

# NEWS FILE

The Voice of the Canadian Food & Beverage Industry

## PepsiCo marks the spot

PepsiCo has unveiled the Smart Spot program in Canada. Smart Spot was launched in the U.S. last summer and identifies products that contribute to healthier lifestyles.

Canadian consumers will notice the logo on products that meet specific criteria. The company based the criteria on information from the National Academy of Sciences and standards from the U.S. Food and Drug Administration.

The logo identifies foods that limit the amount of fat, cholesterol, sodium and added sugar they contain, and products that are fortified or have specific health or wellness benefits. PepsiCo will start with items such as Tropicana, Gatorade, Baked! Lay's, Quaker and Diet Pepsi.



The bright green Smart Spot symbol, which says Smart Selections Made Easy, will be found on the front, lower right corner of the packaging. The symbol will also highlight a companion website, [www.smartspot.ca](http://www.smartspot.ca), that features information on why that particular product earned the logo.

## B.C.'s Island Farms Accepts Bid from Quebec-based Agropur

By Rhona McAdam

Over 90 per cent of the members of Vancouver Island's dairy co-op, Island Farms, have voted to accept an unsolicited purchase offer from Quebec's Agropur. Ownership of the 60-year-old co-op is expected to change hands at the end of January, pending approval by the competition bureau. After nearly two months of deliberations by its board, the 72 members of Island Farms weighed the loss of local ownership against economic pressures in an increasingly competitive marketplace, and approved the sale.

The deal gives Agropur's fluid milk division, Natrel, a well-established product line to secure its foothold in Western Canada. Headquartered in Longueuil, Que., most of Natrel's operations are in Eastern Canada, but one of its nine manufacturing plants is in Chilliwack, allowing expansion into B.C. and Alberta. Island Farms currently takes 65 to 70 per cent share of the fluid milk sales on southern Vancouver Island, and up to 50 per cent of the north Island sales.

Island Farms had also begun expanding into B.C.'s lower mainland and Alberta, and expects that with the heft of the country's largest dairy co-op (4,500 members) behind it, it will gain greater leverage to compete with larger brands, such as Saputo's Dairyland and Safeway's Lucerne.

## ONTARIO TO REVIEW ITS BEVERAGE ALCOHOL SYSTEM

Ontario's Ministry of Finance announced in January that it will review the province's beverage alcohol system. Diane Flanagan, a spokesperson for the ministry, says Finance Minister Greg Sorbara signaled in his budget last spring that the province would review its major assets.

According to Flanagan and the ministry's website, Ontario's system, which includes public and private entities – the LCBO, The Beer Store and wine retail stores – that are involved in the warehousing, distribution and retailing of beverage alcohol in the province, hasn't had a full review since the 1920s. Individual areas, says Flanagan, have been updated, creating a patchwork of policies.

An independent panel will conduct the review and is expected to submit a report by this spring. The panel will look at how to optimize the wholesale, sale and distribution of beverage alcohol to consumers while protecting public interests, how to provide responsible consumer access to points of sale, the appropriate roles and responsibilities of government in the beverage alcohol marketplace and any related matters that the panel feels is appropriate with respect to Ontario's beverage alcohol wholesale, retail and distribution system.

The panel will use public and stakeholder input and its report will be made public before any decisions are made.



Employing 300 people, Island Farms will continue producing, processing, marketing and labelling its products in a manufacturing plant in Victoria, a distribution depot near Nanaimo and a processing plant and warehouse near Vancouver. It will continue to operate as a stand-alone business unit, and branding of its Island Farms and Jersey Farms products will remain intact.

### CDC increases support prices

The Canadian Dairy Commission (CDC) has raised the support prices for skim milk powder and butter. The new prices take effect Feb. 1. The support price for skim milk powder increased from \$5.3928 to \$5.7282 per kg. The support price for butter increased from \$6.2968 to \$6.8695 per kg.

### CoolBrands acquires Kraft's yogurt business

Toronto-based CoolBrands International Inc. will acquire the yogurt business of Kraft Foods Inc. for US\$59 million. The acquired brands include: Breyers Fruit on the Bottom, Light and Crème Savers cup yogurt varieties and Crème Savers Smoothie drinkable yogurts. The estimated net revenue for these products in 2004 is approx-

imately US\$90 million. The transaction, which is subject to regulatory approval, is expected to be complete in the first quarter of 2005.

