

# NEWS FILE

The Voice of the Canadian Food & Beverage Industry

## Saputo acquires cheesemakers

Montreal-based Saputo Inc. is to acquire the manufacturing, marketing and distribution activities for Fromage Côté S.A. and Distributions Kingsey Inc.'s pressed cheddar and cheddar cheese curd, Swiss-type cheese and other specialty cheeses (sold under the brand names: Kingsey, Princesse, Sir Laurier d'Arthabaska and Du Village de Warwick). The purchase price is \$54 million on a debt-free basis. Fromage Côté and Kingsey employ 400 in Quebec in their plants in Warwick and Plessisville, their cheese aging centre in Victoriaville and in their cutting and distribution centre in Boucherville. The organization's annual revenues are approximately \$110 million.



## Alberta Meat & poultry research boost

The Alberta government is committing \$38 million in funds to The Alberta Prion Science Initiative. The Alberta Ingenuity Centre will coordinate provincial prion research with national efforts and will work with experts in the U.S., Asia and the EU. Teams of researchers located in different universities will study the genetics, management, diagnosis and treatment of prion diseases. The centre is expected to begin operations by September 2005.

In related news, the Alberta Poultry Research Centre will receive \$13 million over five years, for funding research in the development and commercialization of value-added poultry meat and egg products. The funds will come from industry, the University of Alberta, The Alberta Livestock Industry Development Fund, the Alberta Agricultural Research Institute and the provincial government. Two research positions will be created to focus on finding more uses for dark poultry meat, as well as fund research into the nutraceutical benefits of egg products.

## Weston to close two plants in U.S.

George Weston Limited of Toronto plans to close the biscuit manufacturing operations at its plants in Elizabeth, N.J., and Richmond, Va. Employment at both facilities will be phased down as production is relocated to an existing Interbake facility in South Dakota.

## Central Canada's new plant opens

Central Canada Food Corporation (CCFC) moved into its new 23,000 sq.-ft. Mississauga, Ont.-based plant earlier this year. The new plant will produce fresh-boxed

## DARE'S ALLERGEN MANAGEMENT WINS AWARD

Dare Foods Ltd. was awarded the Susan Daghish Award for Food Manufacturing at the recent Faces of Anaphylaxis Gala in Toronto. Dare Foods received the award for developing a comprehensive Allergen Management Policy. Dare implemented a stringent allergen management process that involves: a regular allergen cleaning procedure, working with suppliers to ensure allergen management programs are in place, manufacturing all product containing nuts/peanuts in outside facilities, providing staff with training on allergens and restricting products being brought into the plant for personal consumption.



Carolyn O'Brien, member of the Partners in Anaphylaxis Safety Committee and director of governance and regulatory affairs for Food & Consumer Products of Canada, presents the Susan Daghish Award to Lee Andrews, senior vice-president and general manager, Bakery Division for Dare Foods Ltd.

pork and case ready products for the domestic and export markets. The Canadian Food Inspection Agency has also approved the plant for registration as a federal meat establishment.

CCFC is a federally inspected, HACCP approved, meat processing company. Its products are marketed and sold to national and regional grocery chains in Canada. The company also uses international food brokers to sell its products primarily in the Asian-Pacific market.

### North Coast has new name

**E**.D. Smith & Sons Limited has completed the acquisition of North Coast Processing Inc., which will now be known as E.D. Smith USA Inc. E.D. Smith USA produces retail private label pourable dressings. It has 120 staff and also produces marinades, barbecue sauces and table syrups. The company is based in North East, Penn.

### CCGD announces finalists

**T**he Canadian Council of Grocery Distributors (CCGD) has announced the 112 finalists for the 2004-2005 Canadian Grand Prix New Product Awards. Up to 40 judges spent five days judging over 150 products in the test kitchens of the Institut de Tourisme et d'hôtellerie du Québec in Montreal. Some of the finalists in the food category include: A. Lassonde Inc., Bioetik Inc., Cavendish Farms, Damafo

Inc., Pastene Inc., Plats du Chef, The Meat Factory Ltd. and Verisource Limited. The winners will be announced at a gala event on May 29, during the CCGD/FCPC National Conference in Montreal.

