

# The Bulletin

December 2008

Baking Association of Canada Newsletter



## In 2008 C stood for Crisis

Many years ago when my kids were very small, one of their favorite television programs was Sesame Street with all those wonderful characters including the Cookie

Monster. For those of you who are of a similar age you will probably remember that Cookie had a song that bakers would especially appreciate, it went "C is for cookie ...." Well the 2008 version of that song with all apologies to Cookie would have to be "C is for Crisis!"

In looking back over the past 11 ½ months we appear to have lurched from one crisis to the next. We began the year with the growing crisis in the price of agriculture commodities. Whether it was wheat, canola, you name it agriculture commodities skyrocketed to unprecedented heights in a mere matter of weeks.

The rapid escalation of such basic ingredients to the baking process caught bakers, flour millers and consumer by surprise. The industry was under incredible pressure to deal with doubling or tripling of prices for ingredients. With no way to absorb these type of cost increases the effort then focused on preparing consumers for the inevitable price adjustments at retail as these costs made their way through the system. I recall doing more than 30 media interviews during this period about the hard times bakers were having as this story

become national news.

We have seen relief in wheat and other ingredient pricing since the highs. But while world demand is down now how long will it be before prices begin to head north again?

Since I am touching on commodities let's not forget the crisis in energy costs. Like agriculture these commodities also hit prices considered impossible a short while ago. We all remember oil at \$140+ a barrel and gas prices exceeding \$1.40 a liter. The rising costs of energy meant problems for all industries, especially those that do daily deliveries like bakers. Thankfully there has been some relief in this area.

We have also had a crisis in our export markets with a significant impact on bakers. The overwhelming export market for Canadian bakers is the U.S. and the rapid appreciation of the loonie to the US greenback was responsible for a decrease in overall bakery exports of almost 10%. We have since seen the loonie dive to some 75¢ and rebound to the mid 80¢ range. How much this will help exports will be very dependent on the U.S. economy.

During the summer we had the start of the U.S. housing crisis which led to a banking crisis, followed by a credit crisis to an overall worldwide financial crisis. One comment I read in October suggested that watching the stock market on a daily basis was like watching a heart monitor with

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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**

**E-mail and  
Contact Info**  
General enquiries:  
[info@baking.ca](mailto:info@baking.ca)  
Website:  
[www.bakingassoccanada.com](http://www.bakingassoccanada.com)

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

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

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its staggering ups and downs.

So if in 2008 C stood for crisis, what will it mean in 2009? I think realistically that in 2009 we can expect C to stand for Challenging. How challenging will depend on many things, the depth of the recession that has been forecast and some say is already here, where you live, etc. I have heard one baker say that people still have to eat so take that to heart.

So while 2009 will be challenging, BAC will be introducing a number of new programs for members to assist them in tackling 2009 in as positive fashion as possible. New services will provide cost saving opportunities to return more profit to the bottom line. There will be new communication services to keep members abreast of what is happening within their province and around the country. BAC will also be making

enhancements to existing programs such as our Training Library and an exciting new project to develop training materials for in-store bakers and cake decorators. Look for these announcements in the coming weeks and months.

Lastly, this is the year end edition of our newsletter and many would say that for this special time of year "C is for Christmas". So a Happy Holiday and a safe and prosperous New Year to all. Let's hope the original words to Cookie's song are the most appropriate for the coming year!

Paul Hetherington  
*President & CEO*  
Baking Association  
of Canada

# Ontario Chapter 2008 Recap



On behalf of the Baking Association of Canada – Ontario Chapter I would like to take this opportunity to introduce the volunteers individually and recognize their assistance with chapter activities throughout 2008.

### Chapter Chair

Frank Safian, Kingsway Brokerage

### Treasurer

Dieter Claassen, Del's Pastry

### Education

Frank Lucente, Metro

### Social Co-Chairs

Dan Peroff, Olympic Wholesale Ltd  
Tom Nowak, Lallemand Distribution

### Member-At-Large

Maurice Corsi, Caravan Ingredients  
Mark Jones, Traynor's Bakery Wholesale  
Phillip Lee Wing, The Food Development Group

This past year was a special year in that we honored three industry leaders with Honorary Memberships: Flemming Mathiasen, Peter Scholtes & Benno Mattes. On behalf of the Baking Industry we thank them for their efforts throughout the many years of volunteer service. In addition, special mention of the efforts put forth by Mark Jones needs to also be made. Mark has been a part of the Ontario Chapter for over 22 years and has fulfilled many volunteer positions. Mark will be leaving his position at the end of his term this December. We all wish Mark the very best on his future endeavors.