### Central Canada acquires Rowe Farm

Central Canada Foods announced that it will acquire Guelph, Ont.-based Rowe Farm Meats Limited – a private company that produces hormone-free and antibiotic-free meats. According to a press release from Central, the demand for hormone- and antibiotic-free meats is increasing in North America at about 20 per cent annually. A study from the Alberta government suggests that the retail market for natural meat will grow at double-digit rates and by 2011 is estimated to be valued at more than \$850 million.

### Atlantic Beef to work with Syscan, Merit-Trax

Atlantic Beef Products Limited Inc. is not fully up and running yet – at press time it was only in week two of production – but already it's part of an innovative RFID-based program.

The Albany, P.E.I.-based company partnered with Merit-Trax Technologies and Syscan International Inc., both of Montreal, says Kirk McGrath, general manager at

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Atlantic Beef. Merit-Trax is installing the computer system and Syscan is providing the RFID technology that will be used in phase one of the plant's "gate-to-plate" traceability system.

McGrath says RFID technology will be used to keep track of the animals through the process. "At any

point, we'll be able to identify where the animal is, either on the line or in the cooler, and what grade they are and it'll all be done in real time," he says. RFID chips are being installed in the hooks the animals hang on.

The second phase, he says, will continue that traceability into the produc-

tion room where the carcasses will be processed into smaller cuts. McGrath says they will be able to trace the cuts back to each animal.

Once the 45,000 sq.-ft. plant is fully up and running it will employ between 50 and 70 and process about 500 head per week.

## ABQA heads to store shelves

The Artisan Bakers' Quality Alliance (ABQA) was formed in 2002, but the logo on products is now finally appearing on a store shelf near you.

Bakery members across Ontario formed the ABQA. Its goal was to develop ingredient and baking guidelines that would contribute to the health and wellness of consumers. Artisan breads that meet these guidelines will carry the ABQA trademark on their packages. It's this trademark that consumers saw on products starting late January.

## Crofters gets certified

Crofters Food Ltd.'s production facility has been HACCP certified through SGS Canada. HACCP certification was the last step in the Parry Sound, Ont.-based company's \$1.8 million upgrade. The company, which produces certified organic fruit spreads and fruit preparations for both retail and industrial use, says it scored over 90 per cent in all categories of the evaluation.

## Sunflower crop wiped out

by Myron Love

Canadian processors will be facing higher prices for sunflower seeds and oils and possibly limited supplies as a result of crop failures in Manitoba this past summer.

With 636 growers, Manitoba produces up to 90 per cent of the country's sunflowers. Mel Reimer, executive director of the National Sunflower Association of Canada, says 160,000 acres were planted in the province but only about 20 per cent of the crop was worth harvesting.

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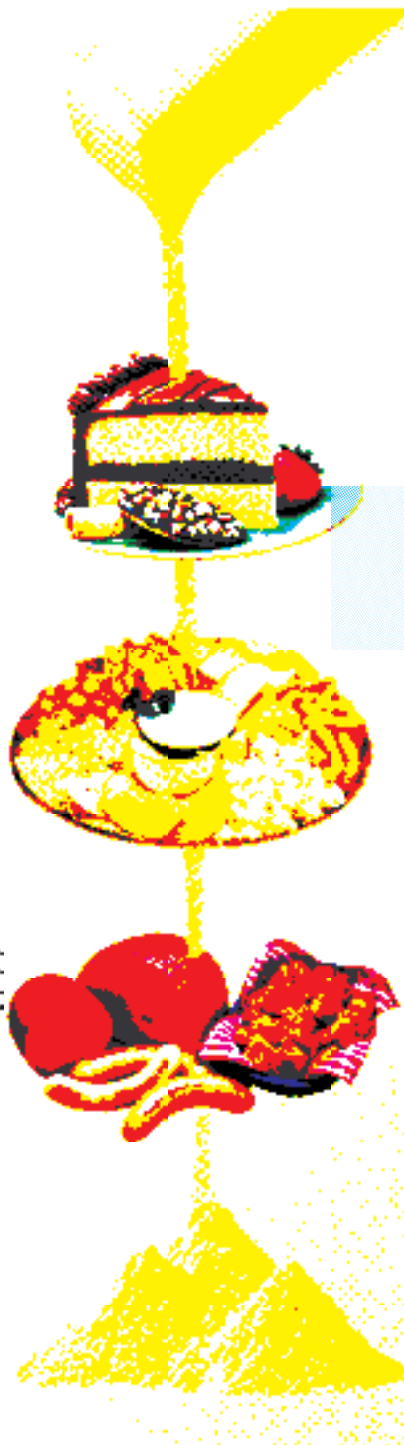
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## Tropicana goes Light

There's a lighter side to Tropicana orange juice and it's called Tropicana Light. The new 100 per cent, not from concentrate orange juice comes with half the sugar and calories found in regular orange juice. One 250 ml glass has 55 calories and

13 grams of carbohydrates. Starting in January, the 1.89 L cartons were on grocery shelves for between \$3.79 and \$4.69.

