

# eFood Focus

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Saskatchewan Food Industry  
Development Centre Inc.

Concept to Commercialization

product development

extrusion technology

interim processing

industry training

technology transfer

quality assurance

## Saskatchewan Crops ... ... Not Just Breads

Meatless alternatives and meat analogs have been entering the market for many years. However, the consumer base for these types of products has evolved. In the past, the market for meatless products was mainly driven by pure vegetarians. Over the years, lifestyle changes and growing demand for healthier food alternatives has non vegetarian consumers incorporating meatless products into their diets – making the meatless alternative industry a booming one.

Meatless products are no longer found only in natural food stores. Traditional grocery stores are carrying these healthy, meatless items. Walk through the refrigerated section of any grocery store and you will likely see a diverse assortment of meatless alternatives and meat analogs and in exotic flavors for consumers to choose from. Take for example, meatless citrus glazed chicken with roast vegetables or spicy black bean veggie burgers. Meatless innovations can be endless.

From soy based products to wheat, the advancement of technology has manufacturers manipulating ingredients to imitate meat in a delicious way.

Extrusion technology is widely utilized in the manufacturing of ingredients for applications in meatless delights. Traditionally, the primary ingredient used in meatless products has been textured vegetable proteins, such as soy, which in many cases



## New Look New Delivery New eFood Focus

Welcome to our first eFoodFocus electronic newsletter. Speedier delivery and timely issues at your fingertips.

The eFoodFocus will be delivered quarterly - January, April, August, and November. If you know someone who would benefit from receiving our publication, please forward it on. Better yet, don't miss out on a single issue and send us an email at [info@foodcentre.sk.ca](mailto:info@foodcentre.sk.ca) to be added to our distribution list.

Our eFoodFocus is distributed to the food industry in Saskatchewan and across borders. This includes processors, suppliers, industry organizations, government groups and food industry service providers. Advertising opportunities are available. For more details, contact Carmen Ly at (306) 933-7556 or [info@foodcentre.sk.ca](mailto:info@foodcentre.sk.ca).

Our eFood Focus isn't just about the Food Centre. It's about what's happening in the industry. Drop us a line at (306) 933-7556 or [info@foodcentre.sk.ca](mailto:info@foodcentre.sk.ca) with your news and we'll include it in our editorial.

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resembles ground meat. However, as consumer demand for new products increase, there has been a movement to mimic meat like products true to form such as whole muscle meat. New developments in extrusion on texturization of vegetables and other proteins using high moisture extrusion cooking (HMEC) have allowed manufacturers to create meatless products that mimic closely the texture and consistency of its protein counterparts. Using this technology, manufacturers are able to capitalize on this growing market.

Since the acquisition of the twin screw extruder in 2008, the Food Centre has been successful in exploring the extruder's capabilities in HMEC. Utilizing non meat ingredients to formulate meat analog, the Food Centre's Extrusion Team was able to mimic meat texture with better mouth-feel than other meatless products made with textured soy protein already in the marketplace. The Food Centre will be exploring the possibilities of incorporating more Saskatchewan grown crops and pulses in meatless applications.

Shannon Hood-Niefer, Senior Food Scientist and Manager of the Food Centre's Extrusion Program, sees many opportunities in HMEC for Saskatchewan agriculture. "The extruder at the Food Centre provides an exciting opportunity to improve the value-added food sector in Saskatchewan," says Shannon. "Using HMEC technology to utilize Saskatchewan crops and pulses is one way to further develop secondary food processing in Saskatchewan."

To discuss HMEC applications or how the Food Centre's extruder can work for your business, contact Shannon Hood-Niefer at (306) 964-1819.

## FOOD SAFETY SECTION

### Vendor Recognition

Vendor Recognition, a GMP-based food safety program for non-federally registered food processing facilities, is fully developed and the Food Centre is currently working with retailers to ensure the program will meet their specific needs. The program has been designed to assist small to medium processors in implementing vendor food safety programs that may assist in gaining recognition as a vendor for new market access to retailers, the food service industry and institutions. Once implemented, the program will be supported with auditing services that will be available for processors wishing to achieve vendor recognition certification from the Food Centre.



The Saskatchewan Post-Farm Food Safety Program can help processors adopt Vendor Recognition, Hazard Analysis Critical Control Points (HACCP) and International Organization for Standardization 22000 (ISO 22000) food safety systems.