Our first event of the year was the Annual "Night at the Races" held at Woodbine Racetrack and was organized by Dan Peroff, Social Chairperson and his committee. This event was followed by the Decorative Bread Baking Contest held during

Bakery Showcase 2008. Frank Lucente, Education Chair was successful in bringing back the Decorative Bread Baking Contest at Showcase 2008. Cash prizes were awarded to both professional and non professional participants, and plans are already in place to expand this event for Bakery Showcase 2010.

Dan Peroff and Co-Chair Tom Nowak also planned and executed two golf tournaments. The June Spring event was a four Man Scramble held at Carlisle Golf Course where once again we enjoyed an excellent day of weather. The Fall event was a modified team format held in September at Glen Eagles Golf Club. Funds generated from both golf tournaments supported the Chapter's Decorative Bread Baking Contest held during Bakery Showcase 2008.

Our Fall Dinner Programs included two guest speakers. In September, Brian Hinton & Annie Lok presented the business activities of the Resourceful Purchasers in Action (RPIA) a newly developed industry buying group. This was followed by Judy Seyler – Client Officer Cereal, Bakery, Milling Business Development Branch from the Ontario Ministry of Agriculture and Rural Affairs (OMAFRA). Judy's presentation provided insight on Ministry funding available to Bakery operations across Ontario. This presentation also detailed the new marketing programs that feature the "Foodland Ontario" symbol.

The Annual Holiday Social was held Friday November 28 and will featured a night of great food, great door prizes, entertainment and the election of the new 2009-10 Chapter Executive.

The Baking Association of Canada – Ontario Chapter would like to thank the BAC National Office and staff for their assistance and all those industry professionals who attended this years activities, we look forward to your support in 2009.

Frank Safian  
*Kingsway Brokerage Sales*  
Ontario Chapter Chair

# Atlantic Canada Chapter - Recap for 2008



For 2008, the Atlantic Chapter produced two social events for the industry both of which were well attended. Highlights from both events are listed below.

The BAC Atlantic golf tournament took place at the Magnetic Hills golf course in Moncton NB on Monday September 15th. Forty-three Golfers representing various bakeries and suppliers took place in the scramble

tournament, on a windy but warm fall day. This was the largest field of players in the event's history.

Over \$2000 in prizes were up for grabs and lots of fun was had by all eleven teams. Special awards went to Most Honest Team: Darryl Chapman & Clovis Leblanc, Horizon Milling; Doug Hill, BMS Distributing and Ken White, Gennoe's Bakery.

The Championship Team this year was Paul Nieuwenstein & Neil MacMillian from Farnell Packaging and Jeff Sarsfield from Apple Valley Farms. All in attendance enjoyed a great steak

dinner and went home with a special gift from the draw. Next year's tournament is scheduled for Monday September 14th 2009 at The Magnetic Hills golf course.

The Atlantic BAC Hockey night took place back on Tuesday, January 29th at the Halifax Mooseheads game versus St John's Fog Devils. Association members and guests enjoyed a great hockey game in a private VIP Box. The hometown Moose won the game. A scoring pool took place during the game at the end of each period and a number of lucky attendees went home with a little extra cash. The event will take place again in 2009 on Thursday February 26th as the Mosseheads play the PEI Rockets

We look forward to new opportunities to serve the industry in 2009 through our continued events.

Dave Bryson  
*Dover Flour Mills  
Atlantic Chapter Chair*

## bakery showcase 2008

### Sponsors

**BAC wishes to extend sincere thanks to these companies for their generous support**



**BakeMark Canada  
Danisco Ingredients Canada**

**Dover Floor  
Horizon Milling GP**

*Remember to support the companies who support your association!*

# BC Chapter Chair Review 2008



We are fast approaching the end of a very interesting and challenging year. 2008 brought our industry challenges we haven't faced for decades. Ingredients cost went through the roof and qualified labour shortage is currently at an all time high. Bakery and pastry manufacturers who are in the export business faced additional challenges from the strong

Canadian currency.

All of the above was a major wake-up call for the retail baker, pastry chef, in-store bakeries, commercial wholesale or industrial bakery or pastry producers. Ingredients manufacturers weren't immune against the high ingredients cost and high fuel prices either. Looking ahead, the major lessons we learned this past year about how we do business will need to continue in order to produce the best quality product at the most efficient and economical way.

