

newsfile

THE VOICE OF THE CANADIAN FOOD & BEVERAGE INDUSTRY

Laura Secord for Sale

Archibald Candy Corporation has put Laura Secord on the selling block. Laura Secord is one of Canada's leading marketers and retailers of boxed chocolates, scooped ice cream and other confectionery items.

Archibald has engaged Paragon Capital Partners LLC, an investment banking firm based in New York, to advise on and assist in the sale of Laura Secord.

"We welcome this sale process. We've strengthened our senior and mid-level management teams, secured a source of supply with Ganong Bros. Ltd., appointed and transitioned to Spectrum Supply Chain Solutions as our logistics services provider, and resumed direct control of our distribution and information technology functions. These and other strengths will enable us to develop and



implement the strategies that will build our business and create value," says Tim Weichel, president of Laura Secord.

The potential sale of Laura Secord had been explored during 2003. Founded in 1913, Laura Secord operates 166 retail shops, distributes its products in more than 2,000 third party retail outlets across Canada and has 1,600 employees.

Photo: Danisco USA, Inc.

B.C. Seafood Group Sees Hope in Report

By David Kosub

A report by the Joint Provincial Task Group on a Vision for Post-Treaty Fisheries released May 5 calls for all commercial fishing in British Columbia to abide by the same rules of fishing and to have equal and long term security of access to West Coast fisheries stocks. Christina Burridge, the director of the B.C. Seafood Alliance, says the report offers new hope that B.C. can settle outstanding treaties, manage fisheries better and deliver better quality and products to consumers.

"What's important are the four key elements of the vision outlined: sustainability, equity, effective management and an economically viable fishery. Without progress on these, no participant in the fishery is going to be able to make the long-term investments needed to meet national and international demand for safe, high quality, consumer-friendly seafood products."

The report proposes co-management arrangements for all fisheries, including salmon, based on individual quotas.



Burridge says this rights-based approach would provide fair and equitable means for transferring access to First Nations.

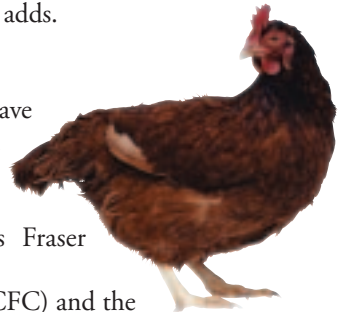
"It would improve management and encourage stewardship of the resource by giving harvesters a stake in the future at the same time that it provides an incentive to meet the needs of the market better."

Burridge says the West Coast salmon fishery as it operates today, for example, is largely unmanageable, unprofitable and a constant source of discord, and cannot adapt to new challenges and opportunities in the market. Demand for wild salmon has never been stronger, but the industry can't effectively meet that demand, she adds.

Farmer's Hatch Plan

Farmers from across Canada have stepped in to address both farmer concerns and chicken supply issues in the wake of the avian influenza crisis in B.C.'s Fraser Valley.

Chicken Farmers of Canada (CFC) and the Canadian Poultry and Egg Processors Council have developed a strategy to ramp up production in other provinces on a short-term basis. CFC will lease B.C.'s



production to farmers in other provinces at a rate of 15 cents per kilogram; this lease fee, which is expected to amount to approximately \$3 million, will be distributed to the B.C. Chicken Marketing Board for distribution to affected farmers. This additional production will start coming to market beginning in early June. Between June and mid-September, CFC expects farmers in other provinces to market close to 20 million kilograms of additional production for B.C. These farmers will send the chickens to local plants for processing as usual.

Once processed, whole birds will be delivered to designated B.C. plants, where processors will then customize the chicken to meet the specific needs of their clients (i.e. boneless, skinless breast meat, thighs, marinated product, etc.). This strategy allows B.C. processors to maintain both their employee base and their customer base.

IFFA 2004

The halls at Frankfurt Messe in Germany were clogged with visitors at the recent IFFA/IFFA Delicat trade show in May. Held every three years, the 14th annual trade fair is the international show for the meat processing industry.

Attendance figures were way up, good news for show organizers. Overall, there were seven per cent more visitors this year for a total of 57,538. The last show in 2001 was beset with fallout from foot-and-mouth disease in Europe. This year, 852 exhibitors showcased the latest in ingredients, slaughtering, processing, manufacturing and packaging technology for the meat industry. Eric van Coppenolle, president of Handtmann Canada Limited, saw many of his Canadian customers come through for the five days of the fair,



commenting “this is the premier event for the meat industry in the world.” Most exhibitors *Food* talked with were pleased with the volume of traffic for the duration of the show.

