



... cont'd from cover page - "Demand for Healthy Foods ..."

The United States has their National Salt Reduction Initiative (NSRI) which is a coalition of cities, states and health organizations working to help food manufacturers and restaurants voluntarily reduce the amount of salt in their products. The goal is to reduce Americans' salt intake by 20% over five years. Companies such as Heinz, Kraft Foods, McCain Foods, Starbucks Coffee Company, Subway, etc. have committed to work towards NSRI targets.

Demand for healthy foods is growing as "food for health" becomes national and global movements. Saskatchewan can be a huge player in this growing market. Saskatchewan's abundance in agricultural raw materials such as cereals, oilseeds, pulse and specialty crops, and the many wild fruits and plants can all be used to develop healthy foods, supplements, natural health products and functional food ingredients. Saskatchewan is a nutritional powerhouse! With health and wellness being the top driver for market trends, Saskatchewan food companies need to also make that commitment towards healthy foods.

A recent initiative, Nutrition Facts Education Campaign, launched by Health Canada and Food & Consumer Products of Canada indicated that a healthy food should be low (5% of daily value or less) in food ingredients such as salt, fat, saturated and trans-fatty acids and high (15% of daily value or higher) in fibre, vitamins and minerals. In addition, health conscious consumers are demanding foods with low cholesterol and synthetic additives (preservatives, colors, flavors and antioxidants) and high in probiotics, prebiotics, phytosterols, and plant based ingredients.

The Food Centre's new program, "Developing Healthy Foods and Ingredients", funded by Agriculture and Agri-Food Canada through the Canadian Agriculture Adaptation Program (CAAP) can help Saskatchewan food processing and bio-ingredient industries get started in exploring commercialization opportunities in this growing health trend. The Food Centre has hired Mohamed Khan, Healthy Foods Specialist, to work with industry to reformulate, develop or enhance food and ingredient products targeted at improving consumer health and wellness.

The Food Centre has been developing unique food products for over 11 years, with many experiencing success in the marketplace. The Food Centre and its network of partners have the expertise, technological capacities, and funding assistance to spearhead the development of new food products or reformulating of existing products to meet new nutritional guidelines and

consumer health demands. In addition to development, the Food Centre offers a state of the art federal facility for pilot and large scale production, food safety training, regulatory compliance, packaging, product and nutritional labelling assistance, process development and pathfinding services.

The development of healthy foods will improve the health and wellness of Canadians, reduce the mounting cost of health care systems and have significant financial benefits for Saskatchewan's farmers and food processors.

For more information on our new "Developing Healthy Foods and Ingredients Program", contact Mohamed Khan at (306) 933-7807 or email: [mkhan@foodcentre.sk.ca](mailto:mkhan@foodcentre.sk.ca) to discuss your ideas.

## Food Centre Welcomes New Staff



**Mohamed Khan**  
Healthy Foods Specialist

Mohamed will be managing the Food Centre's new program, "Developing Healthy Foods and Ingredients". Mohamed has several years of experience in functional foods working with Natraceutical Canada Inc. as a senior scientist. He will be working closely with food processing and bio-ingredient industries in reformulating or developing new healthier food products for the marketplace.



**Anula Perera**  
Commercialization and  
Food Safety Specialist

Anula will be providing commercialization and food safety services to the industry. Anula received professional training on HACCP, food quality assurance and ISO 1400 Environmental Management Services. She has over 10 years of work experience in the areas of food safety assurance, inspector and systems auditor.

## FOOD SAFETY BUZZ

### Recent Updates to CFIA's Food Safety Enhancement Manual (FSEP)

The Canadian Food Inspection Agency's Food Safety Enhancement Manual (FSEP) manual was changed as of July 2010. The FSEP manual outlines the form of HACCP that we follow in Canada. One of the main changes has been the addition of a seventh pre-requisite program; Allergen Control. This has been done to highlight the food safety hazards commonly associated with allergens for a population of the public who are particularly sensitive. The FSEP manual was also redesigned to include better clarification and allow for a more effective food safety system.

These changes, as set forth by CFIA, have been incorporated into the Food Centre's curriculum for the 3-Day HACCP Course and the HACCP on-line course.

If you have any questions, please contact Erin Hiebert at (306) 964-1818 or email: ehiebert@foodcentre.sk.ca.