## SunOpta expands U.S. facility

Toronto-based SunOpta Inc. has opened a 45,000 sq.-ft. office and

warehouse in Alexandria, Minn. The office and warehouse are attached to SunOpta's aseptic plant. The company says the new facility merges warehousing, which was previously located at five regional facilities, into one space. The company has also consolidated office space for its processing operations at the Alexandria facility and has sold an office building.

## Becel, Bertolli pair up

Unilever Canada has paired its margarine with Extra Light Bertolli Olive Oil. The company says the new margarine has the same taste and health profile as regular Becel and is still low in saturated fat, has no trans fats and is a source of omega-3 and omega-6 polyunsaturated fats.

## V8 cuts the sodium

Campbell Company of Canada has launched Low Sodium V8 Vegetable Cocktail. The new version has 75 per cent less sodium than the original V8 and comes in 1.89 L and 250 ml sizes.

## Going Oh Nature!

Schneiders has launched a new line of meatless burgers, wieners, ground round, chick'n strips, beef strips, chick'n nuggets, meatballs and chick'n burgers called Oh Nature! The company says the soy-based line is low in fat and low in or free of trans and saturated fats, cholesterol free, lower in calories and sodium, and is a good source of fibre. The line is produced in a new 20,000 sq.-ft. facility in Burnaby, B.C., dedicated to meatless products.

## Agropur closes plant

Agropur Cooperative announced late last year that it has closed its Saint-Alexandre dairy plant. The plant employed 50 regular employees. In a press release the company said the decision handed down by the WTO in 2002 that limited the company's export capacity was the reason.

**Look for the Orange**

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## PEOPLE ON THE MOVE

Ultima Foods Inc. announces the appointment of **Gerry Doure** to the position of president and CEO. Doure succeeds **Pierre Gignac**, president since 1989, who, last June, announced his intention to retire at the end of 2004. • Wrigley Canada announces the retirement of **Brian McDonald**, vice-president marketing. **Jim Klein** is promoted to vice-president, customer marketing. • Cott Corporation appoints **Robert Flaherty** president of the company's U.S. business unit and executive vice-president of Cott Corporation. Also, **Paul Richardson**, executive vice-president of Global Sourcing has resigned. • **Terry Maurice**, president of the Guelph Food Technology Centre, will retire in 2005. • Export Development Canada appoints **Benoit Daignault** to senior vice-president, business development. • **Eric Richer La Flèche** is appointed executive vice-president and chief operating officer with Montreal-based Metro Inc. • **Steve Rome** is elected chair of the Canadian Federation of Independent Grocers. Rome is owner of Rome's Independent Grocer in Sault Ste. Marie, Ont. • The Environment and Plastics Industry Council, a council of the Canadian Plastics Industry Association, appoints **Gabriel Mederos** to coordinator of the council's national communications. • The Canadian Grain Commission appoints **Dr. Peter Burnett** to director, grain research laboratory. • The Canadian Grain Commission (CGC) has re-appointed three CGC officials. They are: **Albert Schatzke**, commissioner; **Jean-Paul Charlebois**, assistant commissioner; and **Donna Welke**, assistant commissioner. • **Ted Muir** has announced that he will retire as general manager of the Manitoba Pork Council. He was with the council for more than 10 years. • **Mike Dexter**, geographic information systems analyst, is leaving the Manitoba Pork Council. He's now project manager at the Canadian Livestock Identification Agency. • The 2004 Women in Food Industry Management Woman of the Year award was given to **Joan Gillespie** of Newly



Gerry Doure

Weds Foods Co. **Doris Valade** of Malabar Super Spice Co. Ltd. was chosen as this year's WFIM Entrepreneur of the Year. • Nebraska Governor **Mike Johanns** replaces **Ann Veneman** as U.S.

Secretary of Agriculture. **Carlos Gutierrez**, chairman and CEO of Battle Creek, Mich.-based Kellogg Company, is appointed secretary to the U.S. Department of Commerce. **James Jenness** replaces Gutierrez as chairman and CEO. •

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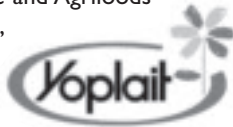
The Chairman of the Board of Ultima Foods, Ben Brandsema, is pleased to announce the appointment of Gerry J. Doutré to the position of President and Chief Executive Officer.

