

# The Bulletin

January/February 2011

Baking Association of Canada Newsletter



## Health Canada Proposes Dramatic Lowering To Sodium Targets

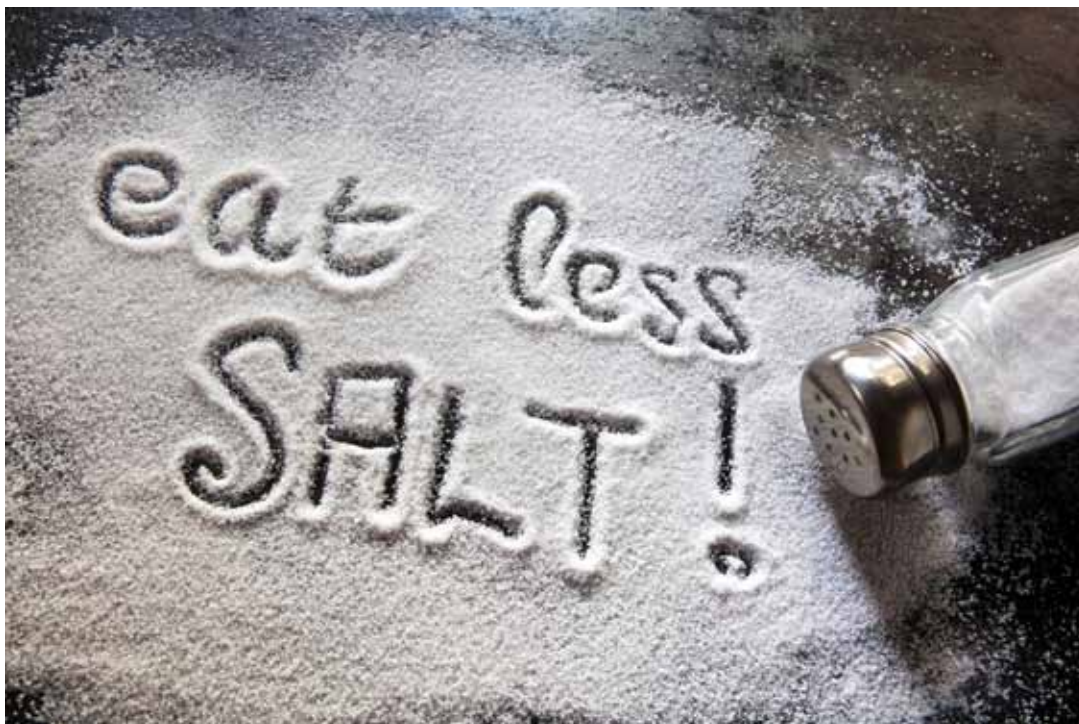
Health Canada has proposed surprising and dramatically lower sodium reduction targets for baked goods and a host of other foods than those originally discussed last year. In addition, Health Canada is also now proposing interim targets for 2012 and 2014 which it had never before consulted about. The new targets, especially those for most breads, are easily the lowest ever proposed and have not been achieved on a nationwide basis anywhere in the world.

Paul Hetherington, President and CEO of the Baking Association of Canada, calls the new target proposal "shocking. Throughout the three years of our engagement on sodium reduction we have consistently offered our support to the goal of reducing sodium in the diet; however, any reduction in baked goods would be limited by the important functional role that sodium plays in the baking. The new targets suggest that bureaucratic expediency in producing targets rather than baking

reality has become the priority," says Hetherington.

The challenges faced by bakers in sodium reduction are well known. The Sodium Working Group that proposed the voluntary reduction targets stated "substantial reductions in sodium will be challenging for some foods due to the functional roles that salt plays in foods such as dry cured meats, pickles, cheese, and bread." In the U.K., which has had a sodium reduction program since 2006 (and which the Canadian program has been modelled after), the sodium target for breads is 400mg/100g or almost 20% higher than what Health Canada is proposing for Canadian bakers. In addition, U.K. bakers are struggling with this goal as they are finding reductions elusive for most breads beyond 410-430mg/100g.

To put the revised targets into perspective, Hetherington points to a study of bread brand leaders BAC completed in late 2009. Of the 220 brands of white, whole wheat and whole grain



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breads in the study, only 11 whole grain breads representing less than 1% of overall market share were under the proposed 2016 sales weighted target of 330mg/100g. The sales weighted average is the average of the sodium levels of all products in a category weighted by their volume market share. The proportion of the market is measured as the kilogram volume sales of product rather than the dollar value. As such, to meet a target a company must reduce the sodium levels in its products in a given category such that the average is equal to or lower

than the SWA target. Each food category will also have a maximum allowable sodium level.

