

The Bulletin

August/September 2010

Baking Association of Canada Newsletter



Sodium Working Group Releases Final Report with 3-Pronged Strategy

The Multi-Stakeholder Working Group on Sodium Reduction issued its report on July 29, 2010 to aggressively pursue sodium reduction in Canada. The Working Group, of which BAC President & CEO Paul Hetherington is a member, was formed in 2007 to develop a strategy to reduce the daily average intake of sodium from 3,400 mg to 2,300 mg by 2016 in order to address growing health concerns related to excess sodium consumption. The Working Group's full report on sodium reduction is available at

English: <http://www.hc-sc.gc.ca/fn-an/nutrition/sodium/strateg/index-eng.php>

French: <http://www.hc-sc.gc.ca/fn-an/nutrition/sodium/strateg/index-fra.php>

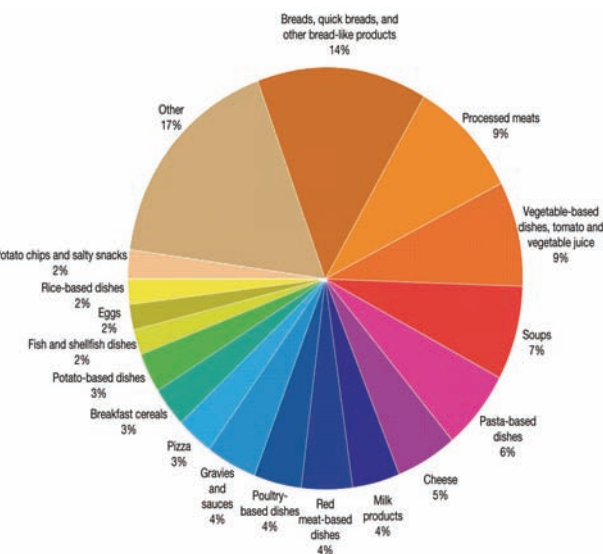
The plan is a three-pronged, multi-staged approach, which includes government-supported consumer education and awareness building; government-supported research into viable alternatives; and a voluntary reduction of sodium levels in processed foods and foods sold in food service establishments.

Processed foods are estimated to contribute more than 75% of sodium in the diet and the voluntary reduction efforts will focus on a wide variety of foods. The voluntary reduction targets were not part of the release of the Sodium Working Group's final report, as Health Canada is still in consultations with numerous industry groups including BAC. The final targets are expected in early 2011.

Baking Association of Canada supports the leadership of the Multi-Stakeholder Working Group on Sodium Reduction's voluntary three-pronged, multi-staged approach to reducing sodium in Canadians' diets. BAC is committed to supporting an average daily recommended intake of 2,300 mg of sodium and the voluntary reduction of sodium levels in processed foods and foods sold in food service establishments. Indeed, BAC members have already made progress as an industry and are highly engaged in the complex process of reformulation of bread and other recipes to lower sodium levels.

In order to be successful, the report states clearly that all three prongs of the strategy, education, research, and a reduction of sodium in processed foods need to be implemented in tandem. Salt is essential in the chemistry of baking so research will play an important role in

MAJOR FOOD GROUP CONTRIBUTORS TO SODIUM INTAKE



(Source: Sodium Working Group: Sodium Reduction)

developing product reformulations and determining alternatives. Other basic ingredients such as baking powder also add sodium to the baking process. Changing consumer behaviour and researching alternatives to sodium will require dedication and consistent efforts by government, health professionals and the food industry.

In addition, the report acknowledges that reducing sodium is a complex undertaking for several reasons, including its unique taste, functional properties and health safety benefits. Salt has an essential role in baking as it allows dough of yeast bread to rise and strengthens the gluten in flour. Sodium also assists in enhancing flavour and controls the growth of bacteria, an important role in food safety. Researching alternatives to salt and recreating product formulations is a key focus to reducing sodium in baked goods, but will require time and significant effort given the essential role salt plays in baking.

The following are a listing of the Sodium Working Group recommendations and excerpts of selected excerpts for some but not all recommendations. For full detail on all recommendations refer to the Sodium Working Group report.