Mr. Doutré

Mr. Doutré has more than 30 years of experience in the food industry in both Canada and the United States. Prior to joining the Ultima Foods' team, he was Chief Operating Officer for The Steak-Umm Company Inc., a US-based marketer of frozen sliced steaks, sandwiches and wraps. Prior to that, he was President and Chief Executive Officer of Redco Foods Inc., producer of well-known tea brands such as Red Rose and Salada.

Originally from Quebec, Mr. Doutré began his career in Montreal, moving to Vancouver, Belleville (Ontario) and Toronto before spending the last 14 years in the United States. He is the Chairman of the Board of The Forman School, in Connecticut, a Prep School for students with learning disabilities and he was the Chairman of the Tea Council of the USA from 1999 until 2002.

Ultima Foods is the Canadian manufacturer and marketer of dairy products sold under the Yoplait trademark, with hundreds of products and flavors including Minigo, Tubes, Basket, Source, Delicieux, Yop and Crème & fruit. Held in equal parts by Agropur Coopérative and Agrifoods International Co-operative Ltd., Ultima Foods has seen steady growth over the last 10 years and has 500 employees across Canada.



## NEWSFILE

Northfield, Ill.-based Kraft Foods appoints **David Brearton** senior vice-president, business process simplification & corporate controller. • **Tom Coughlin** retires as vice-chairman of Bentonville, Ark.-based Wal-Mart. The current senior management team will assume his responsibilities. • **Jim Skinner** replaces **Charlie Bell** as CEO of Oak Brook, Ill.-based McDonald's. Bell stepped aside due to cancer and passed away in January. • Dublin, Ohio-based Wendy's International appoints **Ian Rowden**, former Coca-Cola vice-president, to executive vice-president and chief marketing officer of the Wendy's brand. • The International Dairy Federation elects **Jim Begg** of the U.K. as its president.

### ON THE SUPPLIER FRONT:

Fort Erie, Ont.-based PBB Global Logistics announced some appointments: **John Ferguson**, chief marketing officer, now leads all corporate sales and marketing functions including global branding, strategic marketing and business development; **Guy D'Addario**, chief information officer, is responsible for corporate strategy as it relates to technology, with an emphasis on process improvements; **Gary Vince**, president, international logistics operations, has experience in the areas of project cargo, air and ocean freight, warehousing and distribution; **Mark Lidkea**, president, customs & trade operations, oversees strategic development and operating units of PBB's North American Customs & Trade service and **Doug Payne**, president, North American transportation operations, who joins PBB from Clarke Logistics, assumes responsibility for PBB's North American transportation segment. • **Dr. Gustavo González** is named education program manager for Silliker Inc. • Atlas Cold Storage appoints **Kevin Glass** to senior vice-president and chief financial officer. Glass was most recently CFO of Vitran Corporation, a Canadian company that offers freight, distribution and logistics services in the U.S. and Canada. • Chr. Hansen appoints **Roy Riley** to technical sales representative for the company's fermented dairy ingredient products. **Iain Grant** joins the company as account manager in Ontario and Quebec. Grant provides ingredient sales, service and support to the company's food customers. • Weighpack Systems Inc. appoints **Karen Rahal** to marketing assistant in the company's Montreal office. **Ken Manuel** joins Weighpack as sales & service manager – Ontario region. **Charles Nadeau** joins the company's sales team. • **Colman Roche** of Old Orchard Beach, Maine, is appointed vice-president of sales for Remstar International Inc. • **Robert Jenkins** joins Tasker Capital Corp. as chief financial officer. The Danbury, Conn.-based company distributes and markets a licensed proprietary technology that inhibits pathogenic bacteria. • A.M. Todd, a supplier of mint oils and other natural flavours, botanical extracts and functional ingredients, has two appointments. **Kyle Griffiths** joins the company as vice-president global sales and **Matthew Redd** is the new director of marketing.



