

NEWS FILE

The Voice of the Canadian Food & Beverage Industry

Food Development Centre expands

by Myron Love

More than 400 people, including delegations from Mexico and China, came out for the grand re-opening of the expanded and upgraded Food Development Centre (FDC) in Portage La Prairie, Man.

"This new facility is going to take Manitoba value-added agri-food products to new heights," says Rosann Wowchuk, Manitoba's Minister of Agriculture, Food and Rural Initiatives. And she noted that the newly built research areas meet the certification standards required by the Canadian Food Inspection Agency.

"That means that food produced here can now be marketed nationally and internationally," she says.

A special operating agency of Wowchuk's Department, the



FDC was created 30 years ago initially in Morden in southwestern Manitoba. The facility was moved to Portage in 1978. The state-of-the-art pilot plant helps not only Manitobans but also other clients from across Canada and around the world develop, package and market new agri-food and nutraceutical products.

The FDC also works with the National Centre for Agri-Food Research in Medicine and the Richardson Centre for Functional Foods and Nutraceuticals in making this province a leader in new product development.

Last year, Wowchuk reported, the FDC helped develop 28 new agri-food products, including two new honey-butter products and a fortified soya milk now being market-tested, and helped eight food processing companies get started or expand.

The \$13.6 million renovation and expansion project included the construction of an 18,800 square-foot processing wing with cutting-edge technology. Funding for the project was provided by the three levels of government. The centre is expected to create about 1,400 jobs in the private sector and spinoff business over the next 15 years – and contribute an estimated \$123 million to Manitoba's gross domestic product.

A new feature of the expanded FDC is a unique partnership with Great Plains Aseptic Processors, located within the FDC complex, which uses Tetra-Pak technology to operate a commercial liquid food-processing and packaging facility that is commercially available to the province's food industry and FDC clients.

TONY'S MOVING ON UP

It's gr-r-reat to have a new home! Tony the Tiger, Mayer Hazel McCallion and Greg Peterson, president and CEO of Kellogg Canada, celebrate the opening of Kellogg's new administrative head office. Canada's leading manufacturer of ready-to-eat cereal recently relocated to a custom-built facility located at 5350 Creekbank Road in Mississauga, Ont.



Cargill to acquire Better Beef

Cargill Limited and Guelph, Ont.-based Better Beef Limited reached an agreement last month: Cargill will buy the beef processing and related assets operated by Better Beef. The agreement is subject to government approval. The aim behind the move, said Bennie deJonge, founder and president of Better Beef, is to strengthen the beef supply chain in these “challenging times.”

Creemore joins Molson

Molson Canada acquired Creemore Springs Brewery Limited in April. The announcement contained no financial details. Molson says the motivation behind the acquisition is to gain a presence in the “super-premium market segment.” The company is also looking at possibly expanding the Creemore brand into other provinces and investing more in the brand’s marketing. In a statement, Molson says it intends to let Creemore continue to operate as its own distinct entity – that means with its own people, recipe and marketing methods. Whether the expansion across Canada will fly remains to be seen. The CBC reports that Western Canada has several choices of craft beers already and that Quebecers may prefer to drink their own, too.

High Liner goes trans fat free

High Liner Foods Incorporated has announced that half of its retail products are now trans fat free, and that all 86 will be by the end of this year. In addition, products will be lower in saturated fats and contain no hydrogenated oils. Henry Demone, president and CEO of High Liner, says “this change has involved every value-added product and department in the company, and for good reason. Consumers are becoming more health conscious and want healthier food choices.” All reformulated products are distributed in new packaging, indicating the nutritional information and claims.



Tony Locke, director, product development and assurance, oversaw a staff of nine and a budget in excess of \$1 million. It took two years to achieve the health claim label. To start, the company changed to a non-hydrogenated canola oil to fry its products. Product analysis determined how each step in the process could be modified to eliminate trans fats, lower the



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saturated fats and remove any hydrogenated oil. Then consultations began with over 50 ingredient suppliers to ensure that the objectives of no hydrogenated oils and lower saturated fats could be met. The huge undertaking involved personnel throughout the company and included changes to the

processing plant itself.

