specifically named, be declared in any statement or claim for the presence of whole grains in a food, e.g. “Contains 25% whole grains”; “Made with 15% whole oats and 10% whole wheat.” The percentage would be calculated by dividing the ingoing weight of the whole grain ingredient(s) by the total weight of all the ingoing ingredients of the food, excluding the weight of added water or volatile ingredients evaporated or removed during processing, and multiplying this amount by 100. This estimation is consistent with the Canadian Food Inspection Agency Guidelines for Highlighted Ingredients and Flavours.

The issue of requiring a minimum level of whole grains, in the case of any statement respecting whole grain, was considered. It was decided from a health point of view that no minimum amount of whole grain would be required in a food in order for the food to carry an indication of its whole grain content.

Example:

A whole grain bread:

55 g	whole grain wheat flour
25 g	other ingredients
30 g	water

110 g total ingoing weight at the mixing bowl

90 g finished weight
(20 g moisture lost in processing)

Per cent whole grain is

$55 / (110 - 20 = 90) \times 100\% = 61\%$

The Case of Whole Wheat Flour and Bread

The standard for whole wheat flour in the *Food and Drug Regulations* permits the exclusion of 5% of the wheat berry⁵. This effectively means that about 70% of the germ is typically removed. As such, the flour could only be said to be 30% whole grain (see further explanation of this later in this section). Thus, flour meeting the minimum requirements of the standard for whole wheat flour does not meet the proposed definition of whole grain. At the same time, there are breads and bakery products on the market in Canada made with flour containing 100% of the wheat berry. While the flour used in these products can also be called “whole wheat flour,” typically, manufacturers differentiate them by declaring the presence of the germ or using the term “whole grain” to describe the product. These currently make up a small proportion (about 15%) of the bread market. Regular whole wheat bread (about 21% of the bread market) is made from flour that is missing about 70% of the germ.

Since the names “whole wheat flour” and “(naming the percentage) whole wheat bread” are the official names of the foods meeting the respective standards in the *Food and Drug Regulations*, (B.13.005, B.13.026), Health Canada is concerned that consumers will not adequately recognize the difference between whole wheat flour meeting the Canadian standard and whole wheat flour that meets the definition of whole grain (and products made with them). Therefore, Health Canada is considering revising the standard for whole wheat flour to require a declaration of the percentage of whole grain content of the flour.

A flour that is declared as 100% whole

grain would therefore contain 100% of the wheat berry or all three principal anatomical components in the same relative proportions as in the intact grain. Flour which contains the three components in proportions different from the intact grain would have a % whole grain declaration that reflects the lowest of the three components of the whole grain. For example, if the flour contains 100% of the bran, 100% of the endosperm and 30% of the germ of the original wheat berry, the whole grain content of the flour would be 30%.

It is proposed that the regulation for the standard for (naming the %) whole wheat bread would similarly be modified to require a declaration of the whole grain content.

⁵ B.13.005 (b) shall contain the natural constituents of the wheat berry to the extent of not less than 95 per cent of the total weight of the wheat from which it is milled;

Health Claim for Folate and Neural Tube Defects

It is proposed that the Table following B.01.603 be amended to permit the following health claims, the first on any available display surface of the label, and the second divided into two parts because of the complexity of the claim:

1. On any part of the available display surface⁶:

“Women consuming healthy diets with adequate folate and taking a daily multivitamin supplement containing 0.4 mg folic acid starting at least three months before becoming pregnant may reduce their risk of having a baby with a birth defect of the brain or spinal cord. (Naming the food) is an excellent source of folate.”

2. On the principal display panel (PDP):
“A diet rich in folate along with a daily folic acid supplement may reduce a woman's risk of having a baby with a birth defect of the brain or spinal cord. (Naming

the food) is an excellent source of folate.”, accompanied by the following message, in letters of at least the same size and prominence as the claim on the PDP, on any other part of the available display surface;
“Women consuming healthy diets with adequate folate and taking a daily multivitamin supplement containing 0.4 mg folic acid starting at least three months before becoming pregnant may reduce their risk of having a baby with a birth defect of the brain or spinal cord. (Naming the food) is an excellent source of folate.”

