

# The Bulletin

December 2009

Baking Association of Canada Newsletter



## Surviving 2009 - what will 2010 have in store?

When I wrote this column last year it was titled "C is for Crisis". We had an industry gone through the commodity crisis in early '08 followed by the credit crisis and when we left off the year we were in the midst of the economic crisis – soon to be renamed economic downturn. The hope then was that 2009 would soon show the bottom of the economic problems with a rebound starting in the second half of the year.

Well we hope we found the bottom of the financial markets in March of this year and since that time we have seen rebounds and what are often called "green shoots" of economic growth. Yet the manufacturing sector still is facing significant challenges, unemployment is still a problem and of course the US economy (the baking industry's largest export market) remains fragile. Overall 2009 probably turned out about as the experts expected. Let's hope that 2010 turns out a better year than some of the forecasts.

With the macro view now out of the way I am pleased to say that the baking industry has on whole along with BAC, navigated the economic storm of the past 18 months.

In a mid year update I reported that the first six months of the year had been strong for BAC and the hard work of many volunteers and staff team have continued that success. Just to recap, Congress '09 held in Vancouver at the end of April was a great example of industry support. Congress '09 had 50% more exhibitors and +20% attendees than the last time the event was held in BC. A big tip of the hat goes to the BC Chapter in making that event so successful.

We also launched a number of new programs in 2009 in our continuing effort to increase value to members. These included:

E-Bulletin Email News Service: Designed to keep members current on time sensitive issues affecting the industry and the association!

Natural Gas and Electricity Discount Program: Providing members (where allowed) to potentially save thousands of \$\$ in energy costs. (QC, ON and BC only)

Free Member Job Board and Classified ad Postings on BAC Website

Group Liability Insurance Program for Bakers: Currently being test marketed in ON this program has specifically designed coverage to save bakers \$\$\$.

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In education we have been working with the Canadian Food Industry Council to develop training materials for in-store bakers and cake decorators. That project is now complete and new training modules will be introduced next year. In addition we have been contracted to develop instructor schedules for these courses so that they may be taught in community colleges throughout the county.

Our signature event, Bakery Showcase will also be undergoing some big changes which members will get to experience in 2010. First the location of the event has been changed to the Toronto International Centre, a new Cake Decorator Competition has been added and the Decorative Bread Competition – produced by the Ontario Chapter has been expanded to include a new student component.

Chapters have also been very active over the past year. Social events and education programs are the key focus of Chapters and they managed '09 very well. A couple of highlights and acknowledgments, the Island Committee in BC was very active in its support of the new brick oven at Vancouver Island University, the BC Committee on whole is big supporters of baking schools with annual support of Vancouver Community College and Vancouver Island University in the thousands of dollars.

Alberta Chapter has also continued with its tradition of supporting baking schools through revenues generated from its golf tournament going to SAIT and NAIT. I must also mention the new volunteer team that has been elected to manage the Chapter. Randy McDonald is the new Chapter Chair and his team is committed to reinvigorating regional programming. Stay tuned for more on what they have in store.

Amongst its multiple social events, Ontario as I already have noted is planning significant changes to the Decorative Bread Competition at Bakery Showcase 2010 and Atlantic Canada reported the strongest attendance ever at it's September golf tournament.

On the government side, 2009 has once again been very active with numerous issues impacting the baking sector. Currently BAC is working on some 12 issues ranging from tax

credits for bakery apprentices to national sodium reduction in processed foods including baked goods. A list of the issues is below.

- Whole Grain and Folic Acid Health Claims
- Expansion of the ON Apprenticeship Tax Credit to Bakers
- Food Processing Environment Strategy
- New Mycotoxin Guidelines for Wheat/Flour
- Acrylamide in Bakery Products
- Trans Fats: New BC regulations and National Monitoring Program
- National Sodium Working Group
- ON Toxic Reporting and Reduction Initiatives
- Allergen Labelling
- Enzyme Labelling
- Name Change to Whole Wheat Bread Category
- Biotech Wheat

I would like to focus briefly on the sodium issue as it will involve and impact all members. Health Canada has begun consultations on voluntary reduction of sodium used in foods. These consultations will include the baking industry with a particular focus on breads (the highest single food source of sodium), not because breads are necessarily high in sodium but because while they are modest in sodium they are consumed in multiple daily servings. These consultations will take place through the first half of next year with the objective of establishing voluntary sodium limits. BAC has written numerous times about this initiative and encourages all members to get engaged and make their views known.

Finally, on behalf of the BAC team I would like to extend the best of the holiday season to everyone and a most Happy New Year.