For more information on the vendor recognition program, contact Erin Hiebert at (306) 964-1818 or ehiebert@foodcentre.sk.ca. For more information on the funding program, contact Gary Coghill at (306) 787-8537 or gary.coghill@gov.sk.ca.



## HACCP & Food Safety Certificate

Industry alerts on food contamination and safety proves the importance of quality control in food processing plants.

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[www.HACCPonline.ca](http://www.HACCPonline.ca)

 Agriculture and Agri-Food Canada  Agriculture et Agroalimentaire Canada  AGRICULTURE COUNCIL OF SASKATCHEWAN INC.  Canada

Financial support for the HACCP online training has been provided by the Agriculture Council of Saskatchewan through the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) program. Funding for the ACAAFS program is provided by Agriculture and Agri-Food Canada.

## PROCESSOR PROFILE



Organic meat not only means better tasting or more nutritious, for Clear Creek Organics (CCO), it also means commitment to land, the animals and the community it serves. Touting the health and nutrition of its new organic line of beef products, CCO boasts the value and quality of their organic meats over conventional meats. Certified processing centres, like the Food Centre, that CCO uses to manufacture their products ensure the safety and quality of its products to consumers.

"The Food Centre has had the privilege of working with Clear Creek Organics in the development of its processed line for the last 2 years. The brand of products that they are introducing to the market is exceptional. We are proud to continue our relationship with CCO to assist them in capturing new market opportunities," says Dan Prefontaine, President of the Food Centre.

CCO's commitment to community, sustainability, and customers are paramount in their company philosophy. CCO doesn't rely on other countries to grow, transport or process their beef. Working with local producers and processors means that CCO knows where its meat is coming from and the process that it goes through to get to the consumer. Nowadays that's important to the consumer.

No additives such as nitrites, MSG, phosphates, or gluten are added to their products. Customers can rest assure when they prepare a meal for their family using CCO products that they are serving a meal that is nutritious and healthy.

Clear Creek Organics offer an extensive line of fresh cut and processed organic beef products. Sink your teeth in its Spicy Meat Sticks, Flavourful Roasts, and All Beef Spiced Franks, just to name a few.

Consumers can purchase these certified organic delicacies at select stores in Saskatchewan and Brandon, Manitoba. To learn more about Clear Creek Organics and their products, check out their website at [www.clearcreekorganics.ca](http://www.clearcreekorganics.ca)

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## FUNDING SECTION

### profile on SAVI

Saskatchewan Agri-Value Initiative (SAVI) is a worthwhile funding program to assist the development and expansion of small to medium sized agri-businesses or producer/processor organizations that are involved in value-added processing of agricultural products. Funding is available in the following categories: Prototype and Product Development; Marketing Opportunities; Systems Improvement; and Skills and Training Funding

The maximum funding per enterprise/organization is \$50,000 over a four-year period. SAVI will provide a maximum 50 per cent cost sharing. For more details on SAVI, check out [www.agriculture.gov.sk.ca/programs-services](http://www.agriculture.gov.sk.ca/programs-services) and click on Saskatchewan Agri-Value Initiative or contact your local Regional Farm Business Management Specialist who can discuss your needs and what type of assistance is available. Businesses must have a complete business plan or complete the Business Assessment questionnaire and Action Plan.

The Food Centre has worked with various clients approved for funding by SAVI. Contact Sara Lui at (306) 933-7822 if you have a product idea you want to commercialize.

For more information on SAVI:

Kindersley .....	(306) 463-5513
Moose Jaw .....	1-866-457-2377
North Battleford .....	(306) 446-7962
Outlook .....	(306) 867-5575
Prince Albert .....	(306) 953-2363
Regina .....	(306) 787-5924
Saskatoon .....	(306) 933-5344
Swift Current .....	(306) 778-8285
Tisdale .....	(306) 878-8842
Watrous .....	(306) 946-3220
Weyburn .....	(306) 848-2857
Yorkton .....	(306) 786-1531

Agriculture Knowledge Centre  
Toll Free: 1-866-457-2377  
E-mail: [aginfo@gov.sk.ca](mailto:aginfo@gov.sk.ca)



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## Food Centre Welcomes New Staff



Shannon Hood-Niefer  
Senior Food Scientist  
Extrusion Program Manager



Catherine Querimit  
Product Development Assistant

We are pleased to welcome Shannon and Catherine to the Food Centre.

**Shannon** has 7 years of food industry experience specializing in the area of research, quality and safety. Her thirst for knowledge is evident in her many designations such as: B.Sc. in Nutrition, B. Sc. in Food Science, M.Sc. in Food Science in the area of extrusion-expansion of pea flours. To top it off, Shannon is working to complete her PhD in Food Science on pea starch functionality at the University of Saskatchewan.