BAC has prepared the following chart to highlight some of the dramatic changes in the sodium reduction targets that Health Canada is now proposing. A complete list of all of the proposed reduction targets for bakery, which includes cookies, cakes, mixes, frozen products etc. and other food products, is available at <http://www.hc-sc.gc.ca/fn-an/consult/2011-sodium/consultation-eng.php>

Category	Original Draft Targets (maximum)	New 2016 Targets Sales Weighted Average mg/100g
<b>1.0100 BAKERY PRODUCTS - PREPACKAGED BREAD PRODUCTS</b>		
1.0122 . I-BREAD WITH RAISINS	400	<b>260</b>
1.0126 . I-ENGLISH MUFFINS		
1.0125 . I-BAGELS		
1.0129 . I-FLATBREADS		
1.0129 . - LOW SODIUM CLAIM		
1.0124 . I-PANTRY BREAD		
1.0123 . I-DIET BREAD		
1.0127 . I-PANTRY ROLLS AND BUNS		
1.0121 . I-HEARTH BREAD		<b>470</b>
<b>1.0200 BAKERY PRODUCTS - CROISSANTS</b>		
1.0204 . I-CROISSANTS	400	<b>330</b>
<b>1.4100 BAKERY PRODUCTS - GLUTEN FREE BREAD</b>		
1.4101 . II-GLUTEN FREE BREAD PRODUCTS	-	<b>390</b>
<b>1.4200 BAKERY PRODUCTS - BREAD + ADDITIONS</b>		
1.4201 . II-CHEESE BREAD	-	<b>420</b>
1.4202 . II-GARLIC BREAD	650	
1.4203 . II-BREAD WITH OTHER ADDITIONS	-	

Exasperating the challenge with the new proposed targets is that Health Canada has set a deadline for the comment period of Jan. 31 as it is their intention to finalize all targets by the end of March. BAC has already distributed this information electronically to its members; however, Hetherington encourages all participants in the baking industry to offer their comments to Health Canada even after the deadline. According to Hetherington, "It's time for bakers to make their voices heard!"



*Baking Association of Canada  
Association canadienne de la boulangerie*

## LOOKING FOR EMPLOYEES?

or perhaps you're

## LOOKING FOR A NEW CAREER?

**BAC's Job Board located on [www.baking.ca](http://www.baking.ca) can help**

Ads are placed on-line and start working for you immediately

To view or place ads visit [www.baking.ca](http://www.baking.ca) or call 1-888-674-2253 for more information

# Congress 2011 Exhibit Space Approaching 50% Sold

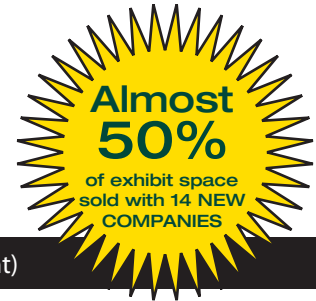
With almost 50% of exhibit space at Congress 2011 sold at the end of 2010, the 2011 show is shaping up to be a great success. As of year end, 47 companies, including 14 new exhibitors, had committed to Congress. According to BAC President and CEO Paul Hetherington, "the event which is back in the Montreal area after a four-year absence is drawing strong interest from local, national and internationally based companies and we are very pleased at the positive industry response to participation at Congress 2011." Features will

include exhibitor-produced seminars highlighting the newest and best in the baking industry, along with networking and social evening events that will be appreciated by exhibitors and attendees alike."

Congress 2011 will be held May 1- 2 at the Place Forzani, Montreal (Laval) Quebec. For exhibit information contact Michelle Cave at BAC 905-405-0288 ext. 22, mcave@baking.ca

**Below is the exhibitor list for Congress as of Jan. 10, 2011, print deadline.**

## Congrès 2011 Congress EXHIBITOR LIST



As of Jan. 10, 2011 ★ indicates New Exhibitor (did not participate in 2007 Montreal event)