*Paul Hetherington  
President & CEO  
Baking Association of Canada*



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

# SPONSORS

# BC Chapter Chair Review 2009



The BC Chapter was proud to host the 2009 Congress this year in Vancouver. The BC Chapter volunteer committee worked alongside staff from the National Office to ensure the presentations ran smoothly, the wedding cake competition went off without a hitch, and new members joined the Association. A deep appreciation goes out to the judges of the competition, and to the moderators

for the technical sessions. The Chapter was very proud and thankful to see the Congress well attended from people across the country and to receive financial support from generous donors throughout the Association – Thank You Very Much! A great time was had on the boat cruise of the inner harbour of Vancouver – the evening was perfect for trolling in the different inlets and bays – the sunset was spectacular and the night was festive. Former CFL football player, “Pinball” Clemens, led the group in a discussion about our priorities, about life, and about whom we are beyond what we do. There is intrinsic value in all of us regardless of what we do for a living.

This past year it seemed like everyone was looking at their budgets a bit more closely and making more careful decisions about how they spent money. The support for our annual fundraising golf tournament was not adversely affected. The golf course was a bit damp to say the least, yet spirits were jovial and a great time was had. The vast majority of the money from the tournament, and earnings from Congress, goes directly back into supporting industry initiatives within BC.

Money is given directly to the different colleges with baking and pastry art programs. For instance, this year Vancouver Island University finished building a brick oven that is wood fired. Students in the baking program now have the opportunity to learn more about artisan baking and working with whole grain products. Vancouver Community College has been able

to use funds to support their students with bursaries so they can spend extra time training for international baking competitions and learning to perform at a world-class level. Lastly, we are excited to see continuing education and apprentice programs being initiated for employees of bakeries to raise their skill sets and allow them to advance in their careers and for bakeries to produce superior products. Education is a foundational way to continue to strengthen this Association and industry.

The autumn education sessions brought celebration as Vancouver Island University fired up their brick oven. A weekend baking workshop, tours, panel discussions, and of course great food were offered. This year we celebrated Festive Night at the Races in November. Coming together as a group to share stores, dance, eat, drink, and watch the horses was a great way to wind up 2009. Thanks for a terrific turn out and support.

Looking forward to next year, there are a couple of educational sessions in the works where we plan on discussing food safety topics, as well as learning about new ingredients and innovative products.

Personally, I'd like to thank the volunteers that are on the BC Chapter board as we were busy with Congress planning, fund-raising, and communications. Extra help was solicited and received during this busy year from many other association members. We've got a great group of people working together and I'm very glad to be a part of this Association.

All the best to you and yours as the time of year approaches where family and friends come together to celebrate life, hope, and health.

*Yours Truly,*

*John MacKenzie  
Anita's Organic Grain & Flour Mill  
BC Chapter Chair*



## BakeMark Canada Gourmet Baker Horizon Milling GP

Dawn Food Products  
Ellison Milling Co  
Max's Donuts (1964) Ltd  
MIWE Canada  
Monte Cristo Bakery  
National Starch Food Innovation  
Puratos West  
Quadra Chemicals  
Richardson Foods Group  
Superior Energy  
Vanderpol's Eggs

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

# Alberta Chapter 2009 Year in Review



In the last year things have changed in Alberta, along with the economy, engine, oil and gas prices have impacted the Baking Industry. Many Bakers are experiencing a sales slump causing many to pause and re-evaluate their business. Meanwhile the Alberta Chapter of BAC held a meeting to elect a new slate of officers in October. After some years

with just social events defining the Association chapter, new faces and fresh ideas are looking to invigorate the baking scene.

For me personally it means I have stepped down after 30 years having been active for most of that time with SABA (Southern Alberta Bakers Association) which was formed by small retail bakers who set up shop during the 60s and 70s. The baking scene has changed significantly since then. SABA hosted many events including the Breadfest campaign, a week long promotion of bread, with the message of Double up on Bread. In 1997 after considerable negotiation SABA and other Bakery Associations in Canada joined to form one national body. I was privileged to be elected the first Retail Co-chair and served on the board of BAC for 4 years. The Calgary Chapter went on to host the 1999 Congress show, with great success.

Members of the local chapter have attended advisory board meetings at both SAIT and NAIT. As a member of the Alberta

Apprenticeship Board, I attended the last provincial committee meeting for the Baker Trade. Many challenges remain to be solved in Bakery Education in the Province while each Institute continues to expand courses for Baking and Pastry Arts. The strength of the industry remains in the hands of those engaged in it, new trends are emerging, communication to the educators keeps the industry alive and vibrant.

The Golf tournament was a great success again this year and thanks go out to the organizing committee who volunteered their time. So thanks for the memories and the happy times spent with bakers across Canada during my term of office. I now pass the local chapter reins to Randy MacDonald.