### Connors sells its Brunswick brand

**C**lover Leaf Seafoods L.P., a subsidiary of Connors Bros Income Fund of Blacks Harbour, N.B., is selling its Brunswick brand to So Natural Foods of Australia. So Natural will acquire all the assets of Brunswick in Australia and New Zealand. The companies also signed a procurement services agreement under which Connors' subsidiaries will continue to supply or procure Brunswick products for So Natural.

The Brunswick brand generated unaudited revenue and operating income of \$7.2 million and \$1.5 million, respectively, in Australia and New Zealand for the calendar year 2004. The deal is expected to close by the end of April.

### Milk to the rescue

by Mark Cardwell

**A** recent study by a Laval University nutritional expert suggests your mom was right again: milk is good for you – and not just because it helps build strong bones.

In an analysis of decade-old data from one of the biggest epidemiological studies ever conducted in Canada, Benoît

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Lamarche found that the daily consumption of large amounts of milk and/or dairy products helps to reduce coronary heart disease in men by a third.

“Contrary to what many people believe, we discovered drinking milk does not increase the risk of coronary heart disease. Rather, it helps to reduce it,” says Lamarche, an associate professor of Laval’s food science and nutrition department and the director of the francophone school’s Institute of Nutraceuticals and Functional Foods.

Lamarche reached that conclusion after crunching nutritional data taken from the Quebec Cardiovascular Study, which tracked 2,000 middle-age men over 13 years (1985-98) in an effort to better understand the role and importance of various risk factors in coronary heart disease, or CHD. Notably, he found that men who consumed 1.5 portions or less of dairy products (milk, cheese and/or yogurt) had a 30 per cent higher risk of developing CHD than guys who consumed three or more portions.

While uncertain as to why that is, Lamarche theorized that the lower systolic blood pressure of heavy milk and dairy-product consumers in the study suggested those products have “cardio-protective properties.” He said the results also throw water on the popular belief that milk products are rich in artery-clogging fat.

“Our results clearly indicate there’s a place for milk in men’s diets,” says Lamarche, adding that, “we, as scientists, should reconsider promoting the incorporation of milk and dairy products as part of a balanced diet for better cardiovascular health.”

### Campbell’s with an Asian twist

Campbell Company of Canada has launched Campbell’s Asian broths. The new line is ideal, the company says, if consumers are looking to add authentic Asian flavours to rice, soups and stir-frys. The flavours include: Spicy Thai Lemongrass, Japanese Sweet Teriyaki with Garlic and Chinese Savory Soy & Ginger. The broths are sold in 500 mL packages and retail for about \$2.29.

Campbell has also released some recent survey findings. A survey conducted by Campbell and Decima Research revealed that while 69 per cent of Ontarians say they are eating healthier today than three years ago, there are still one in four who rarely or never get their daily five to 10 servings of vegetables and fruit. The survey also found that nearly half of Ontarians with children 12 and under find it challenging to get their kids to eat vegetables every day.



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## NEWSFILE

### Lance buys Canadian cookie company

Lance Inc., which is based in Charlotte, N.C., says it will purchase the sugar wafer manufacturing plant from Cambridge, Ont.-based A&M Cookie Company Canada. The plant in Cambridge will now be owned and operated by Lance's Canadian subsidiary, Tamming Foods Ltd., which currently operates sugar wafer manufacturing plants in Waterloo and Guelph, Ont.

### Canadians vs. Americans

When it comes to healthy snacking, it looks like Canadians win hands down. Compared to our American counterparts, Canadians will have fresh fruit for a snack while our southern neighbours will tend to grab a chocolate bar. This was just one finding from Eating Patterns in Canada (EPIC) 2004, a report from Toronto-based market research firm NPD Group.

EPIC looks at in-home and away-from-home consumption and breaks out what Canadians eat and drink by meal. Two of the trends EPIC 2004 looked at include the differences in consumption behaviours between Canadians and Americans, and the effect Canada's aging population is having on food choices and sources.