AB Mauri Fleischmann's

★ Amazing Fruit Products

American Pan Company

★ Ashworth Bros

BakeMark

Bakers Journal

Baking Association of Canada

Boulangerie Weston Gadoua

Burnbrae Farms

Canadian Dairy Commission

Carmi Flavors

CIS Group

Conseil de la Boulangerie du Quebec

★ Chicago Metallic Bakeware

Contemar Silo Systems

Dawn Foods Canada

DecoPac

★ Demarle

Drader Bakery Logistics

★ Eckert Machines

Embassy Flavours

Farinart

Genpak LP

★ Hemp Oil Canada

Horizon Milling GP

★ IMS Industrial Marking

L V Lomas

★ La Danoiserie

La Meunerie Milanaise

Lallemand

Les Emballages Carrousel

Lesaffre Yeast Corporation

Lockwood Manufacturing

★ Margarine Golden Gate Michca

★ MIWE Canada

Nealanders International

Nita Labeling Equipment

Novelis Foil Products

P&H Milling Group

Prime Pastries

★ Quadra Chemicals

Reiser (Canada)

Rich Products of Canada

Richardson Oilseed

★ Satin Fine Foods

★ Shick

★ Vegfresh Inc

Ventes Rudolph 2000

# Congrès 2011 Congress

## SPONSORSHIP OPPORTUNITIES

### 1. Saturday, April 30 – Soiree Degustation Vin & Fromage

Our star quest begins with a selection of wines chosen by our own sommelier who will be on hand to navigate attendees through the intricacies and joy of wine, from sparkling whites to full body reds and, of course, something for dessert. Since nothing goes better with wine than food, the evening's fare will include a heavenly assortment of specially selected Quebec cheeses, pates, breads and dessert to complete our journey. Making the evening more memorable will be its location at the Laval-based Cosmodôme, where attendees will be able to undertake their own star trek through the fabulous tale of Man's Conquest of Space as told by the science centre's interactive displays.

#### Key sponsor benefits:

- ▶ Platinum Event Sponsor Benefits
- ▶ Signage recognizing your company as the exclusive sponsor of the evening
- ▶ Logo imprint on tickets
- ▶ Verbal recognition at the function
- ▶ Opportunity to have a company representative address the audience
- ▶ 10 complimentary tickets

**Investment: \$ 10,000 exclusive**

### 2. Sunday, May 1 – Gastronomic Rally with the Restaurants of Centropolis

So how do you make a four-course meal more interesting? How about chefs from different restaurants trying to outdo one another as each takes a turn in offering one of the four courses including the wine. As the chefs dual in originality and creativity, diners will enjoy the friendships and ambiance of the different venues, all within easy walking distance of each other in Laval's Centropolis district. And after diners delight in the friendly culinary competition we will all reconvene for the evening's dessert finale to compare taste experiences and enjoy some camaraderie.

#### Key sponsor benefits:

- ▶ Platinum Event Sponsor Benefits
- ▶ Signage recognizing your company as the exclusive sponsor of the evening
- ▶ Logo imprint on tickets and/or wristbands (1 colour only)
- ▶ Verbal recognition at the dessert finale
- ▶ Opportunity to have a company representative address the audience during the dessert finale
- ▶ 10 complimentary tickets

**Investment: \$ 10,000 exclusive**

### 3. On-Site Registration Area

The registration area is the first stop for everyone attending Congress. Reach out to your potential and current customers before they even step onto the exhibit floor.

#### Key sponsor benefits:

- ▶ Gold Event Sponsor Benefits
- ▶ Prominent signage recognizing your company as the sponsor of the area
- ▶ Authorization to place company literature or samples on registration counters
- ▶ Authorization to have up to two company representatives "meet & greet" people in the registration area and/or distribute promotional materials

**Investment: \$ 6,000 exclusive**

### 4. Lanyards

Have your company name around the neck of every attendee at the event! Either you can provide the lanyards or we can handle the production.

#### Key sponsor benefits:

- ▶ Gold Event Sponsor Benefits
- ▶ Company Name, Booth Number and website address on lanyards

#### Investment:

**\$6,000 exclusive (if we produce lanyards)**  
**\$3,000 exclusive (if you provide lanyards)**

### 5. Back of Attendee Badges

Have attendees be walking billboards for your company. We'll print your company's logo, booth number and brief message on the back of every attendee badge.

#### Key sponsor benefits:

- ▶ Gold Event Sponsor Benefits
- ▶ Company Logo, Booth Number and brief message printed on badges

**Investment: \$6,000 exclusive**

Congrès 2011 Congress

## 6. On-Line Registration

Get your company in front of every person who registers on-line for the event. For the last event over 75% of the pre-registrations received were done via the on-line system. Each time someone registers they go through multiple screens (approx. four screens) to fill out their on-line registration form, resulting in repeated impressions for your company.