The following officers were elected on October 22nd to represent the Alberta Chapter for a two year term:

- **Chapter Chair:** Randy MacDonald, P&H Milling Group
- **Vice Chair:** Scott deBoer, Kinetic Sales & Marketing
- **Secretary Treasurer:** Hanif Hirji, Engel's Bakeries
- **Membership Director:** Ken Tynan, Dawn Food Products
- **Past Chair:** Brian Hinton, Lakeview Bakery

*Brian Hinton*

*Lakeview Bakery*

*Alberta Chapter Past Chair*

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- ✓ Discounts at Seminars
- ✓ Discounts on Correspondence Courses
- ✓ Protecting your Interests with Government

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**1-888-674-2253**

# Atlantic Canada Chapter Recap for 2009



For 2009, 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 14th. Forty-four 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: Mary Dunn and Greg McLeod, Mrs Dunster's and John Whitely, ADM. The Championship Team this year Bill Martin and Dave Gallant, Water Street Bakery, Eric Carroll, Carroll's Bakery and Jim Bonner P&H Milling Group. 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 13th 2010 at the Magnetic Hills Golf Course.

The Atlantic BAC Hockey night took place back on Thursday, February 26th at the Halifax Mooseheads game versus PEI Rockets. Association members and guests enjoyed a great hockey game in a private VIP Box. The hometown Mooseheads 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 on February 17, 2010.

We look forward to new opportunities to serve the industry in 2010 through our continued events and thank all the local members for their support of the Atlantic Chapter.

*Dave Bryson  
P&H Milling Group  
Dover Flour Mills, Halifax  
Atlantic Chapter Chair*



## ATTENTION BAKERS!

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and check out the Baker's Choice Supplier Directory



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# Bakery Showcase 2010 Registration Fees: Baker down, Non Exhibiting Suppliers Way Up

There are some significant changes to registration fees coming for Bakery Showcase 2010. Registration fees for bakers have been reduced by more than 50% for both pre-event along with on-site registrations.

Industry suppliers (not bakers) who aren't exhibiting at Bakery Showcase 2010 will experience significant registration fee increases compared to the '08 event. These higher fees, approved by the BAC Board of Directors, are in response to a small but growing segment of industry suppliers who rather than paying for an exhibit booth, are instead "suit casing" the event by selling their services or products in the aisle.

The increase in non exhibiting allied registration fees is being done to protect hundreds of paying exhibitors who invest thousands or tens of thousands of dollars in the event from interference or unfair competition on the trade show floor.

The higher fee policy for non exhibiting suppliers was first approved and implemented in 2006. However the fee differential has previously been insufficient to deter the problem behaviour. Suppliers not respecting show rules which include no selling in the aisles should expect a more aggressive response from Show Management in 2010.

Almost **60%**  
of exhibit space  
sold with  
10 NEW  
companies

## bakery showcase 2010 Exhibitor List

As of November 2, 2009

★ indicates New Exhibitor  
(did not participate in previous 2 events)

AB Mauri Fleischmann's  
ADM Milling  
Alfa Cappuccino  
All Gold Imports  
AMF Bakery System  
BakeMark Canada  
Bakers Journal Magazine  
Bakery Crafts  
Baking Association of Canada  
Bonnie & Don Flavours  
Bridor Inc  
Bunge (Canada)  
Burnbrae Farms  
★ Burt Lewis Canada  
Canada Bread  
Carmi Flavours  
Chemroy Canada (Food  
Ingredients Div)  
CIS Group  
City of Brantford  
Compass Food Sales  
Contemar Silo Systems  
CSB-System International  
Dawn Foods  
Dealers Ingredients  
DecoPac  
Donini Chocolate  
Drader Manufacturing  
Eckert Machines  
Embassy Flavours  
Farinart Inc

Flavor Right Foods  
★ Fox Run Craftsmen  
France Decor Canada  
G Cinelli-Esperia  
Gay Lea Foods  
Genpak  
★ Global Farms Commodities  
Global Egg  
Gluten Free Gourmet  
Gourmet Baker  
H Moore Printing Services  
Handtmann Canada  
Harvest Corporation  
Hobart FEG Canada  
Horizon Milling  
Hospitality Cleaning Services  
★ HPDS – Halal Product  
Development Services  
Intersteam Technologies  
Italian Home Bakery  
Ivanhoe Cheese  
J J Marshall  
JBNT Marketing  
KL Products  
L & M Bakers Supply  
L.V. Lomas  
★ La Danoiserie  
Label Systems  
Lallemand  
Lapaco Paper Products  
Lentia Enterprises  
Lesaffre yeast  
Lockwood Manufacturing  
★ Margarine Golden Gate-Michca  
Marsia