A new feature for this year was the Meat Vision Conference, a joint venture between The Deutscher Fachverlag Gmbh publishing company and Watt

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Publishing. The conference focused on the significance of EU expansion for the meat industry, future growth market opportunities for the sector and meat processing safety and world trade. The recent expansion of the EU could also be a reason for the high numbers

at the show, with many visitors from the new Eastern European members.

Time to MOOOVE

In late April, Quebec-based Agropur management announced the organization will be relocating its

corporate head office from Granby to Longueuil.

The move will take place in the fall of 2004 and will affect 30 of the 700 Agropur employees working in Granby at all operational levels.

The move will group most of Agropur's corporate services employees under one roof, as operational requirements for the Ultima Foods and the Industrial Division needed more space.

Dash board dining

Kellogg's is taking grab-and-go dining to a whole new level with the release of Cereal in a Cup. Primarily aimed at food-service and convenience store markets, the foil topped sturdy plastic cup makes it easy to eat cereal with milk. (At least if you're not driving that is.) Before this innovation, cereal was only available in small individual size boxes. The new cup format provides a flexible alternative that addresses many previously unmet needs in foodservice, such as high impact merchandising at point of purchase and true portability. Current flavours available in the Cereal in a Cup packaging include: Kellogg's Corn Flakes, Kellogg's Frosted Flakes, Froot Loops, Special K and Rice Krispies cereals.



Brick now Brews President's Choice

Brick Brewing Co. Limited announced it has entered into a multiyear agreement with Loblaw's Inc., whereby it has been granted the rights to use the President's Choice (PC) trademark in relation to the brewing, distribution and sale of PC Beer in Ontario. Brick commenced shipping PC Beers to The Beer Store in May.

"PC Beers have been available in Ontario for many years," says Jim Brickman, president and founder of Brick Brewing Co. Limited. "The re-launching of PC Beers by Brick is exciting and has involved a whole new revamp of the packaging presentation to the PC consumer," adds Brickman.

Brick will re-launch PC Pilsener,

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PC Light and PC Dry and will be introducing PC 2.5 g, a four per cent alcohol by volume beer with 2.5 carbs per serving.

Knorr Culinary Excellence

Aspiring chef Adam Dunai is on his way to Charlottetown as part

of the Knorr/Canadian Culinary Federation (CCF) National Culinary Competition. He'll be competing in June for \$5,000 in prize money and the chance to understudy with Culinary Team Canada at the 2004 VKD World Culinary Olympics in Erfurt, Germany. Dunai will be given a list of

ingredients prior to the national competition and must prepare a three-course meal in a strictly regulated five-hour time frame.



Adam Dunai

Knorr, one of the largest global brands of the Unilever Company, has partnered with the CCF for the last three years. Peter Ma, Knorr brand manager, says "each year we are witnessing more and more interest from aspiring and talented chefs."

Summer Infusion

Although there were precious few rays of spring sunshine in Ontario recently, Canadians do tend to get excited about the fleeting summer months and the prospect of quaffing a few bevies on the cottage dock. Hoping to cash in on the convenience of premixed drinks without the fuss is a new offering from Cadbury Schweppes. The new Schweppes Infusion comes in three distinct drinks: Schweppes Infusion Gin & Tonic infused with Lime, Schweppes Infusion Vodka & Soda infused with Lemon and the no-carb Schweppes Light Infusion Vodka & Soda infused with Lemon. Schweppes Infusion has an alcohol content of seven per cent and is sold in four-packs with a retail price of \$9.95. The product, which makes its exclusive North American debut in Ontario, is available at LCBO stores across the province.



Mike's goes Light

Vancouver-based Mike's Hard Lemonade has launched a low-carb and low-calorie version called Mike's Light. The drink has one carb and 76 calories in a 330 ml bottle. The alcoholic beverage has four per cent alcohol by volume and contains real lemon and lime juices, natural flavours and vodka. It's sold across Canada in a pack of four for \$6.45.

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Smart choice desserts

Good Humor-Breyers has launched a new line of frozen desserts called Smart Scoop. Under the Smart Scoop brand there are Smart Scoop Carb Zone Frozen Desserts, Smart Scoop 98% Fat Free Low Fat Frozen Desserts and Smart Scoop Frozen Yogourts. The desserts are in major supermarket chains and retail for \$6.89 (for the novelty desserts; either five or six to a package) and \$5.99 for the ice creams (1.89 L).


