

newsfile

THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY

SWEET DEAL

Ganong Bros. Limited will be ramping up production with the sweet deal it has just inked with the Archibald Candy (Canada) Company. Archibald has reached an agreement with the 130-year-old candy company that will see Ganong supply Laura Secord stores nationwide with chocolate and other confectionery needs. The product will be manufactured in Ganong's facility in St. Stephen, N.B. Greg Fash, vice-president strategic marketing for Ganong, says they will be hiring 40 new staff. "It represents a substantial increase in our chocolate manufacturing, so we will be adding staff and capital equipment," adds Fash. Archibald will supply Laura Secord's traditional recipes to Ganong over the next year.



Quebec Ice Cider takes off

Apple ice cider produced by Frelighsburg, Que.-based Pinnacle Estates will now be distributed worldwide by Camus, La Grande Marque. Camus will brand and market the cider, renamed Domaine Pinnacle Ice Apple Wine in duty-free stores, beginning with its release in the Pacific Rim. The cider, similar in taste to a dessert wine, is made with the late season apple harvest. The apples are picked in sub-zero temperatures and fermented for about seven months.



Bilateral Commitment on Beef

The Canadian and Japanese ministers of agriculture have reached an agreement to begin bilateral technical discussions with a view to re-establishing Canadian beef exports to Japan. Agriculture and Agri-Food Minister Bob Speller says "this agreement will facilitate a process of bilateral consultation, technical information sharing and cooperation that will significantly affect our efforts toward normalizing our trading relationship in beef." In a meeting on January 13th, the ministers discussed Canadian measures to address any future risks of bovine spongiform encephalopathy (BSE). Canada will

increase BSE testing levels from 8,000 tests this year to 30,000 animals a year or more, accelerate development over the next two years on a more comprehensive cattle ID program and increase Health Canada's capacity to respond to BSE. The government has approved a \$92.1 million investment over the next five years to cover the costs of these programs. A Canadian veterinary health official will be posted to Tokyo to work with Japanese officials to review current scientific data and facilitate understanding of Canada's BSE surveillance measures.

Cool Moves

Toronto-based CoolBrands International Inc. will distribute Unilever's branded ice cream and related frozen dessert products through an agreement announced in late 2003.

CoolBrands' wholly owned subsidiary, Eskimo Pie Frozen Distribution Inc., will distribute Unilever's packaged ice creams and frozen novelties to retailers in the U.S. Unilever's brands include: Ben & Jerry's, Klondike, Popsicle, Good Humor and Breyer's.

Cott acquires U.S. beverage business

Cott Beverages, a subsidiary of Toronto-based Cott Corporation, acquired the retailer-brand beverage business of North Carolina's Quality Beverage Brands. The

move will expand its customer base in the Mid-Atlantic region. Cott has also signed long-term manufacturing agreements with Quality Beverage Brands' affiliate company, Independent Beverage Corporation.

The acquisition and manufacturing agreements will add approximately \$45 million a year to Cott's sales in the U.S.

New National Dairy Association

Canadian dairy processors have joined together to establish a new national trade association, the Dairy Processors Association of Canada (DPAC). With a mandate to advance and protect the interests of its members and promote the growth of the Canadian dairy industry, DPAC will work to influence government policies, legislation and regulation. The association will respond to developments on both the domestic and international trade fronts and regulatory changes affecting the dairy sector. President Don Jarvis says an immediate priority is to get the provinces to eliminate internal trade barriers that exist today. So far industry members include Gay Lea Foods Co-operative Limited, Parmalat, Agropur, Saputo Inc., Good Humor-Breyers Ice Cream and Kraft Canada Inc. Jarvis expects membership to grow as dairy processors become aware of the new association. For further information, contact: Don Jarvis at (613) 232-7242 or email him at donjarvis@dpac-

atlc.ca French-language spokesperson, Yves Leroux, can be contacted at (416) 620-3010.

Ontario Meat Inspection

The Ontario provincial government has appointed senior judge Justice Roland Haines of the Superior Court of Justice to report on Ontario's meat regulation and inspection system. Justice Haines will examine the roles and responsibilities of provincial ministries as well as local health units with respect to provincial abattoirs and free-standing meat processors. He will assess the current regulatory standards and coordination of inspection, compliance and enforcement. The final report is expected by April 30, 2004. The Ontario Independent Meat Processors Association was quick to support the external examination of Ontario's meat regulation system. OIMP executive director, Laurie Nicol, says "food safety is a high priority for members of the Ontario Meat Processors Association and we want to reassure consumers that meat processed in Ontario's provincially licensed facilities is done so under one of the best meat inspection programs in Canada."

Centre unveils Quality Care program

The Canadian Malting Barley Technical Centre (CMBTC) unveiled its new Cargo Quality Care pro-

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gram for its member malting barley exporters. The program involves taking an actual sample of a malting barley cargo as it is being loaded for export. The barley sample is then analyzed, malted and brewed at CMBTC. The report on the malting performance is available to the end customer before the cargo reaches its destination, and the brewing data arrives before the customer malts the barley.