Condition for the Claim:

It is proposed that the food be required to contain at least 44 µg folate per reference amount and per serving of stated size. The amount of folate present in the food must be stated in the Nutrition Facts table as a percentage of the Daily Value (DV). The DV for folate is 220 micrograms (µg). The current level for an excellent source claim according to the Canadian Food Inspection Agency *Guide to Food Labelling and Advertizing* is 25% DV or 55 µg. However, under proposed regulatory amendments anticipated regarding the addition of vitamins and minerals to foods, the excellent source claim level is 20% DV. Thus the level of 44 µg would be the new excellent source claim level. This level is close to the 40 µg content that is the condition for the equivalent health claim in the U.S.

Health Canada acknowledges that the current labelling of the folate content of foods does not reflect the latest science related to the bioavailability of the different forms of folate. The Recommended Daily Intake on which the % Daily Value is based is calculated as µg and there is no adjustment for bioavailability. This will continue to be the case until such time as the DVs can be updated to reflect

the new Dietary Reference Intakes (DRIs). The minimum folate content for foods which may bear the claim, 44 µg folate, will be the same whether the folate is in the monoglutamate form (folic acid) or the polyglutamate form (naturally occurring folate).

⁶ Section B.01.001 “available display surface”, in respect of a prepackaged product, means

(a) the bottom of an ornamental container or the total surface area of both sides of a tag attached to the ornamental container, whichever is greater,

(b) the total surface area of both sides of a tag attached to a package to which a label cannot be physically applied or on which information cannot be legibly set out and easily viewed by the purchaser or consumer under the customary conditions of purchase, and

(c) the total surface area of any other package, excluding the bottom if the contents of the package leak out or are damaged when the package is turned over, but does not include

(d) any area of a package on which a label cannot be physically applied or on which information cannot be legibly set out and easily viewed by the purchaser or consumer under the customary conditions of purchase,

(e) any part of a package that is intended to be destroyed when it is opened, other than a package of a food that is intended to be consumed by one person at a single eating occasion, or

(f) the area occupied by the universal product code; (surface exposée disponible)

Biological Role Claim for Folate

Claims that are referred to as biological role claims are permitted under Part B.01.311 (3) of the Food and Drug Regulations⁷. In response to an industry request, Health Canada is proposing a biological role claim for folate which recognizes the role of folate as a nutrient in the periconceptual period for the normal development of a healthy brain and spinal cord in the fetus. The proposed biological role claim is as follows:

“Folate is a factor in normal early fetal development.”

OR

“Folate is a factor in the normal early development of the fetal brain and spinal cord.”

It is proposed that the condition for a

food that may bear the biological role claim is that the food contain at least 44 μg folate per reference amount and per serving of stated size. The amount of folate present in the food must be stated in the Nutrition Facts Table as a percentage of the Daily Value (DV). This level is higher than the amount usually accepted for a biological role claim, a level that normally would meet at least the source claim level. The higher level is proposed because the biological basis for the biological role claim is considered to be the same as for the health claim.

⁷ "Subject to section B.01.311, the label of or advertisement for a food may carry a statement or claim to the effect that the food's energy value or a nutrient contained in the food is generally recognized as an aid in maintaining the functions of the body necessary to the maintenance of good health and normal growth and development."

Bank of Canada Issues Upgraded \$5 Bank Note

The Bank of Canada in late 2006 put into circulation a \$5 note with upgraded security features in order to improve the security of Canadian bank notes. The note is available across Canada.

The design, colour and illustrations of the upgraded note remain the same as those of the previously issued \$5 notes from the Canadian Journey series.

The upgraded \$5 note includes the now-familiar set of improved security features found on all other notes in the Canadian Journey series. These features include a metallic holographic stripe, a watermark portrait, a windowed colour-shifting thread woven into the paper and a see-through number. To increase its durability, the upgraded \$5 note is printed on a slightly heavier paper and is coated with a protective varnish.

