

# The Bulletin

October 2009

Baking Association of Canada Newsletter



## Health Canada Updates Its Risk Management Strategy for Acrylamide in Food

Health Canada has updated its Risk Management Strategy for acrylamide in food including a new monitoring program. Acrylamide is a chemical that naturally forms in certain foods, particularly plant-based foods that are rich in carbohydrates (such as french fries, potato chips, coffee, and breads) and low in protein, when the natural amino-acid asparagine reacts with certain naturally-occurring sugars such as glucose during processing or cooking at high temperatures (e.g., baking, roasting or frying).

The Joint FAO/WHO Expert Committee on Food Additives (JECFA) has determined that the estimated intake of acrylamide from certain foods may be a human health concern. Therefore, the Committee called for strategies to reduce exposure to acrylamide. In response Health Canada will:

- Continue to press the food industry towards the development and implementation of acrylamide reduction strategies by food processors and the food service industry. To assist in this Health Canada will actively engage the food industry in the development of a guidance document outlining best practices for acrylamide reduction

in pre-packaged foods;

- Continue to support the development and implementation of additional tools that will minimize acrylamide formation in foods. This includes the use of the enzyme asparaginase in food processing;
- Ensure that acrylamide reduction strategies are adopted by the Canadian food service industry;
- Implement an acrylamide monitoring program to evaluate the effectiveness of these reduction strategies and to assess industry's compliance with identified acrylamide reduction best practices.
- Regularly update and re-issue its consumption advice to consumers on how to reduce their exposure to acrylamide from food sources, based on the most up-to-date scientific and monitoring data.

Health Canada will update its food-related health risk assessment, based on emerging findings available internationally and stemming from its own research and monitoring activities related to acrylamide occurrence in food and its impacts on human health.

## CFIA Letter to Industry

### Prohibition against the sale of unenriched white flour and products containing unenriched flour

The Canadian Food Inspection Agency (CFIA) and Health Canada have issued an advisory to industry to clarify the manufacture, importation and sale of white flour and foods containing white flour. The Food and Drug Regulations (FDR) require that all white flour and all foods sold in Canada that contain white flour such as bread, cookies, and pastries be made from enriched white flour (with B vitamins, iron and folic acid). The sale of unenriched white flour or foods containing unenriched white flour is not permitted in Canada, with the exception of packaged foods that meet the conditions set out in section 37 of the Food and Drugs Act.

It is the responsibility of all manufacturers, importers and distributors of foods to ensure that

their products comply with Canadian legislation and other relevant guidelines and policies.

The mandatory enrichment of white flour with B vitamins, iron and folic acid is a cornerstone of Canada's fortification program aimed at helping to prevent nutrient deficiencies and maintain or improve the nutritional quality of the food supply. Flour enrichment is used as a public health tool because of its widespread use in foods consumed regularly by a large majority of the population.

Those wishing more information on the requirements of enriched flour should consult the Section B.13.001 of the Food and Drugs Act at <http://www.inspection.gc.ca/english/fssa/labeti/inform/flofare.shtml>

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### E-mail and Contact Info

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[info@baking.ca](mailto:info@baking.ca)  
Website:

[www.bakingassocanada.com](http://www.bakingassocanada.com)

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

1-888-674-2253  
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# Sourcing Good Candidates

*This is the first article in a series written by Nicole Gallace, gallace@the500.com, The 500 Inc, and Juliette Prouse, prousej@mcmaster.ca, McMaster University.*

It does not matter how large or small, your organization depends upon making smart hiring choices to continue to grow and succeed. Our current economy affords employers a wealth of talent to choose from and yet sourcing a suitable pool of applicants continues to be a challenge for many organizations, often becoming a frustrating and time consuming process.

The following information, taken from a survey conducted by [www.workopolis.com](http://www.workopolis.com) shows how, during the last 15 years, 35% of job seekers found their current role as a result of personal contacts, 30% contacted their present employer directly, 14% answered a want ad, 6% were referred by private employment agencies, 5% were referred by state employment agencies, 2% took civil service tests and 8% used other methods (e.g., placing ads in career journals, attending career fairs, and mass mailing resumé). The landscape is definitely changing with an increasing reliance on third party recruitment firms and internet based search methods; however, there are some fundamental principles of candidate sourcing that remain the same.