High Liner commissioned Leger Marketing to conduct a national survey on Canadian's attitudes and knowledge about fats. There is considerable confusion in the population. While 60 per cent of Canadians think trans fats are very unhealthy, 29 per cent of

Canadians think reducing trans fats in the diet is just a fad and 10 per cent of the population think trans fats are healthy. More than three in 10 Canadians think good fats like omega fatty acids are unhealthy (17 per cent) or simply don't know (15 per cent). Demone says "these statistics are worrisome, even the consumers who are rightfully concerned about unhealthy fats are still unclear about exactly which fats to avoid."

Whole Foods sets up shop

Whole Foods Market opened its doors in Oakville, Ont., in May. The Oakville store is the natural and organic supermarket's second location in the Toronto area. The 43,000 square-foot store will highlight pizza and sushi stations, specialty foods, olives and pastas and an open kitchen area where shoppers can watch chefs preparing meals. The store will also have a butcher shop and bakery.



Brick breaks out

Brick Brewing Co. Limited announced it will begin construction on a new 100,000 square-foot distribution centre and warehouse facility, located in Bingemans Park in Kitchener, Ont. The \$7 million building will consolidate the three regional distribution warehouses that Brick currently operates. The facility is expected to open this fall.

Official test method

The EU Joint Research Centre (JRC) has certified the GENEScan method as the only EU official method for Bt10 detection. (Bt10 is a genetically modified corn plant.) GeneScan USA is a subsidiary of GeneScan Europe AG, a member of the Eurofins Group. GeneScan's areas of expertise include the detection of allergens and genetically modified organisms in seeds, agricultural commodities, semi-finished and finished products.



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The JRC report can be found at: <http://gmo-crl.jrc.it/detectionmethods/Bt10%20validation%20report.pdf>

Artisan Bakers conference

The annual industry conference and general meeting for the Artisan Bakers Quality Alliance is slated for May 30 in Toronto. Topics include Artisan Bread at Retail, Tomorrow's Bakers, and Regulatory Changes affecting Bakers Relating to Nutrition. For further details, visit: www.abqa.com

Sleeman's new Original

On tap in time for summer will be Sleeman Breweries Ltd.'s new Sleeman Original Draught. The new beer was made available to Ontarians in April and will be arriving in other markets by summer, says the Guelph, Ont.-based company. Sleeman Original is made with two-row Canadian barley and Sleeman's own proprietary yeast. The time may be right for the launch: according to Sleeman



Getting omega-3 from bread

Country Harvest is offering consumers another source of omega-3. George Weston Limited has launched a line of nine varieties of 100 per cent whole grain breads that contain omega-3. The company has also launched a website for consumers, www.healthyslices.com, which contains nutrition information. There's also a guide, called *Eating Better*, which was produced with a dietitian. The guide has menu planning tips and recipes. Consumers can access the guide at: www.countryharvest.com



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Breweries, consumer research has shown that last year more people drank premium beer in Ontario than in any other year on record. Original Draught will be priced in keeping with the company's other beers and will be available in the company's clear-glass bottles and cans.

Time for tea

Pepsi-Cola Canada Ltd. and Unilever Canada Inc., are introducing Lipton Lemon Iced Tea in cans in regular and diet varieties. The new Lipton Ice Tea is made with premium real tea and contains a high level of antioxidants called flavonoids. The tea is available nationally in packages of 12 and 24 355 mL cans.



Get Shortie

With summer just around the corner, Coca-Cola Ltd. has launched Coke in a 355 mL re-sealable plastic bottle. The company has nicknamed the packaging innovation

“Shortie.” The idea behind the new package is to focus on convenience and portability. To start, Coca-Cola Classic, Diet Coke, Sprite and Dasani will be available in the Shortie.



LETTERS TO THE EDITOR

Dear Mr. Doering,
It seems that every time I read your columns in *Food in Canada*, I want to say thank you. I always learn something (most often, many things).

Your delivery is clear, often witty and your expertise is something to truly praise. So little of what I read brings me this experience of joy. Consistently, your columns do.