This brings me to the BAC BC Chapter Board of Directors. They are volunteers who work very hard to bring our industry together. We have a great variety of industry people on the board and they represent the following categories: educational institutions, retail bakers, pastry chefs, in-store bakeries, wholesale bakeries, millers, equipment companies, ingredients manufacturers and suppliers. They are the ones who help organize educational seminars and social events on the Main Land as well as on Vancouver Island. I would like to emphasize to everyone, that they volunteer their time and that 100 % of the proceeds raised in 2008 went back to our industry.

For example the Vancouver Island Committee raised monies towards building a brick oven at the University. The BC Chapter sponsored Baking Team Canada's trip to Toronto in order to increase their exposure within the industry at Bakery

## **Proposed**

### **BAC- BC Chapter Committee Executive 2009/2010 term**

#### **Chairperson**

John MacKenzie, Anita's Organic Mill

#### **Vice Chairperson**

Christian Mitzel, The Original Cakerie

#### **Secretary Director**

Gary Humphreys, Dawn Food Products Canada

#### **Treasurer Director**

Ron De Laet, Weston Bakeries

#### **Entertainment Directors**

Nicole Higgins, National Starch Food Innovation

Randall Winters, RF Bakery Equipment

#### **Membership Directors**

Melissa Timewell, Thrifty Foods

Nina Sanford, Weston's Bakeries

#### **Education Director**

Parry Robinson, Vancouver Community College

#### **Past Chairperson**

Ralf Tschenscher, Lesaffre & Red Star Yeast.

Showcase. We also sponsored the BC winner for Skills Canada to participate at a National level. Vancouver Community College and Vancouver Island University, formerly Malaspina University College, Baking and Pastry Departments will receive funding as well.

Acknowledged should be the entire board of the 2008 BAC-BC Chapter for their strong commitment and support in promoting our great industry.

## **Vice Chairperson**

Debbie Fawcus, BakeMark Canada

## **Secretary Treasurer**

Mike Dandenault, Overwaitea Food Group

## **Education Directors**

Martin Barnett, Vancouver Island University

Parry Robinson, Vancouver Community College

## **Entertainment Directors**

Mike Dandenault, Overwaitea Food Group

Christian Mitzel, The Original Cakerie

## **Membership Directors**

Ron De Laet, Weston Bakeries

Nina Sanford, Weston Bakeries

## **Past Chairperson**

Gary Humphreys, Dawn Food Products Canada

## **Directors at Large**

Rick Barnes, BakeMark Canada

Gerrit Doruiter (retired)

Nicole Higgins, National Starch Food Innovation

Jack Kuyer, Valley Bakery

Tony Llewellyn, Snow Cap Enterprises

John MacKenzie, Anita's Organic Mill

Jae Park, Bread N Buns

Paolo Pero, The Pastry Box

Melissa Timewell, Thrifty Foods

Alfredo Uncao, EM Bakery Equipment

Sebastian Wasaznik, Overwaitea Food Group

Randall Winters, RF Bakery Equipment

2008 is as well the year to elect a new Board of Directors for 2009 & 2010. The two years went like a "flash" and I have to say it was a wonderful experience and opportunity for me to work with great professional people in the baking industry. I would like to thank the Board for their great support and friendship. I am proud to announce the new Executive for the Board of Directors, a strong team who will continue to show their passion and commitment to our great industry.

With this I would like to wish you and yours a healthy and prosperous New Year.

