

# newsfile

THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY

## Pour the Wine & Cut the Cheese

**T**he province of Quebec has claimed top honours at the 4<sup>th</sup> Canadian Cheese Grand Prix for the second year in a row. **Le Douanier**, a washed-rind cheese from Fritz Kaiser of Noyan, Que., has been selected as the Grand Champion cheese, beating out 187 rivals for the top prize. The competition is held every two years by the Dairy Farmers of Canada to recognize the high quality and variety of Canadian cheese making.

According to jury chairman Dr. Jacques Goulet from the Food Science and Nutrition Department at Université Laval, the 2004 competition attracted some fabulous cheeses and once again showed just how innovative Canadian cheese makers can be. "The diversity and originality of the Canadian cheeses in this year's Cheese Grand Prix truly impressed us and the jury appreciated their richness and sensory qualities."

The Canadian Cheese Grand Prix provides increased recognition and visibility for cheese makers and their cheeses. Winners enjoy the right to affix the Grand Prix seal to their product and benefit from the attention generated by the competition.

The entrants were evaluated according to a well-defined criteria, including flavour, colour, texture, body, firmness, general appearance and salt content.



Le Douanier, a washed-rind cheese from Fritz Kaiser of Noyan Que., wins top honours at Canadian Cheese Grand Prix

### Animal technical director in Japan

**B**ob Speller, Agriculture and Agri-Food minister, has appointed Dr. Norm Willis as the Government of Canada's senior technical advisor to Asia. Dr. Willis, who is based in Tokyo, will work closely with Asian governments to discuss technical issues regarding bovine spongiform encephalopathy (BSE). "Having a vastly experienced and internationally respected Canadian animal-health expert on the ground in Asia will be invaluable as we pursue further border re-openings," says Speller. This work will set the stage for renewed negotiations to restore trade affected by the discovery of cases of BSE in North America.

Earlier this year, Speller and Yoshiyuki Kamei, Japan's Agriculture minister, agreed to begin technical discussions in

an effort to establish the framework for the renewal of Canadian beef exports to Japan.

### HACCP Advantage – Food Safety Initiative

**T**he roll-out of HACCP Advantage in early March was a sell-out with over 550 people from the food industry attending. They came to learn about the program developed by the Ontario Ministry of Agriculture and Food (OMAF) as a Hazard Analysis and Critical Control Point (HACCP) approach for non-federally registered food processors.

In his presentation at the roll-out, Alan Grant, director of quality assurance & food safety with the Sobeys retail chain, said, "Food safety management is not an option. It must be demonstrated and it needs to be based on a verifiable pro-

gram. HACCP Advantage provides a clear roadmap and is a consistent measurement tool.”

OMAF’s team, led by Pat Johnson of the Food Inspection Branch, worked extensively with industry over the past two years to develop the HACCP Advantage, a system designed to be practical and feasible for all facilities regardless of size, commodity produced or volume processed.

Work is underway to have the highly reputable Canadian General Standards Board deliver the recognition system for HACCP Advantage.

Proof of concept is in progress at T&R Sergeant Farms in Milton, Ont. “Interim results have demonstrated that this program is feasible and practical for a non-federally registered medium-size food processor,” says Sasha Zoric, the QA manager/HACCP Coordinator.

Support for the program comes from outside Ontario, too. Kevin Webster, with the Food Safety Division of Alberta Agriculture, Food and Rural Development, attended the roll-out and was on the advisory committee that developed the program. “I like the fact that HACCP Advantage is applicable to all food commodities and also that it is not branded by Ontario, but instead written so other provinces could use it,” he says.

For more information about HACCP Advantage, call

(888) 466-2372, ext. 64752 or email HACCP.Advantage@omaf.gov.on.ca. The OMAF website has a link to the HACCP Advantage website ([www.gov.on.ca/omafra](http://www.gov.on.ca/omafra))

### Canada Food Guide Update

In early March, Health Minister Pierre Pettigrew announced that Health Canada is revising Canada’s Food Guide to Healthy Eating. “We know from recent research that the current Food Guide continues to promote a pattern of eating that is scientifically sound. However, our research also tells us that the Food Guide can be improved and made more meaningful to Canadians in making healthy eating choices,” he says.

In spite of its many strengths, some challenges were identified when Canadians tried to apply the Food Guide recommendations. Research has shown a lack of understanding of some of the terminology and messaging used, and the need to modernize some elements and improve the promotion of the balanced approach to healthy eating.

Over the next year, Health Canada will conduct further research and analysis to determine the extent of the updates that need to take place. Technical matters may include issues related to serving sizes, serving ranges and the food groups. The elements of the revision process are currently under

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development. The revision should be complete by spring 2006. For more information on details of the review and progress of the update, visit Health Canada's website at <http://www.healthcanada.ca/nutrition>

**PowerBar inventor dies**

**O**n March 19, Brian Maxwell, 51, a former world-ranked marathoner and the inventor of the PowerBar, passed away. Maxwell, who grew up in Toronto, but was living in the U.S., collapsed of a heart attack. It took him over three years to develop the PowerBar with the help of a biochemist and a food science student. The bar launched in 1986. According to the Ontario Track & Field Association, Maxwell sold his company to Nestlé in 2000 for a reported US\$375 million.