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Ontario Chapter Golf Tournament Info and registration form

Baking Association Honorary Membership George Rudolph

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1. Sodium Working Group Recommendations

Food Supply Recommendations

In developing its recommendations, the SWG's Food Supply Sub-Committee was guided by the criteria that the approach should be voluntary, significant (with respect to the reduction in sodium content in foods and in sodium intakes of Canadians), gradual, realistic, feasible, measurable, time-delimited and sustainable. Sodium reduction targets for foods for achieving the interim sodium intake goal with a specific plan to measure progress towards those targets over time. In consultation with the food industry, Health Canada is working on establishing Canadian sodium reduction targets for foods, with the aim of achieving the interim sodium intake goal of 2,300 mg per person per day by the year 2016. These targets apply to all foods in each category, whether sold to consumers, for further manufacturing or for use by food service operations.

RECOMMENDATION 1-1: The Working Group recommends that Health Canada continue to work with the food industry to establish voluntary sodium reduction targets by food category.

Health Canada and the food industry should jointly lead the implementation of this recommendation.

The draft targets for a first group of foods have been published, with final targets to be published along with those for a second group of foods planned for release early in 2011. The rate at which targets will be reached will vary by food category, but should occur by 2016. Milestones will be established to ensure that progress towards meeting the targets by 2016 is maintained.

RECOMMENDATION 1-2: The Working Group recommends that Health Canada, in collaboration with the Provinces and Territories, continue to work with the restaurant and food service industries to establish voluntary sodium reduction targets for meals and menu items sold in restaurants and food services establishments.

Health Canada, in collaboration with the Provinces and Territories, and the restaurant and food service industries should lead the implementation of this recommendation. In order to benefit all Canadians, targets for meals and menu items sold in restaurant and food service establishments should be consistent across the country.

RECOMMENDATION 1-3: The Working Group recommends that manufacturers lower the sodium content of their products to meet the voluntary targets and go beyond them over time to the lowest level possible, taking into consideration microbial food safety, quality and consumer acceptance.

In some cases, it will be necessary to find alternatives to salt or other sodium-containing ingredients due to microbial food safety or functionality reasons. However, it would be beneficial when formulating commercially prepared foods to first reduce the use of salt. Since it has been shown that, over time, the palate will condition itself to less salty tasting foods, salt alternatives should only be used when salt replacement is absolutely necessary.

RECOMMENDATION 1-4: The Working Group recommends that a mechanism be established on Health Canada's sodium website that would allow individual companies to commit to the Sodium Reduction Strategy. Putting in place such a mechanism would allow companies to indicate their awareness of and commitment to meeting the sodium reduction targets for new and existing products in their portfolios. It is also a key component of the structured voluntary program of sodium reduction in foods. Specific terms and conditions would need to be agreed to in order to have a company's name on the site. Each company's progress towards meeting the targets in a meaningful way would need to be updated on a regular basis to maintain its online commitment.

RECOMMENDATION 1-5: The Working Group recommends that the Food and Drug Regulations be amended to ensure that the serving sizes used in the Nutrition Facts table (NFT) are as uniform as possible to facilitate the comparison of sodium levels in similar foods. Nutrition Facts table (NFT) requirements were put in place as a labelling tool to allow consumers to easily compare the nutrient value of foods and to make informed purchasing decisions. When the serving sizes for similar products are not exactly or approximately the same, comparisons of the relative sodium contribution of foods is difficult.

RECOMMENDATION 1-6: The Working Group recommends that the Food and Drug Regulations be amended to change the basis of the Daily Value (DV) for sodium in the Nutrition Facts table (NFT) from 2,400 mg to 1,500 mg to reflect the Adequate Intake (AI) level. For many nutrients in the NFT, the DV is based on the target daily intake that individuals should meet or exceed. Having the DV for sodium based on a reference standard of 2,400 mg, which is closer to the UL than the AI for sodium, promotes undesirably high intakes of sodium from a public health perspective. Ultimately, it is desirable for Canadians to be consuming sodium levels at or around the AI. It is therefore the opinion of the SWG that the basis of the sodium DV in the NFT should be that of the AI and not the UL.

RECOMMENDATION 1-7: The Working Group recommends that Health Canada improve the current nutrition labelling system in Canada to facilitate consumer understanding and use, particularly as it relates to sodium. Recognizing the increasing call for improvements to the current nutrition labelling system in Canada, Health Canada should review current regulations governing labelling requirements. The goal of the review would be to improve the current system to enhance consumers' ability to read, interpret and use nutrition information effectively in order to make choices that support healthy eating.