Shannon will be working with clients in commercialization of new food products with a focus in the area of extrusion. She looks forward to meeting new and existing clients in creating new food products using Saskatchewan grown ingredients and extrusion technology.

**Catherine's** natural flair for creating new and innovative recipes has been evident in the short time that she's been at the Food Centre. Her past work experiences in the hotel and restaurant industry makes her the perfect individual to join our Product Development Team.

Catherine is excited to bring her past work experiences as a chef to assist food processors in developing unique food products for the marketplace.

## INDUSTRY EVENTS

### Tradeshows /Conferences

Jan. 20 - 23  
SK Beef Industry Conference  
Saskatoon, SK  
(306) 933-4304

Feb. 6 - 7  
Calgary Total Health Show  
[www.healthshows.com](http://www.healthshows.com)  
Calgary, AB

Feb. 26, 27 & 28  
SK Meat Processors Assoc. Convention  
Travelodge Hotel  
Saskatoon, SK  
(306) 934-6485

March 3-4  
Sustainable Saskatchewan  
Delta Bessborough Hotel  
Saskatoon, SK  
[www.seda.sk.ca](http://www.seda.sk.ca)

April 21 - 23  
SIAL Canada  
Montreal, QC  
[www.sialcanada.com](http://www.sialcanada.com)

April 25 - 26  
Grocery Showcase West  
Vancouver, BC  
[www.cfig.ca](http://www.cfig.ca)

May 13 - 16  
Canadian Health Food Assoc. Expo West  
Vancouver, BC  
[www.chfa.ca](http://www.chfa.ca)

May 29 - 31  
National Grocery Conference  
Halifax, NS  
[www.ccgd.ca](http://www.ccgd.ca)

Sept. 12-15  
ABIC 2010: Bridging Biology & Business  
Saskatoon, SK  
[www.abic.ca/abic2010](http://www.abic.ca/abic2010)

### Workshops/Training

Jan. 27  
Scientific Research & Experimental  
Development Info Seminar  
Candle & Span Room, Innovation Place  
Saskatoon, SK  
Bev Canaday @ 306-975-6009

Feb. 1 to 5  
Regional Pulse Workshops  
Various locations across the province.  
(306) 848-2856 Weyburn  
(306) 787-4665 Regina

April 13-15  
Implementing HACCP into Food  
Processing Operations  
Food Centre, Saskatoon, SK  
[www.foodindustrytraining.ca](http://www.foodindustrytraining.ca)  
(306) 933-7555



## Carbon Footprint Symposium

*How changes to the MARKETPLACE could affect EXPORTS and VALUE CHAINS*

**March 2, 2010**  
Sheraton Cavalier Hotel  
Saskatoon, SK

The term "Carbon Footprint" can be defined as the negative impact that something (as a person or business) has on the environment; specifically, the amount of carbon emitted by something during a given period.

Carbon footprinting is a leading edge issue for Saskatchewan's manufacturing, processing and exporting sectors. Saskatchewan exporters may have a competitive advantage if they better understand what carbon footprinting is, how their market may be affected and use it to their advantage. Alternatively Saskatchewan exporters could be put to a disadvantage if they are poorly prepared to adapt to changes in the market place.

Businesses and producers of goods and services have the capacity for either a positive or negative carbon footprint.

Changes to Federal legislation, the field of accounting and equity markets are now having tangible impacts on exports and values chains across Canada. This one day symposium is designed to prepare exporters, manufacturers, government, securities regulators, non-profit organizations and the media for this 'new normal'.

This symposium is hosted by Saskatchewan Economic Development Association and Sask Made.

## *Sustainable* Saskatchewan

**March 3 and 4, 2010**  
Delta Bessborough Hotel  
Saskatoon, SK

In a world where competition so often reigns supreme, our ability to secure a sustainable future now relies heavily on our willingness to work together. Through information sessions, workshops, and networking breaks, *Sustainable Saskatchewan* aims to encourage organizations and individuals in the province to strengthen dialogue and make a joint effort towards building communities that are economically, environmentally, and socially sustainable.

Sustainable Saskatchewan is a solution-oriented event targeted to bridging sectors and harvesting connections.

When large scale problems are examined from a variety of perspectives, the community-wide impact, complexity, and demands of these issues become clearer. When groups behind these perspectives are able to exchange ideas, solutions can be created which are more effective, lasting, and beneficial not only to province at large, but also to the various sectors within it.

