

# NEWS FILE

The Voice of the Canadian Food & Beverage Industry

## AMI and CMC forge understanding

North America's meat industry received a boost this November, with the signing of a memorandum of understanding between the Canadian Meat Council (CMC) and the American Meat Institute (AMI).

The move is designed to enhance co-operation between the two industry associations, ultimately creating an integrated North American meat industry, with partnerships on common issues and interests. This will include cross-promotions, attendance at each other's events and educational seminars, and co-ordinated website and public affairs efforts.

"We see a lot of opportunities there," says CMC executive

director Jim Laws, discussing the potential for increased cooperation with the AMI. "The meat industry is really becoming a North American industry. In Canada, more than half our meat produced goes to export, and most of that to the U.S. So our members have to stay up to date on regulations and other issues affecting the market. We're also rapidly losing members as companies merge, so we have to find better ways to work together on issues." Laws also explains that the AMI, with its large staff and membership, is able to host more seminars, programs and events, which CMC members will now be able to access. "The world is now a much smaller place," he says. "We need to get to world markets, and this is a great opportunity to do that."

## Private label means business

Once thought of as inferior to national brands, private label food products are now big business. ACNielsen's "The Power of Private Label 2005" report, which looked at 38 countries and 80 product categories, shows that private label now boasts a 17-per-cent share of the global market and is still growing. In North America the private label category grew seven per cent last year.

According to ACNielsen Canada (MarketTrack, National Grocery Banner, Window on Canada 2004), nationally 24 per cent of every food dollar spent was spent on private label last year. Across Canada, the Maritimes spent 26 per cent of every food dollar, Quebec almost 19 per cent, Ontario over 24 per cent, Manitoba and Saskatchewan 30 per cent, Alberta 27 per cent and B.C. almost 28 per cent.

*(continued on page 10)*

## WEIGHING in on Canada's HEALTH

Obesity in North America has been a growing concern in recent years, as healthcare, government and the food industry struggle with the issue of our ever-expanding waistlines. In October the Woodbridge, Ont.-based Canadian Council of Food and Nutrition (CCFN) hosted a multi-sectoral forum on obesity aimed at bringing together representatives from these three sectors to discuss trends, policy and possible opportunities.

The year-old organization was formed through a merger of the National Institute of Nutrition and the Canadian Food Information Council, with the goal of "being a catalyst for good nutrition and healthy eating in Canada," says CCFN president and CEO Franci Pillo-Blocka. The forum, entitled Obesity: New Directions in Policy in Canada, targeted one of the CCFN's three key issues: obesity, trans fat and Canada's Food Guide.

According to Pillo-Blocka, obesity statistics can no longer be ignored. A newly released government study, the "Canadian Community Health Survey," which used measurable rather than less-accurate self-reported data, confirms that obesity in both adults and children has significantly increased in the past 25 years. "Of the more than 30,000 people surveyed, 59 per cent were overweight or obese," says Pillo-Blocka. "In 1978 15 per cent of adults were obese in Canada. That number was 1.7 times greater in 2004. What's more shocking is that while just three per cent of children were obese in 1978, that number was 2.7 times greater in 2004. It's defi-



nitely not a myth; it's an epidemic," she says. "It's also a global problem, not just a North American issue."

In New Zealand, a unique Food Industry Accord has brought together government, concerned organizations and the food industry to address the problem of obesity in a "voluntary, evolutionary rather revolutionary way." Food companies came onboard early in the process to remain proactive rather than waiting for legislation. It's a model Pillo-Blocka believes has potential in Canada. "I already feel the industry is moving in this direction now, making healthier changes to their products. But having an accord would be symbolically important to kick off the effort. With our new Food Guide being launched next year it's perfect timing to keep the wheels turning."

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Today's private label brands also offer a wider range of quality options. For instance, in October, Stellarton, N.S.-based Sobeys Inc. unveiled Compliments Sensations, the premium and third tier in its private label Compliments brand. Michelle Lane, director of Communications for Sobeys Inc. in Ontario, says offering a wide breadth of products gives customers more options and builds loyalty. "We know that there are some customers who are looking for everyday affordable indulgences, and in that tier what we strive to do is to provide products that are of superior quality but still at an affordable price," she says.

Private label products have also become more influential on the market in recent years. John Scott, president of the Toronto-based Canadian Federation of Independent Grocers, says private label has spilled over to the independents in a big way over the last three years, even though they've been offering private label products since the mid-'90s. "Most grocers, regardless of if they're large or small, have some form of private label now," he explains. "Probably the independents were the last to go that way, but there's no question they've moved over in that direction."