Ralf Tschenscher  
*Lesaffre Yeast – Red Star Yeast  
BC Chapter Chair*



# B.A.C. - BC CHAPTER



## 2008 Christmas Dinner and Dance will be celebrated in January!

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

**Saturday, January 10<sup>th</sup>, 2009**

**Coast Hotel & Cascades Casino**

**Summit Theatre**

**20393 Fraser Highway Langley, BC**

**6:00pm Cash Bar**

**7:00pm Buffet Dinner**

**9:00pm – 1:00am Dancing**

**Individual Tickets \$ 60.00 (includes GST)**

**Reserved Table (8 people) - \$450.00 (includes GST)**

**\*\*\*\*\*Win a \$1000.00 Travel Voucher\*\*\*\*\***

*Raffle Tickets available*

**\*\*Hotel rooms are available at the Coast Hotel\*\*  
*until Dec 11 for \$95.00/night***

**Please call (604) 530-1500 for Reservations - Ask for their Christmas Rate**

**\*\*\*\*All guests must be 19 yrs of age\*\*\*\***

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Cheque Payable to BAC**

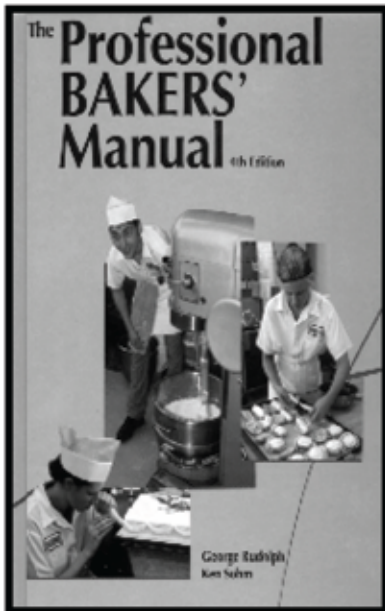
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# Alberta Chapter – Review of 2008

## Continued Issues and Challenges Facing the Baking Industry



The baking industry in Alberta during 2008 has had many challenges from government regulations. The ongoing nutritional labeling requirements although mandatory now, still are not being placed on packaging. In fact, many companies simply do not put nutritional panels on products or use panels that can be generated through lab

testing or basic software analysis. These procedures often lead to misleading information.

The Trans-Fat initiative that started in Calgary has now spread to the entire province, which means the small baker has had to source Non Trans shortenings that don't turn to thick soup in the summer (cake icing being the test) - in our bakery, we have had to put the Hobart mixer in the walk-in fridge to solve this one. And let's not forget about the doubling of the cost for a cube of shortening.

The baking industry although not recession proof, will in the year ahead hold its core customers. The petro dollars are still flowing in Alberta, and current government programs that are helpful to the food industry remain fully funded.

Bakery Education in Alberta continues to be provided by both SAIT and NAIT, both schools will be providing two-year Baking and Pastry Arts programs in the future (NAIT awaits government funding). SAIT has been running the program for 2 years and has 160 applicants for 48 places. Starting in 2009 SAIT will also offer a post-diploma program in Entrepreneurship where graduates can implement the bakery

management course of setting up a business. The Apprentice Baker program (delivered by SAIT and NAIT) maintains a steady growth with 271 registered in the province, out of which 163 are women (60% and second only to hairstylists for trades).


Alberta has signed off on the TILMA (Trade and Industry Mobility agreement) with British Columbia, and is in the process of implementing the AIT (Agreement on Internal Trade) initiative with the federal government. These agreements allow for recognition of trade qualifications throughout Canada.

Outlook for 2009 remains positive for the Baking industry in Alberta with further expansion of boutique style grocery stores that have fresh baking as a major component.

In Alberta, the premier event for the baking industry is our Golf Tournament held in July of this year. It continues to be successful and I would like to thank all of the attendees and sponsors. As well I would like to thank the Golf Committee who worked hard organizing the tournament: Jay Strauss, Kim Twarynski, Randy McDonald, Ross Benedict, Chris Grdina, John Biglin, Scott Deboer, Ken Tynan and Mike Tynan. Funds raised from the tournament are used to help the baking industry in Alberta with donations being sent to both SAIT and NAIT.

The Alberta Chapter would also like to acknowledge the efforts of Bob Grebinsky of Ellison Milling and Pete Plaizier of Sunrise Bakery. Both of them sit on the BAC National Board of Directors and hail from our beautiful province of Alberta.

Brian Hinton  
*Lakeview Bakery*  
*Alberta Chapter Chair*



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- Operating A Successful Bakery



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](http://www.bakingassoccanada.com)



## Baking Association of Canada

# Upcoming Events

### BC Chapter

January 10, 2009  
Annual Christmas Dinner & Dance  
Coast Hotel & Cascades Casino  
Langley, BC

### Atlantic Chapter

February 26, 2009  
Hockey Night in Halifax  
Halifax Metro Centre  
Halifax, NS

September 14, 2009  
Annual Golf Tournament  
Magnetic Hills Golf Club  
Moncton, NB



## Congratulations To Our Most Recent Correspondence Course Grads!

**Mark Campbell**

Occupational Health & Safety

**Farhad Mehrabi Nejad**

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](http://www.bakingassoccanada.com).

## A Warm Welcome to our Newest Members

**Richard Gerow**

British Canadian Importers

**Christabel Padmore**

Little Piggy Food Services Inc

**Dina Valino**

Dulce Catering & Desserts