Megart Systems  
★ Metro Label  
Company Ltd  
MIWE Canada  
ML Packaging  
Natunola Health  
Nealanders International  
Novelis Foil Products  
Nutrasun Foods  
Oakrun Farm Bakery  
One-Way Disposable  
Piping Bags  
Ordan Thermal Products  
P&H Milling Group  
Packaging Machinery Concepts  
Par-Pak  
Pemberton & Associates  
Petra International  
Polar Technologies  
Prime Pastries  
Reiser (Canada)  
Rich Products of Canada  
Richardson Oilseed  
Satin Fine Foods  
Signature Fine Foods  
★ SunOpta Grains & Food Group  
SunOpta Ingredients Group  
Systemes KLR Systems  
★ The CG&B Group  
★ ToolBox Software North  
America  
Trenton Cold Storage  
Tri-City Packaging  
Weston Bakeries Limited/Ready  
Bake Foods Ltd

# Ontario Chapter 2009 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 2009.

- Frank Safian - Chapter Chair
- Maurice Corsi - Vice Chair, Caravan Ingredients
- Dieter Claassen - Treasurer, Del's Pastry
- Stephanie Jewell, Secretary, Bakers Journal
- Frank Lucente - Education, Metro
- Tom Nowak – Social, Lallemand Inc
- Phil Robinson - Membership, Dawn Foods
- Dr. Phillip Lee Wing - Member-At-Large, The Food Development Group
- Ira Day - Member-At-Large, Prosperity Foods
- Dan Peroff - Committee Member, Olympic Wholesale Ltd

Each and every year we kick off the year with a sold out and very successful social with the Annual Night at the Races held at Woodbine Racetrack, members enjoy a fabulous dinner and wager a few dollars on the ponies. Tom Nowak our Social Chair once again executed a well planned and organized our spring 4-Man Scramble Golf Tournament. This event is sold out every year yet Tom finds a way to squeeze a few more in year after year. Our fall golf classic held in September at Glen Eagles Golf Club allows players to play their own ball while also submitting a team score. Thanks as well to Dan Peroff for the many years he has organized this tournament. Funds generated from both golf tournaments will support the chapters many initiatives including financial awards for academic achievement in the field of baking at many Ontario based community colleges.

This year we also hosted the Annual Holiday Social on December 4th, an evening of great food and prizes for all. Included in this year's social was a dinner-dance with music provided by the Par 3's, an Irish band, singing past and present hits for all ages.

In 2010 the Ontario Chapter is already planning a few evening programs that will have guest speakers discuss general and industry specific topics along with a themed table-top event. In 2010 the Ontario Chapter will once again sponsor the Decorative Bread Competition, a national competition for all bread bakers, at Bakery Showcase. Plans are in place to award cash prizes well over \$5,000 to both professional and students within the industry.

On a sad note this past year we lost Matt Tatham from Nealanders while competing in a Triathlon event in Northern Ontario. A great friend to many and a true industry professional who volunteered for many years on the former Bakery Production Club of Ontario (BPCO) before it joined forces nationally with the Baking Association of Canada. I had the pleasure of working with Matt on many industry initiatives while volunteering and was motivated by his excellent work ethic and fresh perspective. Matt always had a genuinely friendly smile and made everyone feel welcome. Matt you will be missed.

In closing I would like to especially thank Dieter Claassen for keeping our finances in order and the entire executive for their well thought out contributions at every meeting toward the betterment of our industry. The Baking Association of Canada – Ontario Chapter would like to thank Paul Hetherington, BAC President, Rosemary Dexter & Gillian Blakey for their assistance with chapter activities and all those industry professionals who attended this year's activities, we look forward to your support in 2010.

*Frank Safian  
Ontario Chapter Chair*

## BAC E-Bulletin Email News Service

This program carries top of the line news on what's happening in the industry with governments, services, BAC activities, etc.

The E-Bulletin is ONLY available to BAC Member companies and their employees.

Don't miss out on receiving time sensitive news - if you're not currently receiving the E-Bulletin - please email [info@baking.ca](mailto:info@baking.ca) to be added.

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or perhaps you're  
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**Baking Association  
of Canada**

**Upcoming Events**

**Bakery Showcase 2010**

May 16-18

International Centre, Hall 3  
Toronto (Mississauga), ON



**Ontario Chapter**

Dec 4

Annual Holiday Social  
Rizzo Hall  
Toronto, ON

**Atlantic Chapter**

**February 17, 2010**

Hockey Night in Halifax  
Halifax Metro Centre  
Halifax, NS

**September 13, 2010**

Annual Golf Tournament  
Magnetic Hills Golf Course  
Moncton, NB

**A Warm  
Welcome to Our  
Newest Members**

**Rita Palumbo**  
Zia Rita's

**Jaap Verbeke**  
Portofino Bakery

**Congratulations to  
Our Most Recent  
Correspondence  
Course Grads!**

**Ruth Bleijerveld**  
Bakery Technology Unit II

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).