Independent grocers need to differentiate themselves even more, and private label allows them to add products that are unique to their stores. With increased competition, it's an edge all banners now need. Says Scott: "Has it been growing? I think it's almost a necessity for a retailer in the market today to have it."

## Reviving a beverage tradition

If you lived in Western Canada in the 1970s and '80s, chances are you remember Pic-A-Pop. The popular soft drink label, originally available in 19 flavours, ended production in the mid-1990s. Now, Winnipeg candy store operator Bart Hruda is reviving Pic-A-Pop, with hopes that a new generation of consumers will discover the brand.

While Hruda grew up on Pic-A-Pop, his decision to revive the label came from customers at his two Sugar Mountain confectionery franchise outlets in Winnipeg. "Pic-A-Pop was ahead of its time environmentally," recalls Hruda. The drinks were in glass bottles, and you paid a deposit when you bought them. But the product couldn't compete when other soft drink bottlers switched to plastic and the blue box programs were introduced. Retailers no longer wanted to have empty glass bottles taking up space."

At first Hruda simply approached Pic-A-Pop's former owner about restarting the business. Although he wasn't interested, he was willing to sell the rights to the brand name, company trademarks and flavour formulas to the young entrepreneur. Hruda is starting up the brand with six flavours: orange, grape, lime, cream soda, root beer and blue raspberry. And while the old Pic-A-Pop was sold by the case, allowing customers to choose different flavour combinations, Hruda will initially sell the new product for \$1.50 per bottle.

Pinewood Pure Springs Ltd., a rural Manitoba company,

will bottle the product, and Pratt's Wholesale Ltd. will distribute the brand to retailers in Manitoba, Saskatchewan and northwestern Ontario. According to Hruda, the initial production run was 10,000 bottles, a figure that will grow if market demand is there.

— Myron Love

## IN BRIEF

- Winnipeg-based food processor and distributor **To-Le-Do Foods** was named the 2005 International Distributor Marketer of the Year by Certified Angus Beef (CAB) LLC for greatly increasing CAB sales in Manitoba, Saskatchewan and northwestern Ontario. CAB is based in Ohio.
- Grimsby, Ont.-based **Andrés Wines Ltd.** has a signed letter of intent to purchase the **Red Rooster Winery**, which is based near Penticton, B.C. Red Rooster produces VQA premium wines.
- **Planet Organic Markets**, an Edmonton-based chain of natural and organic foods supermarkets, will open a new store in Calgary in 2006. In the past year the company's net income increased 140.3 per cent to \$193,606, versus a loss of \$480,553 for fiscal 2004. Sales increased by \$15.1 million to \$27.2 million for the year.
- The **Canadian Council of Grocery Distributors** has opened an office in Ottawa. Other offices are located in Halifax, Montreal, Toronto and Calgary. The Ottawa office will be staffed by Bryan Walton, vice-president – National Public Policy, and Natasha Clark, executive assistant.
- **Calgary Co-op**, in partnership with **Byblos Bakery**, **Schroeder Milling** and the **Alberta Barley Commission**, have introduced a new line of barley bakery products.
- Calgary-based **Big Rock Brewery Income Trust** has sold the assets of its Kamloops, B.C., brewery.
- **Orkin Inc.** and **The IPM Institute of North America** recently announced the seven winners of the 2005 Gold Medal IPM Partner Awards – four of which are Canadian companies. The award honours facilities that show extraordinary commitment to Integrated Pest Management. The Canadian winners were: **AgraWest Foods Ltd.** of Souris, P.E.I.; **Cavendish Farms of New Annan**, P.E.I.; **Schneider Foods** of Kitchener, Ont.; and **Smurfit-MBI** of New Westminster, B.C.
- Toronto-based **Dufflet Pastries** is celebrating 30 years in operation. The company's wholesale division supplies over five hundred restaurants, cafés, gourmet grocers and caterers throughout the Southern Ontario region.
- **Unilever Canada** is spending \$3 million to expand its soup plant west of Toronto. The expansion will mean 25 new jobs.
- In September **Dine Alberta: Savour Alberta Flavour** took place for the third year in a row. Producers and restaurateurs worked together to feature Alberta-grown food and products.



(Left to right) President and CEO Nick Jennery, executive assistant Natasha Clark, and vice-president of National Public Policy Bryan Walton celebrate the opening of the CCGD's new Ottawa office.