RECOMMENDATION 1-8: The Working Group recommends that the Food and Drug Regulations and applicable provincial regulations be amended to require the on-site disclosure of nutrition information in a consistent and readily accessible manner for standardized menu items

prepared and assembled on-site at restaurants and food services establishments, where feasible (i.e., in establishments with a high degree of standardization).

Feasibility of on-site disclosure of nutrition information should be determined by the extent to which standardized menu items are available across multiple restaurant or food service outlets of the same chain. Standardization means using a common supply chain (i.e., the same supplier), and the same standardized ingredients and recipes across all establishments of a given chain.

RECOMMENDATION 1-9: The Working Group recommends that the federal government, along with the provincial and territorial governments, where necessary, review the food additive approval process and modernize the standards of identity for foods while maintaining microbial food safety.

It is recognized that the overall reduction of sodium in the food supply is desirable in order to achieve a meaningful reduction in the dietary sodium intake of Canadians. At the same time, it is not always possible simply to remove the salt or other sodium containing food additives because of the role they are playing in specific foods, particularly in relation to microbial food safety, food preservation, texture and flavour. In some of these cases, the salt and/or other sodium containing compounds that are removed must be replaced by other ingredients or food additives that will fulfill the same function. In order to ensure that this can occur in the food industry in a timely manner, certain regulatory changes may be needed to facilitate innovation. There is a need to streamline the current regulatory review process for food additives without compromising the rigour of the safety assessment, as well as to modernize the standards of identity for the use of ingredients to replace sodium, particularly when required for microbial food safety purposes.

RECOMMENDATION 1-10: The Working Group recommends that the federal government, together with provincial and territorial governments, develop more consistent sodium guidelines and procurement policies for use by food service operations in publicly-funded institutions such as schools, daycares, hospitals, care facilities, correctional institutions and for the armed forces.

Health Canada, working with provincial/territorial governments, should lead the implementation of this recommendation.

Government policy encompasses promoting healthy eating to the general population. This should be reflected in guidelines developed for food services in publicly funded institutions to ensure that their consumers are provided with a nutritious diet--particularly since consumers in these settings often do not have direct control over their food choices.

2. Awareness and Education Recommendations

The recommendations of the Sodium Reduction Strategy for Canada concerning awareness and education are intended to:

- inform and educate Canadians about sodium and the

health consequences linked to high levels of sodium intake

- influence consumers to reduce sodium intake
- increase consumer demand for lower sodium products

The key messages to support implementation of the sodium reduction strategy will need to reflect the following important points:

- Individuals in Canada are consuming too much sodium – in many cases, more than double the recommended amount.
 - Adults should aim for 1,500 mg of sodium or less each day and should not exceed 2,300 mg per day. These numbers are lower for children.
 - Canadians consume, on average, 3,400 mg of sodium daily from all sources.
 - Most Canadians recognize that the population's salt intake is too high but wrongly believe that they themselves consume a healthy amount.
- High sodium intake increases blood pressure which is the leading preventable risk factor for death.
 - High blood pressure is the major cause of cardiovascular disease and a risk factor for stroke and kidney disease.
 - There is evidence to suggest that a diet high in sodium is a risk factor for osteoporosis, stomach cancer and asthma.
 - According to the World Health Organization, interventions to reduce population-wide salt intake have been shown repeatedly to be highly cost-effective.
- Three quarters of the sodium Canadians consume comes from sodium added to food during processing.
 - Most of the sodium consumed by Canadians comes from pre-packaged, ready-to-eat foods, rather than from salt added at the table or in home cooking. Restaurant foods also generally contain high amounts of sodium.
 - In some cases consumers will notice a change in taste in foods that have been reduced in sodium; consumers need to be made aware that taste adapts quickly to these lower levels of sodium and they need to be encouraged to not add salt back to their foods.
 - Messaging should also address salt added in food preparation and added at the table.
- The Nutrition Facts table can help consumers choose products that are lower in sodium.
 - There is great variation in the levels of sodium among products, so the % Daily Value or mg of sodium and serving size information in the Nutrition Facts table should be used to compare products and choose the ones with less sodium.
 - Ask for the sodium content of foods when eating out in restaurants, cafeterias and when taking meals home.

Eating more vegetables, fruit and whole grains contributes to better health.

Eating Well with Canada's Food Guide provides guidance to make healthy food choices and to help reduce sodium intake.