Fish processor reopens plant

Alpha Processing reopened its plant in Campbell River, B.C., late last year. The plant was destroyed by fire in February 2003. The new 23,000-square-foot plant processes up to one million pounds of fish per week.

Selling suds Down Under

Toronto-based Steam Whistle Brewing began selling its European-inspired pilsner at select hotels, bottle shops and resorts in Sydney and Byron Bay in Australia. The company is marketing the beer as a premium brew.

Steam Whistle has also scored a deal with the Ricoh Coliseum in Toronto. Every time the Toronto Roadrunners pot a goal, a vintage railroad steam whistle, from the brewing company, will scream the good news.

Vintners Scholarship

The Canadian Vintners Association established a \$1,000 scholarship award to acknowledge the potential of young winemakers. The award is dedicated to the memory of Okanagan winemaker Frank Supernak. The scholarship will be awarded annually to a student studying winemaking at Okanagan University College in B.C.

New Alliance

Food processing companies and food-related industry associations in Ontario have joined together to create the Alliance of Ontario Food Processors. Created to raise the profile of the food processing sector in Ontario, it will address non-sector specific issues facing the food processing



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industry. The association would like to help its members develop relationships throughout the agri-food chain. The Alliance has received funding from the Agricultural Adaptation Council.

Safe Food

Agriculture and Agri-food Canada is funding a \$62 million dollar program to promote food safety, quality and traceability systems.

Project proposals that are national in scope and relate to the development or implementation of systems that monitor and control food safety, quality or traceability of foods from the field to the fork will be considered for funding. The program is funded to 2008. Applications are available online at www.agr.gc.ca/foodsafetyandquality. For hard copies, call 1 800 O-Canada.

CDC launches funding program

The Canadian Dairy Commission (CDC) has launched a product-development funding program to help companies incorporate dairy ingredients into nondairy foods. The program, called the Milk Ingredients Technical Support Program, will give Canadian further processors that qualify financial support for controlled product trials and analysis. For more information, contact Shana Bailey at the CDC at: (613) 792-2035 or email her at: sbailey@agr.gc.ca. Also visit: www.milkingredients.ca and click on "Technical Support." Or contact Kathryn Cooper at (519) 821-1246.

Brewery Wows them in Brussels

by Myron Love

Canada's fastest growing regional brewery has just taken another bow on the international stage. Saskatoon-based Great Western Brewing Company won gold medals for its Western Premium Lager, Western Premium Light and Western Premium Honey Wheat brews at the 2003 Monde Selection award ceremony that was held in Brussels.

Mark your Calendars

A joint conference of the Canadian Institute of Food Science and Technology and Agriculture and Agri-

Food Canada will be held May 16 to 19 at the University of Guelph, in Guelph, Ont. The four day conference will focus on innovation in food science and technology under the general theme "From concept to product." Events include scientific seminars, a supplier

tabletop, poster sessions and a full-day workshop on Natural Health Products. Preliminary speaker info is available at the following website with further information on registration to come. Bookmark: www.agr.gc.ca/guelph-conf/index_e.php?page=intro



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Frankfurt am Main
15 - 20 May 2004



newsfile

PEOPLE ON THE MOVE

Robert Speller



Pierre Pettigrew



Dave Latella



James Laws



Don Jarvis

Canada's new minister of Agriculture and Agri-Food is **Robert Speller**. Speller's riding is Haldimand – Norfolk – Brant in Ontario and he most recently served as a member of the Standing Committee on Agriculture and Agri-Food. **Pierre Pettigrew** is the new minister of Health Canada. He has served as an MP for the Montreal riding of Papineau. • A. Lassonde Inc. has nominated **Éric Longval** vice-president, retail sales Canada. • **Robert Wallace** is appointed president and CEO of Montreal-based Bridor Inc. • **Dave Latella** is Hain Celestial Canada's new general manager. • **James Laws** is the new executive director of the Canadian Meat Council. • A new national trade association called the Dairy Processors Association of Canada (DPAC) was formed in late 2003. DPAC created a nine-member board. **Andrew MacGillivray**, president and CEO of Gay Lea, was elected chairperson, and **Pierre Claprood** of Agropur and **Yves Leroux** of Parmalat were elected vice-presidents. **Don Jarvis** is the new association's president. • **Arno Doerksen** was re-elected as Alberta Beef Producers' chairman. **Darcy Davis** was re-elected vice-chairman and **Erik Butters** was re-elected as finance chairman. • **Carol Ann Burrell** is the new executive director of the Canadian Institute of Food Science and Technology. • The Canadian International Grains Institute has appointed **Gord Carson** its new director of cereal technology. • **Rosa MacLeod** heads up The Arbor Strategy Group's new Toronto office. • John Sleeman, chairman and CEO of Sleeman Breweries Ltd. has appointed **Robb Chase** to the board of directors. • **Randall Oliphant** was elected to the board of directors of Adolph Coors Company and its principal subsidiary, Coors Brewing Company. • Rogers Sugar Income Fund has appointed **Neil Shaw** and **Michel Desbiens** to the board of trustees of the Fund. **Edward Baker** has been appointed chairman of the board of trustees. • Afton Food Group Ltd. appoints **Bruce Smith** chief financial officer. • The Food Processing Machinery Association elected **Kirk Morton** and **Gene Teeter** to its board of directors. •