**Potato farmers sue Agriculture Canada**

**T**hree potato farmers in Woodstock, N.B., are suing Agriculture Canada for between \$35 and \$38 million, reports the CBC, in a court case that started in late March. The farmers say a potato virus almost shut down their industry 13 years ago and federal inspectors should have detected the virus sooner than they did.



**Clean me out, Scotty**

**W**illiam Shatner of Star Trek fame is featured in Kellogg Canada's new advertising campaign that kicked off in mid-March. The Kellogg's All-Bran Two Week Challenge campaign includes four television commercials in English and French. The ads feature Shatner moving into a fire hall with a team of fire fighters and leading them through the two-week challenge.

**Canterbury Coffee Hits Retail**

**C**anterbury Coffee, Canada's largest specialty roaster based in Richmond, B.C., has launched its product in grocery stores. It was previously available to businesses and institutions. Canterbury launched with ground coffee in tins and whole bean coffee in bags and four blends: two dark roasts and two medium roasts.

**CFIA to destroy about 300,000 birds**

**T**he Canadian Food Inspection Agency (CFIA) announced that it will destroy about 275,000 birds from 10 farms and 33 smaller flocks in the Fraser Valley in B.C. This follows the discovery of avian flu on two more farms bringing the number of farms affected by the virus to five. The aim is to protect farms found outside of the five kilometre zone that is affected by bird flu.

**Snack food roundup**

Consumers can now enjoy these guilty pleasures guilt-free.

- New York Fries are now free of trans fats. The company announced that by the end of March all locations will produce the fries without trans fats in Canada.
- Frito Lay Canada is eliminating the trans fats from its Doritos, Tostitos and Sunchips brands. Corn oil will be used in Doritos and Tostitos, and sunflower oil will be used in Sunchips.
- Quaker Canada's Crispy Minis line now comes with soy. The new Crispy Minis Soy crisps have six grams of protein in an 18-crisp, 127-calorie serving.
- Pepsi-Cola Canada launched Pepsi Mini cans. The 237-ml (8 oz) can comes in a six-pack format and retails for about \$2.50.



- Melba Toast and Melba Rounds from Grissol have always been trans fat free. Now there are new products to enjoy: 12 Grain Melba Rounds, 12 Grain Melba Toast, Sesame Melba Rounds, and Rye and Sesame Melba Toast (currently only available in Western Canada).

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## PEOPLE ON THE MOVE



Harrison McCain



John Sheppard



Serge Paquette



Steve Fox



Matt Hall

**Harrison McCain**, co-founder and founding chairman of McCain Foods Limited, passed away March 18 in Boston. He directed the growth of McCain Foods for 45 years as it grew from a small french fry processing operation in Florenceville, N.B., to the world's largest producer of french fries and a \$6.4 billion a year international frozen food firm. • Toronto-based Cott Corporation appoints **John Sheppard** to CEO, effective in September. • Molson Inc. appoints former Unilever executive **Kevin Boyce** to president and COO of the Montreal company's North American operations. • **Serge Paquette** is appointed president of Natrel. Paquette fills the position left vacant by **Pierre Claprod**. • E.D. Smith & Sons Ltd. appoints **Brian Erdelyi** to vice-president, sales and marketing. • Nestlé Canada Inc. appoints **Steve Fox** to senior vice-president sales. Fox succeeds **Matt Hall** who is now vice-president strategic marketing and sales in Nestlé's global head office in Switzerland. • **Laura Secord** has three new positions and appointments. They are: **Ken Wightman**, vice-president, finance and CFO; **Doug Puttock**, vice-president, supply chain; and **Eric Westerby**, director of information technology. • McCormick Canada, which is based in London, Ont. and manufactures spices and specialty foods, has promoted **Keith Gibbons** to president and CFO and **Brian Rainey** to vice-president sales and marketing for the Canadian consumer products division. **Mark Timbie** is president, international consumer products group and **Angie Francolini** is vice-president North American innovation with the U.S. consumer products division. Both are in Baltimore. • **Daniel Boulais**, president and COO of the bakery division at Saputo Inc. in Montreal is leaving the company. • The Food Development Centre in Manitoba appoints **Meeling Nivet** as group leader in product development. • **Roger Sirard**, national director of marketing, has left the Dairy Farmers of Canada. **Ian MacDonald**, director of marketing, will take over the position on an interim basis. • The Manitoba Food Processors Association has

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[www.parmalat-ingredients.com](http://www.parmalat-ingredients.com)

PEOPLE ON THE MOVE

hired **Allen Sutherland** to be its Aboriginal Liaison Officer. • **Lucien Bouchard** joins Saputo Inc.'s board of directors. • Agricore United in Edmonton elected four member directors to serve on the company's board of directors. They are: **Maurice Lemay**, **Ernie Sirski** and **Jim Wilson**. The new director is **Paul Orsak**. **Neil Silver** did not seek re-election. • **Rick Green** joins the Saskatchewan Nutraceutical Network's board of directors. • Campbell Soup Company appoints **David White** to senior vice-president – Global Supply Chain. • **Douglas Daft** will retire as Atlanta-based Coca-Cola's chairman and chief executive. • **David Potter** resigns as American Italian Pasta Company's executive vice-president, procurement and ingredient sales.