With appreciation,
Shirley Kosky, RD

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PEOPLE ON THE MOVE

Some high ranking departures this month in the food and beverage industry. Vice chairman, synergies and integration and former president and CEO of Molson Inc., **Daniel O'Neill** leaves Molson Coors at the end of May. • **Raymond Silcock**, executive vice-president and CFO, has left Cott Corporation to pursue other interests. • **Pat Borg**, president and COO of Trophy Foods Inc., has left the company. • Cott Corporation appoints its president and CEO, **John Sheppard**, to board of directors of the Washington, D.C.-based American Beverage Association. • **Andrew Oland** is Moosehead Quebec's new president. • The Board of Directors of BIOTECANADA appoints **Peter Brenders** president and CEO. • CoolBrands International Inc.'s board of directors has voted to appoint **Arthur Waldbaum** to serve as a director. • **Kim McKinnon** is the Canadian Council of Grocery Distributors' new vice-president, Ontario. McKinnon will be responsible for all public policy issues in Ontario. **David Wilkes** assumes all responsibilities for all foodservice activities. • **Tim Schinkel**, owner of Schinkel's Legacy was elected president of the Ontario Independent Meat Processors Association (OIMP) for a two-year term. The OIMP 2005/2007 executive committee was elected with **Tony Facciolo** of Holly Park Meat Packers serving as vice-president, and **Steve Lantz** of Lantz Meat Market as secretary/treasurer. Returning to the Board is **Brian Vieira** from Domingos Meat Packers, and **Joe Abate**, from Abate Rabbit Packers. Three new directors joined the Board, **Victor Witteveen** of Witteveen Meats, **Walter Mueller Jr.** of Springer Meats and **Chet Calhoun** of West Grey Premium Beef. • **John Compton** is named president and CEO of QTG, which consists of Quaker Foods and Tropicana/Gatorade divisions in Canada, the U.S. and based in Chicago. • **Rebecca Reeves**, a registered dietitian and expert in the prevention and treatment of obesity and heart disease, is the new president of the American Dietetic Association.



David Wilkes



Kim McKinnon

ON THE SUPPLIER FRONT:

Jerry Pacasa joins Eckert Machines' sales team. Pacasa will mainly focus on Canada and parts of the Northeast U.S. • BASF Canada appoints Robin

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Rotenberg president. • SAP Canada Inc. appoints René Giguère vice-president, Eastern Canada. SAP provides business software solutions. • Ken



Jerry Pacasa



Ken Chalmers



Joe Faranda

Chalmers is the new president and CEO of PBB Global Logistics. He replaces Mike Scott who retired. • Cube Route,

a provider of on demand logistics services, appoints Alex Walker CEO and will also join the company's board of direc-

tors. • International Flavors & Fragrances Inc. appoints Joe Faranda to chief marketing officer for IFF. He will have global responsibility for all of IFF's mar-

keting strategy and implementation for fine and functional fragrances and flavours.

SUPPLIER'S UPDATE

Chr. Hansen has been acquired by the European private equity firm PAI Partners. Chr. Hansen is a worldwide provider of natural ingredients to the food industry with global market leadership positions in cultures, enzymes and natural colours, as well as strong positions in flavour solutions, and health and nutrition products for humans and animals. • Georgetown, Ont.-based Northern Vibrator Manufacturing has appointed Way-Tech Process Solutions Inc. as its representative for Western Canada, including Manitoba, Saskatchewan, Alberta and B.C. Way-Tech has offices in Winnipeg, Calgary and Vancouver. The company specializes in industrial processing and material handling equipment for powders and bulk solids. • Orion Packaging Systems Inc., a manufacturer of industrial stretch-wrapping systems, appoints Lion Shipping Group of companies as its full line distributor for Canada from the Rocky Mountains to the East Coast. Lion has branches in Halifax, Edmonton, Calgary, Mississauga, Ont., and Montreal. It distributes packaging, shipping and material handling supplies. • Neobee M-5 Medium Chain Triglyceride from Stepan Company celebrates its 50th birthday. Neobee was first developed for use as an energy source in medical nutritional products. • Dr. Marie-Aline Charles, director of research at the French National Institute for Health and Medical Research, has won the Ajinomoto Prize for nutritional research. Her research looks at the factors that influence weight gain and obesity in French children. • Fortitech Inc. has relaunched its website. www.fortitech.com now offers an online R&D Center, breaking news and formulation worksheets. Users can now track orders, reorder premixes and review their order history. • Archer Daniels Midland Co. has increased the price of its lecithin products by an average of seven per cent.



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