## Know What You Are Looking For

It sounds obvious but a common problem results from hiring managers either not taking enough time to assess what they need or an inability to articulate this in a way that is clear to their recruiter or the candidates themselves. The “I’ll know it when I see it” approach wastes time and results in a frustrating experience for everyone involved, including the candidates. Determine the ‘must have’ key competencies, skill set and ability levels first. If you need someone who should be ‘good with computers’, specify how good. For example will the individual need to build complex Excel models or will they simply need to accurately enter information into fields in a database? Many job postings require ‘good communication skills’. Try to be specific. Will the individual be solving problems that require a lot of verbal communication, or simply communicating daily with another individual in the next office. Focusing on skills and abilities will avoid biased decision making and keep the process objective.

## Write an Attractive Job Description

The following posting for student interns regularly attracts top candidates with the attitude and charisma the company seeks:

Dear Applicant,

I am a recent Grad who began working with this company just a few years ago. The combination of great people and an exciting environment has made it the right place for me. I hope the same can happen for you.

However, for that to happen, I must establish a few ground rules. Although traditional indicators of individual value such as academic performance, work experience and achievements are important, the right ‘fit’ in this role is definitely not of

the cookie-cutter variety. Therefore, strongly consider the following statements and ask yourself “is this the job for me?”

1. “Specialists” need not apply. What do I mean by that? If you are very good in one area, and/or choose to become an expert in a narrow field, the rambunctious and often dizzying speed with which we move between areas of business acumen will be far too stimulating for you. Sorry.
2. You must accept the following: “Too much to do is a good thing”. Ours is a lean and mean department (two, plus you) that always has another opportunity to explore. That means we scan many options, formulate quick assessments, and proceed in detail only with the most viable opportunities. Assume this is the state of affairs in perpetuity and decide how that sits with you: does the thought make you excited, or depressed?.....” And so on.

To attract the right candidate, be honest, positive and clear about your company and the important contribution that the right employee will make in the position you wish to fill. Give concise and clearly understood descriptions of job duties and be as specific as possible about required qualifications.

## Request a Cover Letter

Many services can reproduce a resumé for someone that requires little or no personal input, but a tailored cover letter can tell you a lot about the applicant’s ability to write, their attention to detail and whether they can link their own skills and experience to what they know about the role you are advertising.

## Post the Job Where Your Applicants Look

Sounds simple but is often ignored. If you are looking for entry level candidates, post roles at universities and colleges who frequently allow employers to post roles at no, or low, cost. Also consider the use of on-line forums including Facebook and Twitter. For individuals with more tenure in your industry, advertise with organizations, associations and trade magazines that they would typically read.

Very few qualified candidates are found by advertising on mass appeal job boards such as Workopolis and Monster, and these should be used only as a last resort. Many qualified individuals belong to what is called the “passive” market. These are the ones that are not actively looking for a new job and are happy with their current employer. However, if the opportunity is right and represents a growth opportunity they will apply. Typically these types of applicants are serious about their professional development, will be loyal employees and are more qualified than the more active candidates.

## Networking Is a Two Way Street

The benefits of networking when looking for a new job are regularly expounded to job seekers, but this is equally true for recruiting organizations. Offering an incentive to current employees whose referral results in a new hire can often result

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**Baking Association of Canada – B.C. Chapter, Island Committee  
& Vancouver Island University  
Present**

**An Evening of Celebration of VIU's Brick Oven**

Friday October 23, 2009

Join us for this inaugural event! Celebrate the completion of our beautiful brick oven and enjoy a complimentary brick oven dinner from 4-8 PM on Friday.

**Two Days of Brick Oven Workshops**

Saturday, October 24 & Sunday October 25, 2009

Come back on Saturday and Sunday from 8AM-4PM for workshops on using brick ovens, baking artisan breads and other products in brick ovens, milling and grains and much more. Presenting artisans including Tracey Muzzolini of Team Canada; Richard Miscovich of the Bread Bakers Guild of America and Instructor at Johnson and Wales University, Nick Versteeg of DV Cuisine; Paul McEwan from Slow Rise Bakery; John MacKenzie of Anita's Organics, with presentations by VCC and VIU Pastry & Baking Departments. Lunch included in reg fees.