For more on the report, visit: [www.npdcanada.ca](http://www.npdcanada.ca)



### Knorr's new ready to eat soups

Knorr, one of Unilever Canada Inc.'s brands, has a new line of Ready to Serve Soups. Prepared in France, the flavours include: Autumn Vegetable with Real Cream, Red Pepper & Tomato and Carrot & Coriander. The soups are made with non-dehydrated ingredients, come in 500 mL cartons and retail for between \$2.79 and \$2.99.



### Manitoba hemp processor inks U.S. deal

by Myron Love

Manitoba Harvest, the largest integrated producer of hemp foods in North America, has signed an agreement with a major American distributor to distribute its hemp food products throughout the U.S. Mike Fata, Manitoba Harvest's North American sales manager, estimates that the agreement with Select Nutrition Distributors will increase Manitoba Harvest's sales by 75 per cent.

Founded in 1998, Manitoba Harvest contracts hemp

seed production on more than 2,000 acres by 20 Manitoba farmers who are shareholders in the company. The raw hemp seed is processed into hemp seed oil, shelled hemp seed, nut butter and protein powder at the company's 6,000-sq.-ft. certified organic processing plant in Winnipeg.

The hemp food category is one of the hottest in the booming \$43 billion natural products industry, Fata points out. It grew by 66 per cent over the past year. Manitoba Harvest's sales last year were over \$1 million.

"Hemp foods are gaining more and more recognition from nutrition

experts due to the high concentration of omega-3 and omega-6 essential fatty acids, strong digestible protein profile, soluble and insoluble fibre content, vitamins and minerals," says Fata. "Chefs and consumers are seeking out hemp because of its pleasant nutty flavour."

A major barrier to hemp product distribution in the U.S. was removed last year when the U.S. Drug Enforcement Agency lost its case to ban hemp food sales in the U.S., says Fata.

## Tasty Seeds rebuilds

By Myron Love

With a larger facility and new packaging, Tasty Seeds is looking to reclaim its position as the dominant force in the sunflower seed market.

"We are looking forward to a 50 per cent or more increase in sales this year," says managing partner Brad Edwards.



Tasty Seeds' history goes back 72 years. Edwards and his partners, Bryan Tyerman and Wayne Nestibo (who also owns Nestibo Seeds in Deloraine in southwestern Manitoba), acquired the business in 1995. Last November, Del and Rhonda Lekopoy joined the management team as general manager and marketing manager, respectively.


Tasty Seeds began losing market share in the early '90s when Spitz Seeds in Alberta introduced resealable packaging and different seasonings.

Tasty Seeds' transformation began in the fall of 2003 when the owners moved their manufacturing out of Winnipeg, into a much larger plant in Winkler, Man. Edwards reports that the new plant's capacity is three to four times that of the old plant.

To further boost sales, the company introduced a new 454 g foil package, which will keep the seeds fresher for longer and new flavours. The company has also signed a distribution deal with PRID Corp. to sell Tasty Seeds across the Prairie provinces for the first time – taking the fight for market share to Spitz Sales' home turf.

Edwards reports that sunflower seed sales continue to grow nationally at eight to nine per cent a year.


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PEOPLE ON THE MOVE

McCain Foods Limited announced some leadership changes. **Jean Bernou**, McCain CEO Continental Europe, is now responsible for Central Europe. **Terry Bird**, vice-president corporate development, is now responsible for McCain International, McCain Produce and McCain Fertilizers.

**Lloyd Borowski**, formerly vice-president corporate engineering, is now vice-president global engineering and manufacturing. **David Sanchez**, who is CFO, will now also be responsible for the global supply chain function as CFO and vice-president global supply chain for McCain Foods

Limited. **Frank van Schaayk**, formerly president and CEO of McCain Foods USA Potato Business, is now CEO McCain Foods USA and will be responsible for operations in the U.S. **Nick Vermont**, formerly managing director McCain Foods (GB), Eastern Europe and South Africa, is now responsible for all U.K. operations.