**food centre**

## Vendor Recognition

### Gain Recognition as a Vendor for New Markets

The vendor recognition program is 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.

**FUNDING is available. Ask us how.**

Contact Erin Hiebert  
(306) 964-1818 ehiebert@foodcentre.sk.ca



## HACCP & Food Safety Certificate

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

Great path to a new career OR excellent opportunity to train your employee to establish or oversee a food safety program in your facility.

Flexible training won't interrupt your daily operations or busy lifestyle.

[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.

## Are You Market-Ready?



### Canadian Value Chain Network Workshop "Product Development: Are You Market-Ready?"

Tuesday, November 23, 2010  
PrairieLand Park, Saskatoon, SK

If you have a new product idea or are developing or repositioning products or services, this workshop will present steps to market readiness.

The workshop is facilitated by experienced consultants who has worked with public and private sector clients in agriculture, agribusiness, and the food industry both in Canada and abroad.

Learn practicalities of getting products on and off shelf; merchandising strategies, maintaining success and avoiding failure in trade relationships; maintaining successful relationships with brokers, distributors, retailers and food service suppliers and more!

For more information or to register, please go to the ACS website at [www.agcouncil.ca](http://www.agcouncil.ca).

## Funding for Innovation in Dairy and Food Products

The Canadian Dairy Commission (CDC) has dedicated \$6 million over a 3-year period to support product development initiatives that help grow the business for Canadian dairy products and ingredients.

Launched in June 2009, the new Matching Investment Fund (MIF) is open to dairy processors, food manufacturers and food technology centres and institutes to access up to \$50,000 per project for consultations and \$250,000 per project for product development. Projects which emphasize the use of solids non-fat ingredients such as skim milk powder, milk protein concentrate or liquid skim milk will be given priority attention.

Applications will be accepted up to July 31, 2012, subject to available funds. Information on the application process and the necessary forms are available at [www.MILKingredients.ca](http://www.MILKingredients.ca).

The Canadian Dairy Commission encourages growth and innovation in the manufacture and use of Canadian dairy products and ingredients.



## INDUSTRY EVENTS

### Tradeshows /Conferences

Nov. 21 - 23, 2010  
Embrace the Future Organic Connections  
Saskatoon, SK  
[www.organicconnections.ca](http://www.organicconnections.ca)

Nov. 22 - 27, 2010  
Canadian Western Agribition  
Regina, SK  
[www.agribition.com](http://www.agribition.com)

Dec. 9, 2010  
Farm Animal Council of Saskatchewan (FACS)  
"Fence Lines to Corporate Board Rooms"  
Conference  
Saskatoon, SK  
[www.facs.sk.ca](http://www.facs.sk.ca)

Jan. 16 - 18, 2011  
Winter Fancy Food Show  
San Francisco, CA  
[www.specialtyfood.com](http://www.specialtyfood.com)

Jan. 30 - 31, 2011  
BC Foodservice Expo  
Vancouver, BC  
[www.crfa.ca/tradeshows/bcfse/](http://www.crfa.ca/tradeshows/bcfse/)

Feb. 27 - Mar. 1, 2011  
International Restaurant & Foodservice  
Show of New York  
New York, NY  
[www.thefoodshows.com](http://www.thefoodshows.com)

Mar. 6 - 8, 2011  
Canadian Foodservice & Restaurant  
Association Show  
Toronto, ON  
[www.crfa.ca/tradeshows/crfashow/](http://www.crfa.ca/tradeshows/crfashow/)

Mar. 10 - 13, 2011  
Natural Products Expo West  
Anaheim, CA  
[www.expowest.com](http://www.expowest.com)

Mar. 12 - 13, 2011  
SK Meat Processors Association 64th Convention  
Saskatoon, SK  
[www.smpa.ca](http://www.smpa.ca)  
email: [smpa@sasktel.net](mailto:smpa@sasktel.net)



## Agri-Value Marketing Internship Program Expanding Business, Building Capacity

Article by Blair Hudyma --- Saskatchewan Trade and Export Partnership

### Is it time that you considered ...

- Expanding your in-house marketing capacity?
  - Expanding your product potential?
  - Expanding your marketing penetration?