Ken Manuel



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## SUPPLIER'S UPDATE

**Cangel Inc.** of Toronto has changed its name to **Nitta Gelatin Canada Inc.** Cangel manufactures pig skin gelatin and is a wholly owned subsidiary of Nitta Gelatin in Japan. • **Nitta Gelatin Inc.** of Osaka, Japan, is investing US\$26 million in the construction of a new porcine gelatin plant in Fayetteville, N.C. The plant will have a capacity of 3,000 tonnes per year. • **Tetra Pak's** Tetra Recart, the first retortable carton packaging system, was one of 15 winners in the 2004 AmeriStar Award. • **BASF's** Human Nutrition business will increase prices for food grade lysine for all customers in the U.S., Canada and Mexico, as contracts allow, effective immediately. • **R. E. Morrison (REM) Equipment Inc.** has moved to a new 10,000 sq.-ft. facility in Mississauga, Ont. • **International Flavors & Fragrances Inc.** will construct a new specialty ingredients manufacturing plant in China. The US\$29 million plant will open in late 2006. • **Sasol North America Inc.** will increase prices for all grades of Nalkylene detergent alkylate products by \$0.07 per pound on U.S. and Canadian markets. • **Chr. Hansen** had a few recent announcements: The company will establish a factory in China that will mix and manufacture colour solutions for the Chinese market. The factory will be located in Tianjin, southeast of Beijing. The company has received a patent on its stability inno-

vation for liquid starter cultures. The invention will allow the company to supply liquid microbial starter cultures that can be stored at dairy, food or feed manufacturing plants for extended periods of time. The company has also renovated its warehouse facility in New Berlin, Wis. • **Bosch Packaging Technology** has acquired SIG Pack and will integrate business functions. • **Ajinomoto Co. Inc.** will invest US\$58 million to expand its aspartame manufacturing plants in Yokkaichi, Japan, and Gravelines, France, to meet the growing demand from food and beverage manufacturers. • Philadelphia-based **FMC BioPolymer** will raise the prices of its selected pharmaceutical, food and industrial grade alginate products by six to nine per cent. • Racine, Wis.-based **JohnsonDiversey**, a provider of cleaning and hygiene solutions, and Naperville, Ill.-based **Nalco Company**, a provider of water treatment and process improvement solutions, have formed an alliance. The two companies have developed a total-site program called Responsible Resource Solutions, which looks at a facility's operations and delivers solutions to better manage resources such as water, energy and waste. • **Remstar International Inc.** completed a second 25,000 sq.-ft. expansion of its Westbrook, Maine, facility.

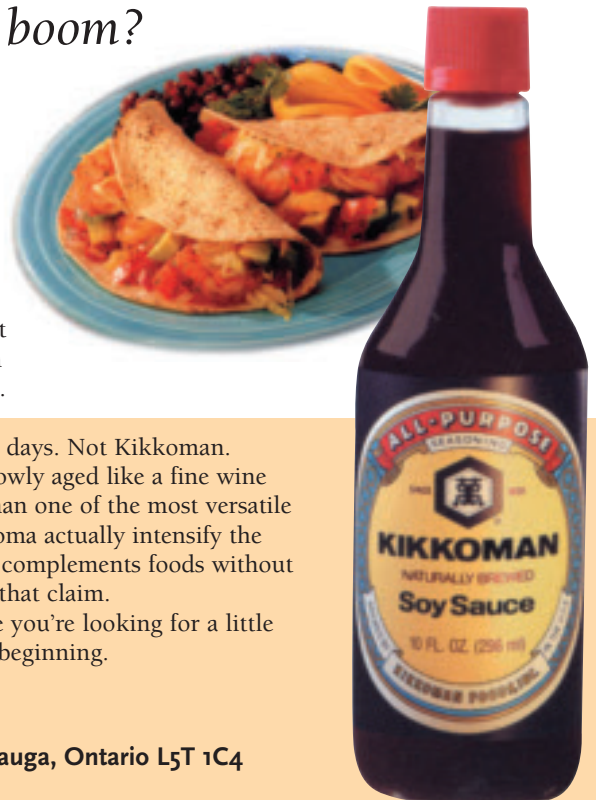
## Ready to take a bite of the flavor boom? Kikkoman can help.

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Here's the bottom line: Some say soy sauces are made in just a few days. Not Kikkoman. It's naturally brewed from wheat, soybeans, water and salt – and slowly aged like a fine wine for nearly six months. This natural brewing process makes Kikkoman one of the most versatile flavour enhancers you can buy. Its complex flavour and delicate aroma actually intensify the natural flavour of other ingredients. And its appealing amber color complements foods without masking or overpowering. Non brewed soy sauces just can't make that claim.

We don't mind being thought of as soy sauce. But the next time you're looking for a little flavour inspiration, remember: at Kikkoman, soy sauce is just the beginning.



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