At Multifoods Corp., **Dan Swander**, president and COO, has retired. **Gary Costley**, chairman and CEO, has assumed overall responsibility for the company's operational activities. • Barry Callebaut has two appointments. • **Andrew Brough** is appointed senior vice-president and chief financial officer of McDonald's Restaurants of Canada Limited. • **Cathy Kapica** is appointed director of worldwide nutrition of McDonald's Corp. • **Clay Hough** and **Gerald Kunde** have been appointed senior vice-presidents of the International Dairy Foods Association. • Metro Inc. has appointed **Jean-Louis Charpentier** to vice-president, private labels; **Pierre Charron** to vice-president, procurement, grocery; **Johanne Choinière** to vice-president, merchandising, Super C; and **Daniel Simard** to vice-president merchandising, Metro and Marché Richelieu banners. • **Stephen Schlegel** is the International Association of Food Industry Suppliers' new president. • **Paul Sundberg** has been named vice-president of science and technology for the National Pork Board. • **Larry Gentine**, president of the food service division of Sargento Foods Inc., has retired. **Sam Colson**, current vice-president of sales and marketing, takes over as president of the division.

ON THE SUPPLIER

FRONT: • **Dave Bender** is promoted to vice-president of sales at Griffith Laboratories. • **Fred Green** is the new executive vice-president, operations and marketing, at the Canadian Pacific Railway. • Orion Packaging Systems Inc. has appointed **Jean Belair** to Eastern Canada regional sales manager. • Hansen Technologies Corporation has appointed **Milton Pritts** to vice-president, global sales and marketing. • **Keith Barnes** has retired as president and CEO of Proliant Inc. Proliant has created four companies and appointed a president and CEO for each: **Chris Snyder** – Proliant Dairy Ingredients; **Chia-Wei**



Dave Bender

Chang – Proliant Meat Ingredients; **Stephen Welch** – Proliant biologicals; and **Eric Weaver** – Proliant Health Ingredients. • Fortitech Europe has named **Henning Villadsen** its new technical director. • **Patrick Moebel** joins Excel as its CEO for technology and global freight management – Americas. • D.D. Williamson, a leader in caramel colour, has hired **Stuart Watson** as technical sales manager for its U.S. subsidiary. • **Shawn Davis** is vice-president of gourmet and specialties, North America and **Thomas Brown** is national sales manager – cocoa and semi-finished products.

SUPPLIERS' UPDATE

Silliker Inc. has relocated its Mexico City operation to a new testing facility still in Mexico City. • A study has found that SoyLife, produced by **Acatris Corporation**, is effective in the prevention of bone loss in Chinese postmenopausal women. Researchers from the Chinese University of Hong Kong performed a double-blind, randomized, placebo-controlled study for one year on 203 patients. Results showed that women taking the high-dosed isoflavone treatment had a significant favourable change rate in bone mineral concentration at total hip and the trochanter and intertrochanter, compared to the placebo. • **The Arbor Strategy Group** of Ann Arbor, Mich., has opened a Toronto office. • **Chr. Hansen Inc.** and **Noveon Hilton Davis Inc.** have entered into a joint sales and marketing cooperation. The arrangement means Chr. Hansen will provide Canadian and U.S. markets with an expanded line of colour systems. • **National Starch and Chemical Company** will close its plants in Collingwood, Ont., and Tilbury, U.K. by the end of 2004. • **CFC Logistics** of Milford Township, Pa., a USDA-approved 4.4 million cubic foot cold storage facility, has become the only facility in the U.S. that operates a food irradiator inside its cold storage space. • **Radcliffe Inc.**, a supply chain software and services company, opened its fifth office in Ottawa. • **Rhodia Food** and **Ingredia** signed an agreement whereby Rhodia Food will support Ingredia's development in the North American dairy market. • **Monsanto Enviro-Chem Systems Inc.** and **Bokela GmbH** of Karlsruhe, Germany, have

reached an agreement whereby Monsanto Enviro-Chem will promote the marketing, manufacturing and sales of Bokela's solids/liquid separation technology and equipment in Canada and the U.S. • **International Flavors & Fragrances Inc.** will begin constructing its new Culinary & Bakery Center in the first quarter of 2004.

The facility will be built in South Brunswick, New Jersey at the existing North America Regional Creative Center. • Geoff Wilson, president of Geoff Wilson and Associates Inc., and Bill Dover, president of Dover Hospitality Consulting Inc., have formed a marketing alliance under the banner **fsStrategy**.



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