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### NEW CONSUMER PRODUCTS

- Just in time for winter, **Natrel**, a division of Agropur based in Longueuil, Que., has launched **Natrel Warmers** in Ontario. Natrel Warmers are ready-to-drink flavoured milk beverages formulated to be served warm. They're made with either fresh two- or three-percent milk, depending on the flavour. Flavours include Green Tea, Choco-truffle and Caramel Embrace. Natrel Warmers can be kept in the refrigerator for 35 days. They will retail in Ontario for \$2.69 for one litre.
- Omaha, Neb.-based **ConAgra Foods Inc.** has launched Orville Redenbacher's trans fat free **Smart Pop! Gourmet Popping Corn**. Smart Pop! is available across Canada in three-, six- and 24-pack sizes. The company plans on making the entire Smart Pop! line, including the eight-pack mini bags, trans fat free by late next year. In Ontario, the package will feature the Heart and Stroke Foundation of Ontario's Health Check symbol. Smart Pop! retails for \$2.49 for the three-pack, \$4.49 for a six-pack box and \$9.79 for a 24-pack box.
- Saint-Hyacinthe, Que.-based **Nutrisoya Foods'** new **Natur-a** soy beverages are now available in Ontario. Natur-a is produced in Canada using locally grown, organic, non-genetically modified soybeans. The beverages are not made from concentrate, are rich in soy protein and calcium and include 50 mg of isoflavones per portion, as well as 16 other essential vitamins, minerals and nutrients. The drink is a natural source of omega-3 and folic acid, and is free of lactose, cholesterol and gluten. Natur-a will retail for \$3.79 for a 1.89-L container.



- St. Stephen, N.B.-based **Ganong Bros Limited** has launched **Fruitfull au chocolat**, chocolate candy made with real fruit and dark chocolate. Fruitfull comes in four fruit flavours: orange, strawberry, blueberry and peach. Each Fruitfull is made with real fruit



- purées and juices, and covered in dark chocolate. The chocolate will retail for \$3.99 for 165 g or 15 pieces.
- Toronto-based **Oliviers & Co. Canada** has introduced a line of extra virgin olive oils designed for a variety of uses. Each product is labelled to indicate olive quality, variety and characteristics, country of origin and estate, year of harvest and best before date. The company's oils are classified into three categories: Harvest Reserves are olive oils for every day use; Crus are olive oils most often from limited productions and to be used as a spice; and Specialty Oils, which include two types, the Macerations and oils pressed with citrus fruits or hot peppers.

## SUPPLIER'S UPDATE

• **Ocean Nutrition Canada Ltd.** and **Nova Scotia's Farmers Dairy**, have launched **Farmers Choice Partly Skimmed Milk**. The product is the first Canadian milk to contain Ocean Nutrition's Meg-3 brand omega-3 EPA/DHA food and dietary supplement ingredients. • In October **VEMAG** opened its new Customer Centre in Verden, Germany. The centre will take customers' raw materials and use them to develop new technologies, and present the trade with samples for listing. The centre also offers training and seminars, and will showcase the company's engineering and technical expertise. • Louisville, Ken.-based **D.D. Williamson**, a provider of caramel colour, has appointed Laval, Que.-based **Rene Rivet Inc.** as its representative and distributor in Ontario. • Oshkosh, Wis.-based **Curwood, Inc.**, along with president James Ransom, has been named Supplier of the Year by the American Meat Institute. Curwood is known for its high-barrier packaging. The company supplies innovative packaging materials and systems for the food and beverage industries among others. • BDL of Wassenberg, Germany, and Brampton, Ont.-based **BDL Canada** have formed a strategic alliance to produce and market internally powered drum motors in Canada. • Waterloo, Ont.-based **Accutech Design Ltd.** and **GBG** have partnered to provide innovative load management and pallet building solutions to GBG's beverage customers. • Brampton, Ont.-based **Minotaur Software Ltd.** has released touch screen interface, an add-on to the Minotaur Business System, a management software program designed for mid-size food and beverage manufacturers and distributors. • **Tate & Lyle plc**, a manufacturer of renewable food and industrial ingredients, has established a new Global Food Ingredients Group. • **Tetra Pak** has developed **Tetra Therm Aseptic Sensa**, a new rapid juice pasteurization technology that can both pasteurize juice concentrate and continuously blend it with cold aseptic water to produce the end product. The technology allows more flavours, vitamins and aromas to survive the pasteurization process. • Danish food ingredients firm