### Key sponsor benefits:

- ▶ Silver Sponsor Benefits
- ▶ Company Logo on every screen of the on-line registration system

**Investment: \$4,000 exclusive**

## 7. Email Pre-Registration Confirmation

Communicate with every pre-registered attendee before they even get to the event. Make sure your company is at the top of their must-see list.

### Key sponsor benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Company Name, 30 word message and website url included

**Investment: \$2,500 exclusive**

## 8. Hotel Shuttle Bus

A shuttle bus will be operational between the Sheraton Hotel and Place Forzani on May 1 and 2 between the hours of 8:00 a.m. and 6:00 p.m.

### Key sponsor benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Sign recognition at drop off points in both Place Forzani and the Sheraton Hotel
- ▶ Sign on shuttle bus will read Shuttle Bus courtesy of [Sponsor Name]. Visit us in Booth XXX.

**Investment: \$1,500 2 opportunities (May 1, May 2)**

## 9. Aisle Sign Banner

Draw extra attention and visibility to your booth by sponsoring an aisle sign. Your company name and booth number will be hung on a banner below the aisle sign you are assigned. Note: Only one banner per aisle and only one company can sponsor a given aisle. Limited availability and on a first come, first served basis.

### Key sponsor benefits:

- ▶ Bronze Event Sponsor Benefits
- ▶ Production and hanging of banner included in package

**Investment: \$1,500 6 opportunities**

## 10. Email & Fax Attendee Promotion

This is a great way to communicate important show features and details to prospective attendees as they gear up for the event. Note: Limited availability – only one sponsor per promotion (not including Platinum sponsors).

### Key sponsor benefits:

- ▶ Contributing Sponsor Benefits
- ▶ Company Name, 30 word message and website link included

**Investment: \$800 each**

w/o Jan 31	Email	
w/o Feb 28	Email	Fax
w/o Mar 28	Email	Fax
w/o April 25	Email	

## 11. Pens

Put your company name in the hands of attendees by providing writing pens for them to use. Pens will be available in the registration area. Note: In addition to the sponsor dollars, the sponsor must provide 1,500 pens.

### Key sponsor benefits:

- ▶ Bronze Sponsor Benefits
- ▶ Tent card beside pens will read Pens courtesy of [Sponsor Name]. Visit us in Booth XXX.
- ▶ Show Management will ensure that pens are distributed appropriately

**Investment: \$1,500 exclusive**

## 12. Park Bench

This is a great inexpensive way to get attention as people use these benches throughout the event. Note: Exact placement of park benches will be determined by Show Management. Limited availability.

### Key sponsor benefits:

- ▶ Contributing Sponsor Benefits
- ▶ Sign attached to park bench will read Courtesy of [Sponsor Name]. Visit us in Booth XXX.
- ▶ Production and placement of sign included in package

**Investment: \$500 10 opportunities**

To book a sponsorship opportunity, please contact Michelle Cave by phone 905-405-0288 x22, toll-free 888-674-2253 and she will also work with you to create a package specifically for you!

Congrès **2011** Congress



# BAC ATLANTIC CHAPTER HOCKEY NIGHT IN HALIFAX



Wednesday March 16th, 2011  
Halifax Metro Centre  
Rafters Skybox  
Halifax Nova Scotia



*Come out and watch the Halifax Mooseheads play host to the Moncton Wildcats*

**Space is limited to 40 seats, please register early!**

## Agenda

- 6:00 p.m.** Pre Game reception with Hors D'oeuvres  
**7:00 p.m.** Game time

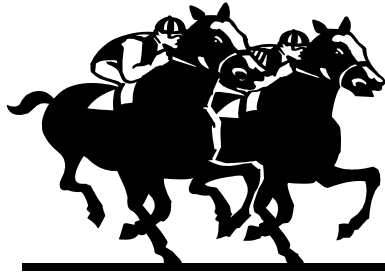
*Please fill in the registration form below and return it before February 28th, 2011*

<b>Name:</b>				
<b>Company:</b>				
<b>Address:</b>				
<b>Phone:</b>				
<b>Fax:</b>		<b>Email:</b>		
	<b>Members</b>	x \$75.00 ea.	<b>Total:</b>	
	<b>Non Members</b>	x \$90.00 ea.	<b>Total:</b>	
			<b>Sub Total:</b>	
			<b>HST 15%:</b>	
<b>Please enclose cheque or Money Order Payable to Baking Association of Canada</b>			<b>Grand Total:</b>	