**ON THE SUPPLIER FRONT:** Robert Courteau is president and managing director of SAP Canada Inc. • **Dave Inglis**, president of BI-AX International Inc., announces the appointment of **Michael Olejnik** to the position of new business development manager. Prior to joining BI-AX, he was vice-president sales for Progressive Packaging for nine years. • Pro Mach Inc., a packaging solutions company,



Michael Olejnik



Hurl Minnig



Teresa Supnet-Rosa



John Brown

appoints **Phil Stokes** to general manager of Delta, B.C.-based Wexar Packaging Inc. replacing **Andrew McFadyen**. • Chr. Hansen Inc. announced four appointments: **Linda Sweek** is manager, communications and PR; **Hurl Minnig** is director of sales for food & beverage; **Teresa Supnet-Rosa** is director of sales for meat & prepared foods; and **John Brown** is global marketing manager of the global business development team. • **Neil Humphreys**, vice-president, global business development, flavors and functional fragrances, retires from International Flavors & Fragrances Inc. **Jim Dunsdon** is appointed to the new position of senior vice-president, global business development, flavors and functional fragrances. **Kip Gibson** is appointed deputy regional manager for North America. • FOSS North America, appoints **John Allen** to regional sales manager. • Nordson Corporation, a producer of precision dispensing equipment based in Duluth, Ga., has named **Dave Petteplace** general sales manager for Western and Central Canada. • Continental Custom Ingredients Canada appoints **Rick Hames** director of sales. • Exopack LLC, which is based in South Carolina and supplies flexible packaging for consumer and industrial products, appoints **Stanley Bikulege** to president and CEO.



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## SUPPLIERS' UPDATE

Quest International is to sell its Food Ingredient business to Kerry, transferring over 900 people. The deal is worth US\$440 million. The company says it will focus now on building and investing in its core markets of flavours and fragrances. • The Dow Chemical Company is implementing a new pricing schedule for its bulk and packaged Versene chelating agents in Canada and the U.S. effective April 1. • Tate & Lyle PLC is realigning its sucralose agreements with McNeil Nutritionals (a division of McNeil-PPC Inc., a Johnson & Johnson Company). In the new agreement, Tate & Lyle will become the sole manufacturer and will be responsible for the worldwide ingredient sales of Splenda brand sucralose to food and beverage manufacturers. McNeil will retain ownership of the Splenda brand and have commercial responsibility for the brand retail and food service business. • Continental Custom Ingredients Canada will represent DSM Food Specialties USA Inc., which is based in Menomonee Falls, Wis., for its dairy specialties products (cultures and enzymes) effective April 1. • Montreal-based BioEnvelop Technologies Corporation has inked a deal with a major U.S. firm to purchase BioEnvelop's edible film. The company has also announced that it has entered into an exclusive agreement to provide its new product line, BioE100, to a worldwide manufacturer of biodegradable packaging. • Goodyear Canada's Engineered Products Division has launched its TensionRite II into the Quebec market. TensionRite II is a tension tool ideal for determining precise belt tension measurements. • RefrigiWear, a Georgia-based manufacturer of insulated industrial outerwear, accessories and equipment, celebrates 50 years in the insulated clothing market. • Danisco is to acquire Rhodia's food ingredients business for 320 million euros. • The International Association of Printing House Craftsmen awarded Polyainers Inc. four awards at the 29th Annual International Gallery of Superb Printing Competition. • Nikken Foods Company, which manufactures and distributes natural flavours and is based in St. Louis, Mo., is celebrating its 40th year in business. • Mettler Toledo Inc. and Parker Hannifin Corporation have entered into a mutually exclusive partnership agreement in the U.S. Mettler will provide preventative maintenance support for analytical gas generators manufactured and sold by Parker Hannifin. • Naturex Inc., a New York-based manufacturer of natural ingredients for the food, flavour and nutraceutical industries, has acquired Colorado-based Hauser's manufacturing and application patents, technology and trademarks. It also acquired New York-based RFI's rosemary extracts business. • The European Union has cleared Eastman Chemical Company's line of Sustane SAIB beverage weighting agents for use in alcoholic beverages. • ORAFTI Group, a leading producer of ingredients from chicory and rice, will build a second chicory-extraction plant in Chile, about 400 km south of Santiago. It will produce inulin, as well as oligofructose.



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