

NEWS FILE

The Voice of the Canadian Food & Beverage Industry

CCA close to finalizing beef exports strategy

In an attempt to take advantage of increased slaughter capacity in the wake of the U.S. border closing, the Canadian Cattlemen's Association (CCA) is putting the final touches on a 10-year plan to revitalize the Canadian beef industry.

At the recent CCA board of directors' convention in Kamloops, B.C., the association focused on a new plan that includes efforts to: keep expanding boxed beef and value-added imports; increase beef's market share relative to other protein sources; and optimize carcass utilization and promote innovation.

"Ironically because of the switch to boxed beef, which was the only thing that we could ship into the U.S. [during the ban], we're actually exporting more beef than we did prior to 2003," says Rob McNabb, assistant general manager of the CCA. "So the shift forced us into doing things that were probably a good idea to begin with."

Since the U.S. reopened its borders to live Canadian cattle, the CCA's priority is to ensure that Canada's expanded



beef processing sector is strengthened. This involves finding new export markets – lessening the Canadian industry's dependence on the sometimes tenuous U.S. market.

Another key discussion point at the convention focused on the pressing need to increase birth date records in the Canadian Cattle Identification Agency's database. A working group has been struck to encourage producers to submit their birth records, which the CCA sees as a potential competitive advantage.

The board also reaffirmed its 1988 policy of not supporting the importation of unapproved drugs for producers' own use, since the practice goes against the recommendations and intent of quality assurance programs the association follows.

AAFC helps dairy farmers focus on quality

Agriculture and Agri-Food Canada (AAFC) have inked a contribution agreement with Dairy Farmers of Canada to help implement the organization's Canadian Quality Milk program. AAFC is contributing \$2.6 million to the initiative, which helps dairy farmers set up standardized food safety systems on their farms. Under the program, producers can access up to \$850 worth of benefits for workshops and on-farm support. The support includes one-on-one technical advice and/or the purchase of specialized equipment required by the producer to implement HACCP-based safety systems.

Gluten-free packaging on its way

Consumers who are medically required to avoid gluten will benefit from a new Gluten-Free (GF) certification mark on food labels. The Seattle, Wash.-based Gluten-Free Certification Organization, a program of the Gluten Intolerance Group, is behind the mark. Gluten refers to storage proteins found in grains that help in certain types of food production. In people with celiac disease, ingestion of gluten can damage the small intestine. About one per cent of the general population is affected.

Canada/U.S. link *disease* surveillance systems

Health Minister Ujjal Dosanjh and U.S. Ambassador David Wilkins have signed a memorandum of understanding to allow the simultaneous exchange of information between national laboratories (PulseNet USA and PulseNet Canada) to speed up response times when managing infectious disease outbreaks. Under the agreement, foodborne pathogens such as E. coli will be more traceable as they travel across multiple states and provinces.



ELECTRONIC SITE Management



- ✓ **Industry best & lowest prices in specific areas, the best of all services**
- ✓ **Training, quality information on PEST industry for any business, on any PEST and at any time.**
- ✓ **24/7/365 Customer Support**

Abell customizes each program for your specific site needs

Experiences the Value and Savings that efficient and accurate reporting provides

Ask us about

Abell's

Great

Value Added Services

1-888-949-4949

Abell

Pest Control

Since 1924... Because We Care

www.abellpestcontrol.com

NEWSFILE

Cott takes off with Macaw

Cott Corporation's U.K. subsidiary has purchased Macaw (Holdings) Limited, the parent company of Macaw (Soft Drinks) Limited, for approximately US\$135 million. The acquisition is expected to add US\$100 to Cott's annual sales. Macaw's holdings include six production lines – four carbonated soft drink, one dilute-to-taste and one aseptic – in two manufacturing plants in Nelson, Lancashire.

Non-toxic cleaning method sparks interest

According to the CDC, in 2002 alone 76 million Americans were affected by foodborne pathogens in meat and chicken. Of those, 320,000 were hospitalized and 7,500 died. One-third of the deaths were caused by improperly handled or prepared meat, poultry or produce, says the CDC. Lindon, Utah-based Electric Aquagenics Unlimited (EAU) argues the use of toxic chemicals to clean and disinfect carcasses has not been effective enough in removing pathogens. As a result, EAU has begun offering a new non-toxic solution for cleaning and processing chickens. The approach includes eliminating bacteria and pathogens from chicken eggs from farmers, which it says will lead to cleaner chickens coming to processing plants.