**Event & Workshop Location:** Vancouver Island University, Malaspina Campus,  
Building 185, 900 5th Street, Nanaimo

**REGISTRATION DETAILS:**

<b>Registrant Name:</b>		<b>Phone:</b>		
<b>Company/Bakery/School:</b>				
<b>Address:</b>		<b>Email:</b>		
<b>Please Check:</b>	<b>Event:</b>	<b>Registration Fee:</b>	<b>*Student Reg Fee:</b>	<b>Total</b>
	<b>Friday Oct 23<sup>rd</sup> Evening Brick Oven Celebration - RSVP only</b>	N/C	N/C	
	<b>Saturday Oct 24<sup>th</sup> &amp; Sunday Oct 25<sup>th</sup> Two Day Brick Oven Workshops</b>	<b>\$200 (GST incl)</b>	<b>\$100 (GST incl)</b>	
	<b>One Day Brick Oven Workshop</b> <i>Please select which day:</i> <input type="checkbox"/> Saturday Oct 24 <sup>th</sup> <b>OR</b> <input type="checkbox"/> Sunday Oct 25 <sup>th</sup>	<b>\$100 (GST incl)</b>	<b>\$50 (GST incl)</b>	
<b>*Student registration fee is only for students currently enrolled in a baking culinary program</b>				
<b>Please Mail or Fax with Payment info to:</b> Baking Association of Canada, 7895 Tranmere Dr, Suite 202 Mississauga ON L5S 1V9 Phone 888-674-2253 Fax 905-405-0993 <a href="http://www.baking.ca">www.baking.ca</a> <b>Please make cheque payable to Baking Association of Canada</b> <b>Or for Credit Card Payments please check:</b> <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX				
<b>Name on Card:</b>		<b>Card #:</b>		
<b>Exp. Date:</b>		<b>Signature:</b>		

For registration & payment information contact Gillian Blakey, BAC, [gblakey@baking.ca](mailto:gblakey@baking.ca) or call 1-888-674-2253, ext. 21 (Note: A confirmation and receipt will be sent to all registrants via email)  
For program information contact VIU: Martin Barnett, [martin.barnett@viu.ca](mailto:martin.barnett@viu.ca) or Rita Gower, [rita.gower@viu.ca](mailto:rita.gower@viu.ca)

**Space Is Limited – Register Early!**

# Federal Government Announces New Funding Program for Food Processing Industry

The Federal Government has announced the Agri Processing Initiative (API) that will provide up to \$50 million over five years in repayable contributions to processing facilities. API will provide contributions for the purchasing and installing of equipment in Canadian facilities to enable the adoption of new manufacturing

technologies and processes. The initiative may also contribute towards costs related to the contracting of external expertise for services related to equipment installation, and consultation, design, and advice regarding new (novel to facility) manufacturing technologies, processes and products.

API is the second program outlined under the five-year \$500 million Agri-Flexibility fund. The Agri-Flexibility fund was created to help reduce costs of production and improve environmental sustainability for the sector; promote value-chain innovation and sectoral adaptation; and respond to emerging opportunities and market challenges for the sector. Beginning September 1, the Agri-Flexibility fund is accepting project proposals from provincial governments and the agricultural industry.

*To receive an application form for the API, please email [api@agr.gc.ca](mailto:api@agr.gc.ca) or phone toll free 1-877-246-4682.*

## Sourcing Good Candidates

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in applicant referrals that may not otherwise have come forward. Unless the hire is confidential in nature, spread the word amongst suppliers, customers and internal stakeholders about your hiring need and treat each recommendation with respect and courtesy, even if not suitable. The contact may be of value for future hires.

Finally, ensure that every interaction your applicant pool has with your organization is positive. The tone that is set during the recruitment and interview stage has a huge impact on the offer and on-boarding stage of the hiring process. A smart and in-demand candidate will.

## A Warm Welcome to Our Newest Members

**Pereina Choudhury**  
California Walnut Commission

**Daniel Kroenert**  
MIWE Canada Inc

## Congratulations To Our Most Recent Correspondence Course Grads!

**Bozena Bladek**  
Occupational Health & Safety

**Ruth Bleijerveld**  
Bakery Technology Unit I

**Bessie De Torres**  
Bakery Technology Unit I

**Denise Lavoie**  
Bakery Technology Unit III

**Peter Storm**  
Occupational Health & Safety  
Operating A Successful Bakery

**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.baking.ca](http://www.baking.ca).**



**Baking Association  
of Canada**

## Upcoming Events



### BC Chapter – Island Committee

Oct 23 - 25  
Brick Oven Celebration &  
Workshops  
Vancouver Island University,  
Malaspina Campus  
Nanaimo, BC