*Visa, Mastercard and AMEX orders please complete the following; a service charge may apply:*

Visa  Mastercard  AMEX  Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please mail or fax to: Gillian Blakey  
Baking Association of Canada  
7895 Tranmere Drive, Ste. 202,  
Mississauga, ON L5S 1V9  
Tel (888) 674-2253 x 21 Fax (905) 405-0993  
gblakey@baking.ca www.baking.ca



# Ontario Chapter Night At The Races

## Thursday, March 24, 2011

### Woodbine Racetrack

**555 Rexdale Blvd. (427 & Rexdale Blvd.)**

**Favourites Room, Buffet Dinner Start 6:30 p.m.**

**Races Start 7:40 p.m.**

**Slots available before and after dinner.**

**Tickets: \$56.75 per Member \$67.55 per Non-Member**

Ticket price includes Mardi Gras Buffet, Taxes, Programs, and Service Charges.

**For more information on the event contact Event Chair:**

Dan Peroff, Olympic Wholesale, dperoff@olympicwholesale.ca

To reserve tickets please mail or fax with payment to:

Baking Association of Canada

**7895 Tranmere Dr., Suite 202, Mississauga, ON L5S 1V9**

**Tel: 905-405-0288 or 1-888-674-2253 x 21 Fax: 905-405-0993**

<b>Name:</b>					
<b>Company:</b>					
<b>Address:</b>					
<b>Phone:</b>		<b>Fax:</b>		<b>Email:</b>	
#	<b>Members</b>		x \$56.75 ea. (\$50.22 + \$6.53 HST)	<b>Total:</b>	
#	<b>Non Members</b>		x \$67.55 ea. (\$59.78 + \$7.77 HST)	<b>Total:</b>	
<i>Please enclose cheque Payable to Baking Association of Canada</i>				<b>Grand Total:</b>	
<i>Visa, MasterCard and AMEX orders please complete the following:</i>					
<b>Please note:</b> <i>Baking Association of Canada only accepts:</i> (circle one)		<b>Visa</b>	<b>Mastercard</b>	<b>AMEX</b>	
<b>Name on Card:</b>		<b>Card #:</b>			
<b>Exp. Date:</b>		<b>Signature:</b>			

**\*\*Please Note: A confirmation will be emailed to your attention to confirm registration\*\***

## CORRESPONDENCE COURSES

*For the Baking Industry*

Enhance your knowledge!

Advance your skills!

### We offer:

- Bakery Technology I (Overview)
- Bakery Technology II (Bread Making Technology)
- Bakery Technology III (Cake Making Technology)
- Food Hazard Control: Implementing An Effective Sanitation Program
- Occupational Health & Safety
- 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 website: [www.bakingassoccanada.com](http://www.bakingassoccanada.com)



## A Warm Welcome to Our Newest Members

**Camelia Proulx**  
The Cliffside Hearth Inc

**Jana Foster**  
Don's Bakery of Bala

**Margaret Coutts**  
Scoop-It Bulk & Frozen Foods

## Congratulations to Our Most Recent Correspondence Course Grads!

**Muhammed Anisul Islam**  
Operating A Successful Bakery

**Ferenc Kiss**  
Bakery Technology Unit II & III

**William Hussein**  
Bakery Technology Unit II

**Susan Morrison**  
Bakery Technology Units II & III

**Miriam O'Donovan**  
Bakery Technology Unit II & III

**Lisa Pearson**  
Bakery Technology Unit I

**Maryna Skydan**  
Bakery Technology Unit I

**Amil Zavodivker**  
Bakery Technology Unit II

**Bessie De Torres**  
Certified Bakery Specialist  
(C.B.S.) Diploma

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

#### Congress 2011

May 1-2  
Place Forzani  
Montreal (Laval), QC

June 7  
Annual Spring Golf Tournament  
Carlisle Golf Club  
Carlisle, ON



#### Atlantic Chapter

March 16  
Hockey Night in Halifax  
Halifax Metro Centre  
Halifax, NS

#### Ontario Chapter

March 24  
Night at the Races  
Woodbine Race Track  
Toronto, ON

September 12  
Annual Golf Tournament  
Magnetic Hills Golf Course  
Moncton, NB