Maple Leaf builds processing plant

by Myron Love

Maple Leaf Foods will build a new \$110-million pork processing plant in Saskatoon, replacing the former Mitchell's plant Maple Leaf acquired when it purchased Kitchener, Ont.-based Schneider Foods.

The plant processes 17,000 hogs a week at full capacity. The new plant will process 20,000 hogs per week on a single shift and as many as 40,000 hogs per week on a double shift. The expansion will create up to 350 jobs.

In a press release, Maple Leaf president and CEO Michael McCain noted that currently the Maple Leaf plant uses 33 per cent of the 2.4 million hogs

ON THE SHELF

This month's new consumer products

- New York Fries has introduced Crisp Cut Potato Chips. The kettle-cooked chips are made from real premium potatoes and cooked in non-hydrogenated, trans fat free and cholesterol-free sunflower oil. The chips are seasoned with New York Fries' signature California Sweet BBQ spice. Crisp Cut Potato Chips will retail for \$3.25 for a 150 g bag and are available in New York Fries outlets in the GTA.



- Kozy Shack launches Kozy Shack By Request. The By Request line of no-sugar added, gluten-free puddings was created in response to requests from people with diabetes, the company says. The puddings have no hydrogenated oils of preservatives and contain Splenda. Flavours include rice pudding, tapioca and chocolate. The four-pack sleeves of single-serve 113 g cups have an average retail price of \$3.99.

- Coca-Cola Ltd. introduces Full Throttle, a lightly carbonated, citrus-flavoured energy drink. The drink is a blend of taurine, caffeine, niacin (vitamin B3), vitamin B6 and riboflavin (vitamin B2), and has no aftertaste. The package, says the company, is a masculine looking 473 mL black can with tattoo-like graphics on it. It is sold in singles and available in convenience stores at a suggested retail price of between \$2.89 and \$3.29.



- Coca-Cola Ltd. has also introduced two naturally flavoured versions of its Dasani Remineralized Water. The flavours are raspberry and lemon. The drinks are lightly sweetened with a sweetener blend including Splenda. The 591 mL bottles are available in convenience stores and the 500 mL will be in grocery stores this month.

- ACE Bakery launches what it calls "pretty breads" across Canada. The new breads are the Epi and Olive Fougasse. The Epi is a traditional French white bread with a golden crisp crust and a light airy interior. It retails for \$1.69. The Fougasse is a French version of the Italian foccacia and it's made with a rustic dough and a blend of Kalamata olives and thyme. It retails for \$3.99.



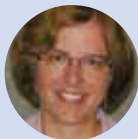
produced annually in Saskatchewan – with the rest bound for export. When the new plant is up and running at maximum capacity, Maple Leaf will be processing up to 83 per cent of Saskatchewan hogs.

The provincial government is contributing grants of up to \$35 million for the new plant and other Maple Leaf value-added manufacturing.

PEOPLE ON THE MOVE

Correction

In People on the Move, in the July/August issue, Phillip Lee Wing's name was spelled incorrectly. Also, the incorrect name ran with a photo. The name under the photo should have been Lee Galligan of Purac America. We regret the errors.



Sandy HayGlass



Craig Fields

The Canadian Grain Commission appoints **Sandy HayGlass** regional director, Prairie region. • **Craig Fields** is regional vice-president of finance and CFO for the Coca-Cola Bottling Company in Toronto. • Cott Corporation appoints **Clyde Preslar** executive vice-president and CFO. • **Christopher Richards** is appointed Western Canadian foodservice sales manager at Happy Planet Foods LLP in Vancouver. • **Eric Claus**, president of A&P's Canadian division, which was recently sold to Metro, is named president and CEO of A&P in Montvale, N.J. • The Washington-based Food Products Association has named **Jenny Scott** its vice-president of food safety programs.