RECOMMENDATION 2-1: The Working Group recommends that education programs be developed and

adapted for intermediaries working in the various sectors of the food industry (manufacturing, distributing and food service) to inform them about sodium and the Sodium Reduction Strategy for Canada.

RECOMMENDATION 2-2: The Working Group recommends that education programs be developed to reach key intermediaries in the health, media, education and government sectors to inform them about sodium and the Sodium Reduction Strategy for Canada.

RECOMMENDATION 2-3: The Working Group recommends that the federal government lead the development and implementation of a social marketing campaign on sodium. This campaign should be aligned with efforts of the food industry to reformulate their products.

RECOMMENDATION 2-4: The Working Group recommends that governmental and non-governmental funding bodies develop cohesive and coordinated funding mechanisms to enhance community-based activities that will support the Sodium Reduction Strategy.

RECOMMENDATION 2-5: The Working Group recommends that federal, provincial and territorial governments continue to explore options to reduce the exposure of children to marketing for foods that are high in sodium.

RECOMMENDATION 2-6: The Working Group recommends that, in the context of a broad education campaign on sodium, a strategy be developed to help consumers understand the current Nutrition Facts table (NFT). It should be understood that changes to the NFT will be made in the future and a comprehensive strategy will be needed to support the revised NFT.

RECOMMENDATION 2-7: The Working Group recommends that the federal government review and update Canada's Food Guide to increase the prominence and effectiveness of advice regarding sodium and calories.

3. Research Recommendations

The Sodium Research Sub-Committee of the SWG was mandated to identify knowledge gaps and to establish research priorities that would engage partners and the community in generating key data to support the Sodium Reduction Strategy for Canada. In conducting its work, the Research Sub-Committee also recognized the need to explore appropriate benchmarks and indicators for measuring progress on the Sodium Reduction Strategy, in conjunction with the Monitoring and Evaluation Sub-Committee.

Three domains of research questions were identified:

- Health aspects of sodium, including:
 - exposure to sodium in childhood or in utero as a predisposing factor for hypertension and cardiovascular diseases
 - the vulnerability of at-risk populations to the effects of sodium – for example, Aboriginal people, people of South

Asian and African origin, infants, children and the elderly

- the influence of sodium reduction in the population, including long-term benefits and risks other than cardiovascular endpoints, such as asthma, osteoporosis, gastrointestinal cancers, etc.

- Food science aspects of sodium, including:
 - the role of sodium in microbial food safety
 - limits to lowering sodium in food while maintaining the functional aspects for which sodium is added
 - role of sodium in taste physiology
 - alternatives to sodium, considering safety and functionality, and including technological innovations and alternative food processing strategies
- Knowledge-to-action aspects of sodium, including:
 - the impact of regulation and policy, including questions such as how package labelling affects food choices and an examination of “natural experiments,” based on policy approaches used in different countries
 - the effectiveness of taking action, including understanding the barriers to going from knowledge to action with respect to sodium, differences according to segments within the general population and implications for developing enabling tools

RECOMMENDATION 3-1: The Working Group recommends that the federal government provides increased resources to the granting councils and the relevant science-based departments and agencies to develop and implement mechanisms to build capacities, target research funding and improve research collaborations amongst academic, government and industry sectors, and enhance these partnerships to advance sodium reduction-related research.

RECOMMENDATION 3-2: The Working Group recommends that the federal government empower the granting councils and relevant partners to develop and implement a program of research funding to address knowledge gaps in basic understanding of sodium physiology to inform both policy and practice.

RECOMMENDATION 3-3: The Working Group recommends that the federal government empower the granting councils, relevant departments and agencies, and the food industry to work together to better understand the minimum levels of sodium attainable in foods without sacrificing the specific functional aspects of salt in foods, with an emphasis on microbial food safety and food technology issues.

RECOMMENDATION 3-4: The Working Group recommends that the federal government, relevant health non-governmental organizations (NGOs) and other stakeholders fund population and public health policy and program research.

RECOMMENDATION 3-5: The Working Group recommends that the federal government provide adequate resources to the granting councils and interested stakeholders to develop and implement a research initiative to investigate sodium reduction in the context of healthy eating patterns.

4. Monitoring and Evaluation Recommendations

RECOMMENDATION 4-1: The Working Group recommends development of a comprehensive sodium monitoring and evaluation plan.

RECOMMENDATION 4-2: The Working Group recommends monitoring the sodium intake of Canadians.