Rémy goes Red

The sophisticated taste of Rémy Martin cognac is now appearing in a new guise. The new fruit infused liquers will be available in Ontario liquor stores this month in three flavours: RémyRed Red Berry, Strawberry Kiwi and Grape Berry. “The cognac-based liqueur category is expanding rapidly,” says Celine Delorme, national marketing manager for Maxxium Canada, the Canadian distributor for RémyRed. The liqueurs can be served on the rocks or mixed for cocktails.




Flavoured Coffee Creams

Natrel Café flavoured coffee creams have hit the dairy counters in Quebec and Ontario. Natrel is the first player in Canada’s fluid milk market to offer a shelf-stable product, made from fresh cream, in an original plastic bottle that is both attractive and practical. Natrel Café is available in the 425-ml format and contains 6.5 per cent milk fat. The four flavours – Mocha, French Vanilla, Irish Cream and Caramel – enhance the taste of coffee.






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PEOPLE ON THE MOVE

Florenceville, N.B.-based McCain Foods Limited has named **Dale Morrison** president and CEO with global responsibility for all McCain Group companies and operations. The appointment was effective as of June 1. • **Doug Berchtold** is appointed president and CEO of Waterloo, Ont.-based Brick Brewing Co. Limited. He will be responsible for all operating activities of the company. • Vancouver-based **Happy Planet** co-founder Gregor Robertson has been named one of Canada’s Top 40 Under 40 by the Globe and Mail and ROB Magazine. • **Lisa Toppan** has joined Sable & Rosenfeld Gourmet Foods as national sales and marketing manager heading up gift/foodservice and specialty food sales in Canada and the U.S. • The Canadian Health Food Association’s board of directors has recruited **Valerie Bell** as president. The appointment was effective May 10. • The Canadian Dairy Commission has two appointments. **Carl Harrison** from Ontario will be vice-chairman and **Jean Grégoire** from Quebec will take the position of commissioner.



Dale Morrison



Carl Harrison

ON THE SUPPLIER FRONT: Rhonda Ryan has joined Etobicoke, Ont.-based Loders Crocklaan Canada, a leader in specialty fats and oils, as national sales manager – Canada. • Global engineering group FKI plc has named Stephen Ackerman president of FKI Logistex North America

SUPPLIERS' UPDATE

Tetra Pak Canada has relaunched and redesigned its website. The site, www.tetrapak.ca, offers quick and easy navigation and links to the latest information on the company and its role in the community. • Vancouver-based Burcon NutraScience Corporation and the Fraunhofer Institute of Germany announced that they will investigate the potential health benefits of Burcon's canola proteins Supertein and Puratein. On Burcon's behalf, Fraunhofer will conduct experiments to characterize certain bio-functional properties of the proteins. • Burcon NutraScience Corporation has been selected as one of the finalists in the B.C. Technology Industry Association's annual awards. The awards celebrate excellence in technology. Burcon is a finalist for the Most Promising Pre-Commercial Technology category. • The Guelph Food Technology Centre has acquired the Genesis software package and will be using it with its other services to provide nutrition labelling services for its clients. The Genesis database will help ensure that analytical values are correct and will help determine which ingredients are contributing to the nutrient values. • Kerry Americas has revamped its website designed to educate and enlighten its customers on not only what's new in Kerry's business and technologies, but also the biggest trends shaping the food industry. Each workday, a different specialist from Kerry shares his or her opinions about the trends shaping the industry, from indulgent healthy treats to value-added comfort foods. Check out www.kerryamericas.com. • Chr. Hansen, a manufacturer of food ingredients, has announced a \$10 million expansion of two of its facilities in Wisconsin. The expansion will allow the company to expand its production of cultures for the dairy industry and continue its export growth. • Decatur, Ill.-based Archer Daniels Midland Company, a processor of agricultural products, has relaunched its website. www.admworld.com with a new look and navigation. • Fortitech Inc. will invest more than \$9 million in facility expansions and equipment in global operations to meet demand for nutritional premixes. The company recently spent nearly \$1 million to increase its manufacturing capacity at its headquarters in Schenectady, N.Y. • Multivac Inc., a manufacturer of thermoform fill-seal rollstock, traysealer and vacuum chamber packaging systems, has received the Hormel Foods Spirit of Excellence Award. Hormel Foods, an Austin, Minn.-based manufacturer and marketer of consumer-branded food and meat products, awards suppliers each year in recognition of taking a proactive role in surpassing specific requirements established by the company's supplier quality management committee. • Steril-Aire Inc., of Cerritos, Calif., has moved the company website to a new address. Surfers will find the new site at www.steril-aire.com



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