ON THE SUPPLIER FRONT:

CP Kelco appoints **Flory Ickowicz** sales manager food, Canada. Ickowicz takes over from Paul Baxendale who transfers to Europe with CP Kelco. • **Paul Duddleston** continues as vice-president of sales for the food and beverage industry and now also serves in this role for the meat and prepared food sales team with Chr. Hansen in Milwaukee, Wis. • The International Lecithin & Phospholipid Society (ILPS) announces the election of **Willem Van Nieuwenhuyzen**, Lecipro, to the newly created position of executive director. The ILPS promotes the interaction of various institutions desiring a description and analysis of lecithin and phospholipids, and advises the academic and industrial sectors as well as regulatory agencies on lecithin and phospholipids. • Eatem Foods Company has hired chef **Gerrie Lane** as its corporate technical chef. • FKI Logistex, which is based in St. Louis, Mo., appoints **Stephen Legg** director, product technology and development. • Pro Mach Inc., which offers integrated packaging solutions and is based in Cincinnati, Ohio, appoints **Mark Anderson** president and COO. • Chr. Hansen appoints **Nachi Adaikalavan** director of marketing, process cheese. Chr. Hansen has announced that it is focusing on the process cheese segment, which is evolving and growing in correlation to the foodservice market.



Food and Glass Don't Mix

But This is Never an Issue with Shat-R-Shield products. Our lamps are safety coated with tough, shatter resistant plastic to contain virtually all lamp elements including broken glass, mercury and phosphors. If a Shat-R-Shield lamp is broken, everything stays inside the plastic covering for safe, convenient disposal.

- No clean-up mess.
- No wasted time/wasted food.
- No risk to your customers, employees or your business.



shat-r-shield INC.
PLASTIC-COATED, SHATTERPROOF LAMPS & LIGHTING PRODUCTS

www.shat-r-shield.com • tel: 1 (800) 223-0050

Canadian Food Inspection Agency (CFIA) Compliant



SUPPLIER'S UPDATE

Shinyei Corporation of America appoints **Willer Engineering** of Toronto its exclusive distributor. Willer will distribute Shinyei's line of products for Eastern Canada, including Ontario, Quebec and the Atlantic provinces. Shinyei manufactures sensor technologies and transmitters for humidity and moisture measurement. **Willer Engineering** has also been appointed the exclusive distributor of ISE-Magtech's line of products for Eastern Canada. ISE-Magtech specializes in level measurement, and products including: magnetic level gauges, guided wave radar transmitters and non-invasive level switches, among others. • The **Erb Group of Companies**, which is based in New Hamburg, Ont., says it's the second carrier in Canada to receive a Certificate of HACCP Compliance for best practices in food safety. This HACCP Certification includes all of the Erb Group facilities. • Toronto-based **Skjodt-Barrett** celebrates its 20th anniversary. The company supplies custom-developed fruit fillings, icings, glazes, sauces, marinades and caramels. Its products are found in brand name and private label foods. • Atlanta, Ga.-based **Orkin Commercial Services** and **The IPM Institute of North America** announced the nine finalists for the first-ever **Canadian Gold Medal IPM Partner Awards**. The awards were first introduced in the U.S. last year, but this year expanded to honour Canadian companies best at Integrated Pest Management (IPM). The finalists are: **AgraWest Foods Ltd.**, Souris, P.E.I.; **Cavendish Farms**, New Annan, P.E.I.; **Custom Industries**, Toronto; **McCain Foods Canada**, Carberry, Man.; **Natrel Inc.**, Cumberland, Ont.; **Parmalat Thornloe**, Thornloe, Ont.; **Schneider Foods**, Kitchener, Ont.; **Smucker Foods of Canada Co.**, Saskatoon; and **Smurfit-MBI**, New Westminster, B.C. • Markham, Ont.-based **R. Moroz Ltd.** – **RFID Canada**, a provider of radio frequency identification (RFID) technology and solutions, will now deliver the Electronic

Chance and you're selling yourself.

"How did Sweets Expo come to fruition?"



Sweets Expo was launched to celebrate a just-in-time candy. The major premise is to bring the industry of sweets alive and to connect it with all those Canadians. The annual gathering that connects vendors, distributors, manufacturers and the general public to the sweets marketplace by showcasing products, building relationships and educating Canadians through industry conferences, seminars and a series of live entertainment to come together as one community to celebrate how far candy has come.

Don't miss out on the excitement to be at the first official Sweets Expo 2006. Let us know what you need for your participation and we'll get you set up in no time.



Map 10-15-2006
10-15-2006
10-15-2006

Map 10-15-2006
10-15-2006
10-15-2006

Map 10-15-2006
10-15-2006
10-15-2006



Intervac Inc.
1715 Bayview Ave., Toronto, ON M6H 3M7
Phone: 1-800-561-2776 • 416-491-2776
Email: sales@intervac.com

Major Food Production Facility AVAILABLE



Over 370,000 ft² food and beverage production facility with four major warehouses on 122 acres with rail access. Well maintained by multi-national owner/occupant (Nestle Canada Inc.). Set up for liquid food/beverage products, spray dried/powder products, and biomass processing in dry and wet forms.