Progress towards reaching the overall sodium intake interim goal of 2,300 mg per day by 2016 should be monitored regularly and reported at provincial/territorial and national levels. The monitoring of sodium intake by Canadians should use the gold standard of a 24-hour urine analysis with creatinine, to assess the completeness of the collections.

RECOMMENDATION 4-3: The Working Group recommends monitoring the foods Canadians consume using a national dietary intake survey similar to the Canadian Community Health Survey (CCHS) 2.2.

This monitoring is important to determine if there is a change in the food consumption pattern of Canadians and, in particular, if there is a shift in the consumption of foods that are generally high in sodium to those that are generally lower in sodium.

RECOMMENDATION 4-4: The Working Group recommends monitoring and evaluating the progress for each of the program components of the Sodium Reduction

Strategy for Canada – specifically, the food supply, awareness and education, and research.

Activities for each component should be monitored by tracking the progress made on achieving outputs, short term outcomes and intermediate outcomes. For example, for the consumer awareness and education component, the reach and success of the education campaign would be monitored.

In addition, progress towards reaching the sodium reduction milestones for foods should be monitored. A coordinated monitoring plan to measure sodium in the food supply needs to be developed, using data available from food label reviews combined with market share information, results of Health Canada's Total Diet Study and targeted analyses of food products. Health Canada should specifically monitor the sodium in food products in collaboration with the food industry. Additional data sources to monitor changes in the sodium content of the food supply would be identified as needed.

The level of funding to support priority research projects identified in the research plan also needs to be monitored.

RECOMMENDATION 4-5: The Working Group recommends monitoring long-term health outcomes, including blood pressure, morbidity and mortality from cardiovascular disease (acute myocardial infarction, stroke and heart failure, etc) and other sodium-related diseases (such as stomach cancer), as well as monitoring cost savings to the health system.

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BAKING ASSOCIATION OF CANADA
ANNUAL FALL GOLF TOURNAMENT
Tuesday, September 21, 2010
GLEN EAGLE GOLF CLUB
BOLTON, ONTARIO**

SHOT GUN START! TEE OFF TIME AT 10:00 AM SHARP

**REGISTRATION WILL BEGIN AT 9:00 AM
WE REQUEST PAYMENT ACCOMPANY YOUR APPLICATION
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NO REFUNDS ON CANCELLATIONS OR NO SHOWS!!!!**



DINNER APPROXIMATELY 5:00 PM

**As we are guests of Glen Eagle Golf Club,
Players must abide by the club rules and dress codes.**

**GOLF CHAIRMAN
Dan Peroff**



ONTARIO CHAPTER
14th ANNUAL FALL GOLF TOURNAMENT
Tuesday, September 21, 2010
GLEN EAGLE GOLF CLUB
BOLTON, ONTARIO
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 Phone: _____ Fax: _____ Email: _____

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1	
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SECOND FOURSOME	
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 AN EMAIL CONFIRMATION WILL BE SENT TO THE REGISTRANT CONTACT NAME.)

Baking Association Honorary Membership – George Rudolph

BAC has recognized George Rudolph with an honorary membership in the Baking Association of Canada for his dedication and contribution to the baking industry, trade, and education for over 30 years. The presentation took place at BC Chapter's June 23rd Golf Tournament.

George's first job was working at Eaton's Pastry Shop to support his Instruction Assistant position at Vancouver Community College (VCC). During the 1980s George finished his Provincial Instructor's Diploma, which led him to becoming a full-time Instructor within the Baking & Pastry Arts Department VCC and eventually Department Head.

George was a key member of the team that wrote the Professional Baker's Manual which has served as a foundational education tool in British Columbia. George also undertook a substantial re-edit of the 4th edition of the manual for BAC when it undertook the project. Additionally George was a key team member in the development of the BC Baking Apprenticeship Program through the province's Industry Trade Advisory Committee ITAC, and later ITA.

For three decades George significantly raised the profile of the VCC Baking & Pastry Arts Department not only at a provincial level, but also at national and international levels. He participated in a variety of federal government committees associated with the baking trade and was a major participant



George Rudolph (left) is presented the Honorary Member Plaque by BC Chapter Committee Members

in the review of the occupational standards for baking and development of the Red Seal test.

Advancement of business, society, and community begins with education and George has been a pioneer in building an educational infrastructure for the British Columbia baking industry that will be relied upon for years to come.

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