If you answered yes to any of these questions, then this program is directly suited to your firm! Saskatchewan agri-value companies interested in exploring new markets for their products have a program available from Saskatchewan Trade and Export Partnership (STEP) that is proven successful and beneficial to all firms involved – open to all Saskatchewan based agri-value firms.

The Agri-Value Marketing Internship Program provides Saskatchewan agri-value companies with financial assistance to hire recent marketing graduates and MBA students as interns



**STEP**  
SASKATCHEWAN TRADE  
& EXPORT PARTNERSHIP

dedicated to developing market expansion strategies. In recent years, the program has assisted Saskatchewan agri-value companies in researching and exploring new markets in North America, Asia and Europe.

### Highlights of the assistance program include:

- Salary assistance up to 50% to maximum of \$1500 per month.
- Flexible internships from 4 months to 1 year in duration.
- **\*New\*** Initiative Funding of 50% up to a maximum of \$3000 to assist interns with expenses related to their marketing projects and duties.

For more information on the Agri-Value Marketing Internship Program, visit <http://www.sasktrade.com/liberty-48b61f8cc105c.htm> or contact: Blair Hudyma, Specialist – Export Programs and Training, Saskatchewan Trade and Export Partnership (STEP) at (306) 787-3223.

## How do YOU spell SUCCESS?

The Saskatchewan Food Processors Association's (SFPA)

Saskatchewan Made Program recently launched **SASKCESS STORIES**. Camera crews travelled throughout the province visiting local food gurus and filmed them and their successful food operation. Whether it be a local producer, processor or restaurant owner, this unique project will be giving consumers the opportunity to meet these Saskatchewan companies on local television in the months to come. Aside from the benefits of identifying the face of the farmer/entrepreneur, Saskatchewan Made is also offering additional marketing opportunities with this project. If you are interested in learning more about this program, contact Kim Hill at 306-683-2411 or email at [hill@saskmade.ca](mailto:hill@saskmade.ca). Stay tuned for airing dates of the **SASKCESS STORIES** in the weeks and months to come!!



**PREMALA'S**  
Spicy Sensations

## New Product Launch

**Wild Blueberry Chutney**

Premala's Spicy Sensations' newest addition to their extensive product line, Wild Blueberry Chutney, is a great accompaniment to any food for the festive season. With a delicate blend of wild blueberries and mangos, this product is sold exclusively at the Farmer's Market. Other Premala's Spicy Sensations products are sold at local Co-op stores in Saskatoon, Regina, Lloydminster, and Moosomin as well as the Bulk Cheese Warehouse in Regina and Saskatoon and the Farmer's Market in Saskatoon.

Add some East Indian flavor to your holiday dishes and pick up Premala's Spicy Sensations!

tel: (306) 373-5941



## Novel Processing of Prairie Small Fruits

Saskatchewan fruit industry is diversifying. The famous Saskatoon berries, the University of Saskatchewan bred sour cherries (U of S Sour Cherries), and the blue honey-suckle (haskap) can now be preserved by microwave assisted vacuum drying for their extended shelf-life and further downstream processing for nutraceutical, cosmaceutical and functional food applications.

Dr. V. Meda and his research team at the Department of Chemical and Biological Engineering of the University of Saskatchewan in collaboration with the Saskatchewan fruit industry have successfully adapted the state of the art dryer system for processing highly perishable fruits, viz, berries. The team has developed process specifications and characterized fruits and optimized the operating parameters.



Dried fruit market has been in high demand, worldwide. Fruits that are preserved by freeze drying can be a highly expensive proposition. Typically, it takes about 72 hours to freeze dry a batch of berries; however, it only takes a couple of minutes using the microwave assisted vacuum technology. This new method assures to maintain the desired end product quality. This 'green technology' has energy conversion efficiency in the range of 90% - 92% than freezing or other conventional methods of drying. This method does not use chemicals for processing and does not release any green house gases to the environment. The researchers have the expertise to develop raw material specific microwave assisted vacuum dryers for different commodities.

For further information, please contact Dr Venkatesh Meda, Associate Professor at (306) 966-5309 or email at [venkatesh.meda@usask.ca](mailto:venkatesh.meda@usask.ca).