Danisco will invest \$3.6 million US to increase the capacity of its Sassenage, France, facility for the production of freeze-dried cultures. • Columbus, Ohio-based **Viands Concerted LLC** has introduced **Lintonizing**, a new food manufacturing process that makes fully cooked vegetables appear as though they were freshly cut. The process changes the cellular plant structure within the vegetable, and is all-natural and preservative-free. • Philadelphia-based **FMC BioPolymer** has increased prices for food and pharmaceutical brand products by five per cent to 10 per cent on average. FMC produces microcrystalline cellulose and carrageenan, and supplies alginate. • **U.S. Flavors & Fragrances Inc.** has changed its name to **Synergy** and will focus on expanding its flavour-related businesses. • **FKI Logistex**, a St. Louis, Mo.-based material handling solutions provider, is selling its White Systems unit in a management buy-

out in conjunction with **Management Capital, LLC**. • Waltham, Mass.-based **Foster-Miller** has introduced **JumpStart** to help companies in a range of industries speed product development from concept to commercialization. • The U.K.-based **Campden & Chorleywood Food Research Association Group** has launched **Version 2** of the C-Cell image analysis software. C-Cell assesses the structure and appearance of bakery products. • Columbia, Md.-based **Shimadzu Scientific Instruments Inc.**'s newest mass spectrometer has received an *R&D Magazine* OE2005 R&D 100 award. • **Maxx Performance**, a provider of microencapsulated products for food, beverage and pharmaceutical markets, has launched a new website: [www.maxxperform.com](http://www.maxxperform.com). • Buffalo, N.Y.-based **Multisorb Technologies** has received the Spirit of Excellence award from Hormel Foods for the second consecutive year.

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## PEOPLE ON THE MOVE

• Richmond, B.C.-based Nature's Path Foods has appointed **Simon Russell** as its new CFO. • Cott Corporation has realigned the management of its Canadian and U.S. businesses. **Mark Benadiba**, currently executive vice-president of Canada and International Operations, will head North American Operations and supply chain functions. **John Dennehy**, currently vice-president of New Business Development for Cott U.S.A., will lead North American Sales and Marketing. **Gil Arvizu** will now head up the U.S. Sales organization. • The Canadian Council of Grocery Distributors has appointed **Peter Alexander** director of Communications. • **Fred Schaeffer**, president of Kraft Canada Inc., has been appointed chair of the board of directors for 2005-2006 for the Food and Consumer Products of Canada. **Don Robinson** is first vice-chair, **Christi Strauss** is second vice-chair and treasurer, and **Phil Donne** is past chair. • The Canadian Restaurant and Foodservices Association has elected **Don Richardson** as its new chairman. • The Ontario Centres of Excellence (OCE) have announced that **Jamie Doran** is this year's winner of the OCE



Peter Alexander

Martin Walmsley Fellowship for Technological Entrepreneurship. Doran's research focuses on improving Ontario garlic production and making the province a world leader in the garlic market. The Walmsley award helps OCE-funded, university-based technology grow into new business ventures. • The board of directors of Toronto-based CoolBrands International Inc. has appointed independent board member **Robert Baker** to the newly created position of lead director. • Unilever United States has created two new organizations, Marketing Shared Services and Brand Building with Customers. **Laura Klauberg** has been appointed vice-president, Marketing Shared Services, and **Lisa Klausner** has been named vice-president, Brand Building with Customers. • Somers, N.Y.-based Pepsi Bottling Group has appointed **Robert King** president, North American Field Operations. King will oversee field businesses in Canada and the U.S. **Eric Foss** has been appointed COO and **Gary Wandschneider** has been appointed executive vice-president of Worldwide Operations. • The American Meat Institute's 2005-2006 Executive Committee includes **Jeffrey Ettinger** of Hormel Foods Corporation, **Michael McCain** of Maple Leaf Foods Inc., **Stuart Prosser** of Sealed Air Corporation, and **Robert Rebholtz** of Agri Beef Company.

### ON THE SUPPLIER FRONT:

Montreal-based Alcan Inc. has appointed **Richard Evans** president and CEO. • The board of directors of Bolton, Ont.-based Husky Injection Molding Systems Ltd. has appointed **John Galt** president and CEO. • Deibel Laboratories has hired **John Van Arsdale** at the company's Chicago area office. He will be responsible for setting up a nationwide sales force for new business ventures. • St. Louis, Mo.-based FKI Logistex, a provider of material handling solutions, has appointed **Dick Braatz** vice-president of manufacturing for the company's North American business unit. • Fortitech Inc. has appointed **Thomas Morba** purchasing manager, while **Maria Ranucci** will become senior buyer/logistics manager. • Dow Corning Corporation has named **Brian Chermiside** global industry executive director for the Expertise-based Industry Group. Meanwhile, **Jeremy Burks** has been named global industry executive director for the paper and process industries group. • **Mark Carter** has been appointed general manager of the Silliker Inc. Research Center in South Holland, Ill. **Erdogan Ceylan** has been promoted to director of the Center. **Phil Ihrke** has been named laboratory director of Silliker Inc. – Madison, Wis. **Pam Coleman** is division vice-president of chemistry services at Silliker in Homewood, Ill. •



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