This high capacity facility in Eastern Ontario boasts significant infrastructure and equipment, excellent location to markets, well-trained available labor force and a host of available equipment.

EXCEPTIONAL VALUE!

Very competitive pricing on this turnkey processing facility. This is a unique opportunity being offered by Nestle Canada Inc., contact us now to learn more:



James dePater: 613-932-4333 jdepater@sdcgdc.on.ca
www.sdg.on.ca/majorfacility

Product Code (EPC) Generation (Gen) 2 inlays and straps manufactured by Texas Instruments Incorporated (TI) TI-RFid. • **Archer Daniels Midland Company's** Identity Preserved Non-GM Program for Vitamin E, Mixed Tocopherols, and Phytosterol Products has received inde-

pendent confirmation of compliance with European regulations concerning traceability and labelling of Genetically Modified Organisms by Eurofins - GeneScan, a company that offers GMO detection, non-GM verification and certification. • **Degussa Food Ingredients** conducted an animal trial

of its Leci-PS brand Phosphatidylserine. The placebo-controlled study was conducted at Thuris Corporation in California. The results found that using the Leci-PS supplement reduced the activity of inhibitory brain center PVH (paraventricular hypothalamic nucleus). PVH has been shown by scientists to modulate memory. Increased learning and memory is associated with a decreased PVH activity. • **Zip-Pak**, of Manteno, Ill., has purchased Supreme Plastics Ltd.'s (London) reclosables division, which includes its resealable zipper and bag business. Zip-Pak will also acquire Supreme Plastics' plant in Whitby, U.K. • **FONA International Inc.**, a developer and manufacturer of flavours, moved into its new, state-of-the-art, worldwide headquarters in Geneva, Ill. The company has also launched a new website (www.fona.com). • **Penford Food Ingredients Co.**, a carbohydrate company that is based in Centennial, Col., has added a variety of rice starches to its portfolio. The initial offerings include unmodified and modified rice starches. • **Tate & Lyle** will invest US\$175 million in expanding its Loudon, Tenn., facility. The expansion means the company will be able to increase production of value-added products and will also supply substrate for the new joint venture, DuPont Tate & Lyle BioProducts LLC. The company also plans a US\$100 million expansion of its facility in Lafayette, Ind. • **TransitionWorks** is **NCR Corporation's** newly expanded radio frequency identification demonstration centre. The Atlanta-based centre will offer global consulting services, and UHF reader, labeling and data warehousing solutions. • **Kliklok-Woodman** of Decatur, Ga., and **CMD Corporation** of Appleton, Wis., have signed an agreement. The companies will expand the Woodman line of bagmakers and create an exclusive marketing, sales and after sales customer support channel for its vertical form, fill, seal technology. • **Eatem Foods Co.** has purchased 4.2 acres of land next to its corporate headquarters and manufacturing facility in Vineland, N.J., and will expand its operations. • **Stephan Machinery** launched a new subsidiary this year: **Stephan Food Service Equipment**. The company will be based in Hameln, Germany.

Butter Buds[®]
**Natural Butter, Cream,
 and Cheese Concentrates**

Quality Enhancement

- Natural, full-flavor profile
- Background notes:
 - add richness
 - boost sensory flavors
 - round out harshness
 - mask off-flavors
- Improves mouthfeel

Cost Savings

- Up to 400 times stronger than standard dairy products
- Typical usage 0.5%
- Low, stable pricing
- Free-flowing powder needs no refrigeration

A Healthy Alternative

- Low in fat, calories and cholesterol
- Labeled "Natural Flavor"
- Perfect for nutraceutical and functional foods

Since 1979, Butter Buds concentrates have proven effective in applications ranging from soups and sauces to meats, confections, seasonings, beverages, spreads, baked goods, and dairy products. For application information and samples, please contact ButterBuds today.

DI DEALERS INGREDIENTS INC.
www.dealersingredients.com
 Tel: 905-673-7774 ■ Fax: 905-673-7779

ButterBuds[®]
 FOOD TECHNOLOGY
 A Division of Combarand Packing Corp.
 Product of the U.S.A.
 Tel: 800-426-1119 ■ Fax: 262-598-9999

Give Your Food An Attitude![™]