**Janice Wismer** has been appointed corporate vice-president human resources for McCain Foods Limited. **Michael Axelrod** is the new corporate position of vice-president global innovation with McCain Foods Limited and will be based in Oak Brook, Ill. **Jeff Snarr** is now vice-president taxation with McCain Foods Limited. •

**R.C. Seban** has left his position as president and COO of High Liner Foods Incorporated's U.S. subsidiary. **Henry Demone**, president and CEO of High Liner Food Incorporated, will be the acting president and COO until a replacement is found. • Wrigley Canada has two appointments to announce. **Michael McKean**, previously president and CEO of Wrigley Canada and Regional Pacific, is now the managing director of global taste platform and will be based in Chicago. **George Knobloch**, previously vice-president customer marketing & planning in the U.S., will move to Toronto and assume the role of general manager, Wrigley Canada. • Molson Coors Brewing appoints **Frits van Paasschen** president and CEO of its U.S. business unit. • Kraft Canada Inc. appoints **Rosanne Angotti** to chief counsel. **Richard Bailey** is appointed vice-president and deputy general counsel of Kraft Foods North America. •

Calgary-based Arrowhead Water Products Ltd. appoints **Robert Tanner** as sales manager, water treatment products, North America. • The Canadian Council of Grocery Distributors had a few staff changes to announce. **Bryan Walton** is now vice-president of national public policy and will be based in Ottawa. **Justin Sherwood** will move from Toronto to Calgary to assume his new position as vice-president, Western region. •

**Claude Dussault** was elected to Metro Inc.'s board of directors. • A&W Food



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E-mail: ghanley@lvlomas.com. Only candidates selected for interview will be contacted. Interested candidates may visit our website to learn more about our organization.

Services of Canada Inc. appoints Paul Hollands CEO.

**ON THE SUPPLIER FRONT:** SAP Canada Inc. appoints René Giguère vice-president, Eastern Canada. SAP provides business software solutions. • Ryder System Inc. appoints Michael Senaratna

to vice-president of supply chain solutions and Doug Hill to vice-president of operations, fleet management solutions for Ryder Canada. Ryder is a transportation and supply chain management solutions company. • John Kacsur is the new vice-president of food industry initiative at Rockwell Automation in

Milwaukee. • Multisorb Technologies Inc., out of Buffalo, N.Y., appoints Steven Lloyd director of sales. Lloyd will manage company sales efforts and customer service for the company's global customer base. • Stuart Thomas is appointed operations manager at Mettler-Toledo Hi-Speed Inc.

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## SUPPLIER'S UPDATE

PBB Global Logistics of Fort Erie, Ont., completed a \$42 million acquisition of Unicity Integrated Logistics Inc. and Unicity Customs Services Inc. PBB has also revamped its website. Visit: [www.pbb.com](http://www.pbb.com) • Freybe Gourmet Foods Ltd., has signed a contract to use IFS Applications business software. IFS Applications provides companies supply chain management solutions that integrate manufacturing with asset management. • Toronto-based APEX Public Relations has launched fresh, a food division devoted exclusively to public relations for the food and beverage industry. APEX has created the fresh advisory board (F.A.B.), which will offer insight and perspective on the industry. • Laval, Que.-based Warnex Inc. has signed up Industrial Laboratories of Canada (ILC) Inc. to add Warnex's food safety technology to ILC's existing range of food sciences analyses and technical services. • Montreal-based Agri-Tracabilite Quebec has selected Syscan International to implement a province-wide animal identification and tracking solution within the transportation sector. • The U.S. Patent and Trademark Office has awarded Toronto-based Toxin Alert Inc. Patent No. 6,867,052, which is called Biological material detecting articles of manufacture. This is the first patent to incorporate the company's Toxin Guard technology into manufactured items such as gloves, hats, facemasks and aprons. • Archer Daniels Midland Company's cocoa processing facility in Ilheus, Bahia, Brazil, is undergoing enhancements, which are scheduled to be complete this year. The enhancements include plant process upgrades and product line expansion.