"The high level of security now found on the \$5 bank note will make it harder than ever to counterfeit," said RCMP Inspector Barry Baxter, Officer in Charge, Counterfeit and Identity Fraud. "Nonetheless, it is important that Canadians check their bank notes. Not only to protect themselves, but to make it harder for criminals to pass counterfeit money."

For more information on Canadian bank notes and their security features, as well as for educational and training materials, visit www.bankofcanada.ca/en/banknotes.

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For more information, or to receive a course application, please contact Gillian Blakey in the BAC office @ 1-888-674-2253 ext. 21 or visit our web site: www.bakingassoccanada.com



Grains – they’re essential! Program Launches “Kids Corner”

Kids Corner is a new section on the www.GrainsEssential.ca website with information aimed at both educators and children of all ages. There are five topic areas, each containing some background information that can be used by educators for teaching purposes, as well as by students for projects. In addition, there are companion activities and resources that can be used for further information and FUN – try out a Word Search on the History of Grains or a Crossword puzzle on the nutrients found in grain products.

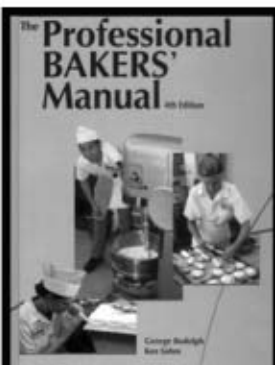


Topics covered in Kids Corner include:

- How Grains Give Us Energy
- Consuming grain products provide the energy we need to live, work and play.
- Growing Well With Grains
- Grains are a perfect TEN—taste, energy and nutrients.
- History of Grains: Part 1-- Special Focus on Wheat
- Wheat is introduced to Canada and becomes a staple worldwide.
- History of Grains: Part 2--Portraits of the First Wheat Researchers
- Research on wheat started many years ago and continues today.
- Wheat Production and Products
- Wheat is Canada’s largest crop and is milled to make a variety of wonderful products—try them all.

Check out Kids Corner and learn more about the important role of grain products and especially wheat in Canada. Help us get this information out to consumers by:

- ✓ Promoting the information and activities with teachers, Girl Guide and Boy Scout leaders, community groups and students
- ✓ Using some of this information in developing interesting fact sheets and newsletters for your consumers at your bakery or organization
- ✓ Telling consumers to check out www.GrainsEssential.ca for lots of interesting information on grains.



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The Value of Membership

Keeping on top of the latest production techniques, newest consumer trends, emerging promotion ideas, as well as ways to operate your business more efficiently, is always a challenge. And that is where membership in BAC provides value – to make sure you are kept abreast of what’s going on.

Your membership in BAC provides both free and low-cost means to train employees. Through the video training library, you are able to borrow, free of charge, a variety of tapes on topics ranging from production techniques, to customer service and means to increase sales. Through our correspondence courses, BAC helps by providing home learning theory for new employees. BAC’s toll-free member hotline also allows you to search beyond your own store walls on how to better handle those day-to-day problems. BAC’s newsletter, The Bulletin, provides you with training articles as well as what’s happening within the industry.

Your BAC membership introduces you to a variety of formal and informal occasions to share your challenges with bakers from across the country. BAC’s provincial Chapter meetings are ideal

opportunities for industry members to gather and share both educational as well as social programming. BAC also nationally produces a variety of seminars and conventions/trade shows, offering more formal training applications for Canada’s bakers.

Your BAC membership also provides value by offering a range of cost-saving opportunities. Whether it be retirement savings or group health and life insurance, discounts and a variety of travel locations, your BAC membership provides ways to reduce your costs of doing business, therefore putting more money back into your pocket.

Another role of BAC is as your “protector” when it comes to government. BAC is out there fighting your battles with the bureaucracy, whether it be over allergens, nutrition labelling, or the price of ingredients such as dairy, BAC is at the vanguard in keeping government out of your store.

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Niveau 400 est
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**Bakery Showcase
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