# SUSTAINABILITY

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Tel. 306 651-1890

Fax. 306 651-1893

[larry\\_achtemichuk@norampac.com](mailto:larry_achtemichuk@norampac.com)

[bradley\\_olivier@norampac.com](mailto:bradley_olivier@norampac.com)

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

## Food Process Operator - National Occupational Standard (NOS)

Article by Suzanne Thomson --- FPHRC Western Canada Region Representative



August 5th, 2010 marked the launch of the development of a National Occupational Standard for the occupation – Food Process Operator.

The FPHRC Advisory Committee met in Halifax to define and scope the occupation and to iron out the details of this national initiative.

At the conclusion of the session, the Committee members, representing various food processing sectors across Canada, came out in support of conducting a developmental workshop. This workshop will analyse the occupation and identify the common tasks performed by food process operators.

The document produced will then be validated by other food process operators and, once approved by the industry at large, will be recognized as the national occupational standard.

The standard is most useful to the industry in the following ways:

1. as a benchmark against which a company can measure its workers' skills (knowledge and abilities) and make, if necessary, the required modifications to match the work force to the NOS.
2. to guide the development of curriculum and training programs.
3. to lead to the certification of workers, i.e. a marketing strategy that demonstrates to customers/clients/consumers that workers skills meet the national standard.
4. to accredit training institutes – attests to the fact that their training programs conform to the national standard.
5. as an aid in the continuous improvement initiatives of organizations – a roadmap.

The Council is now recruiting food process operators (across sectors and across Canada) to participate in the workshop (location TBD). The participants should have the following profile:

- 7 to 10 years experience in the industry
- good communicator
- flexible/diverse experience (multi-functions)
- proud of his/her occupation
- hands-on

If you are interested in sending a food process operator or would like more information please contact Aline M. McRory, Project Manager, FPHRC at (613) 283-2534 or [amcrory@magma.ca](mailto:amcrory@magma.ca)

## New Uses for Saskatchewan Lentils

Whole-grain lentil flours are used to add functionality and health benefits to different applications. Lentil puffs, made using a blend of 70% whole-grain red or green lentil flour and 30% corn meal, have a light and crunchy texture, mild flavour, and natural color. These gluten-free puffs can be used to replace wheat, soy, and rice puffs in snack foods, cereal and energy bars, cereals, and toppings.

Adding flavouring and coating to the puffs creates additional use opportunities. One serving of lentil puffs provides 21 grams of whole grain and 3 grams of fibre, and is a source of iron.

Lentil pasta has a mild flavour, rich colour, and firm texture during cooking. It is made using a blend of 40% whole-grain red or green lentil flour and 60% durum wheat semolina. Lentil crackers, which are made by blending 30% red or green lentil flour with 70% wheat flour, have a crispy texture and a whole-grain flavour.

For more information please call Rachel Kehrig at (306) 668-9988.



## Top 10 Snack Trends

Food In Canada, October 2010 issue

Food Channel, in conjunction with trend analysts CultureWaves, Mintel International and the International Food Futurists released what they see as the top 10 snack trends of the year:



**Chips and dip 2.0** - Healthier and spicier alternatives such as hummus and falafel chips.

**Smaller sizes** - Snacks with protein are moving up as meal replacements.

**Health drinks** - Beverages featuring interesting fruit combinations, antioxidants and organics are taking over from colas and energy drinks as snack mainstays.

**Bars** - Granola bars now offer something for everyone - dairy free, gluten free, organic, non-soy, and those for women or kids only.



**Nuts** - Nuts with granola, fruit, chocolate, vanilla and even smoked nuts.

**Sweet and salty** - Sweet and salty profiles, such as nuts and chocolate, are turning up in all types of applications.

**Yogurt** - Healthy, value added yogurts with prebiotics are changing this category. Health oriented yogurt styles now making news include Greek and Icelandic varieties.

**Bold flavours** - Spicy, hot and unexpected flavour combinations are crossing into the snack category.

**Fruit** - The abundance of new and exotic fruits, and local fresh fruit has made fruit the number one snack among children aged 2 to 17.



**Nostalgia** - Despite the current focus on healthy snacking, less than nutritious snack cakes are finding popularity with today's snackers who still crave a little inexpensive indulgence now and again.

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strategic support & funding provided by:



117 - 105 North Road  
Saskatoon, SK S7N 4L5  
tel: (306) 933-7555  
fax: (306) 933-7208

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