An impressive line of speakers are scheduled to provide insights, best practices, and solutions on sustainability in business and community. Topics for the two day conference will focus on: Sustainable Business; Green Building and Energy; Food and Farming; and Sustainable Community.

The two day event is hosted by Saskatchewan Economic Development Association (SEDA) and Saskatchewan Food Processors Association (SFPA).



For conference and registration details on Sustainable Saskatchewan or Carbon Footprint

[www.seda.sk.ca](http://www.seda.sk.ca)

Verona Thibault at (306) 384-5817

email: [seda@seda.sk.ca](mailto:seda@seda.sk.ca)

## Benefits to SFPA Membership



Working to raise the profile of Saskatchewan food processors in the local and global marketplace, the SFPA encourages its membership to take advantage of the following programs:

1. Domestic Tradeshow - great discounts to attend tradeshows within Canada
2. Product Demonstration Program - SFPA will reimburse for total hours of demonstrating your product in stores or tradeshows.
3. Nutritional Labelling Program - get reimbursed up to 50% of costs for nutritional analysis, label plate cost, carton/case plate costs, UP Codes and bilingual interpretation.
4. Saskatchewan Made Marketplace - A great way to enter and capture a niche market.

For more information on any of the above programs, contact Darrell Schneider at (306) 683-2412; [schneider@sfp.sk.ca](mailto:schneider@sfp.sk.ca) or visit [www.sfp.sk.ca](http://www.sfp.sk.ca).



**FOODTECH** Canada™  
Resource network for food and bioactives

## Technical Expertise and Processing Equipment at Your Fingertips

FOODTECH Canada recently launched a comprehensive database of technical expertise and equipment, available from the food technology centres that make up the network. The database is intended to help the food and bio-products industry find specific technology, food processing equipment and facilities that will support their innovation needs, regardless of where they're located. An example of what you can find in the database includes: CFIA registered pilot plant facilities, food safety training, even pizza ovens!

To access the database, click on [www.foodtechcanada.ca](http://www.foodtechcanada.ca) and "Find" what you need.

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[www.norampac.com](http://www.norampac.com)

## Saskatchewan Made Achieves Success in Strategic Partnership

The 2009 festive season encouraged a new partnership with Saskatchewan Made.

Saskatchewan Made Marketing and the Saskatchewan Liquor and Gaming Authority joined together to couple food and liquor suppliers through paired sampling events in top selling liquor stores across the province. Food vendors were given the opportunity not only to provide the experience of good food and drink by sampling their product with a beverage partner but also to sell their products during their demonstration periods. The 6 week "pilot" project met with great success. Ten producers and processors took the opportunity to pair their products during this period, sampling to approximately 250-300 people per event; that meant about 9500 people had an opportunity to sample and purchase various Saskatchewan Made products in a 6 week period! Saskatchewan Made looks forward to more collaboration and exciting programs in the future!

Saskatchewan Made is a branding program that promotes Saskatchewan products through marketing programs, and through the connection of Saskatchewan producers, processors manufacturers, artisans, retailers, restaurateurs,



## INNOVATION CORNER

Parents of toddlers know the headache of getting their kids to not only eat but also eat their vegetables. A company in the U.S. offers two innovative product lines to encourage kids to eat their veggies. What child in the world doesn't like french fries? Peas of Mind introduced their Veggie Wedgies and Puffets into the market 5 years ago with resounding success. Veggie Wedgies look exactly like french fries and according to parent-consumer feedback, their kids are devouring it. And same goes for their Puffets, organic mini casseroles made with all natural ingredients, great for health-conscious parents who want to feed their toddlers delicious meals with organic ingredients, but don't have the time to make them from scratch.

A new and innovative way for your fussiest eaters to enjoy veggies! Just tell them it's fries!



retailers and consumers. If you or your association would like to be a part of Saskatchewan Made Marketing and use the Saskatchewan Made or Saskatchewan Grown logo, please contact Kim Hill at 306-683-2411.

If your company has news to announce in our eFood Focus, let us know.

Are you interested in advertising in the eFood Focus? Effective and targeted. Reach food processors, industry associations, suppliers and other service providers to the food industry.

Contact Carmen Ly at [info@foodcentre.sk.ca](mailto:info@foodcentre.sk.ca) or tel: (306) 933-7556

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SASKATCHEWAN  
Food Processors  
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The Food Centre operates in partnership with: