

eFood Focus

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Inside

| | |
|------------------------------|------|
| Funding for Training ----- | pg 2 |
| Martin Munchies Profile----- | pg 3 |
| Buying Local, Feeding Global | pg 4 |
| Industry Symposium----- | pg 5 |
| Industry Events ----- | pg 5 |
| SAVI Program ----- | pg 6 |
| Market Access Program ----- | pg 6 |
| Innovation Corner----- | pg 7 |



Saskatchewan Food Industry
Development Centre Inc.

Concept to Commercialization

product development
extrusion technology

interim processing
industry training

technology transfer
quality assurance

Food Centre Goes to the Olympics

As exciting as it may sound, the Food Centre wasn't physically at the Olympics, but we sent our well wishes packaged in golden yellow labelled bags with the Saskatchewan Pulse Growers (SPG) in the form of a "Lentil Crunch". Participating in the Saskatchewan Pavilion, the SPG contacted the Food Centre to develop a product to best promote Saskatchewan grown lentils at the 2010 Olympics in Vancouver. After various prototypes, the "Lentil Crunch" was the gold medal winner. According to SPG staff, it was also a gold medal winner with the attendees at the Saskatchewan Pavilion - numerous visitors asked where they could purchase the product. Amanda Olekson, Communications Manager of the SPG, reported, "The Lentil Crunch was very well received. We had to ration our samples daily and ended up handing out all 10,000 samples. Parents were thrilled that their children liked it - since kids can be picky eaters!"

The Food Centre was excited to be partnering with the SPG in developing a unique product that would represent SPG and promote Saskatchewan's pulse industry. For more information on pulses, check out www.saskpulse.com.

The Food Centre was twice represented at the Olympics through another partnership with SaskCanola. The Food Centre assisted in the development of a delicious cookie which showcased canola oil and other Saskatchewan grown ingredients such as oats and oat flour, dried Saskatoon berries, and sour cherries.

... cont'd on page 2



top 10 Foods of the Decade

1. Sushi
2. Bacon
3. Cupcakes
4. Sliders ('mini' sandwiches)
5. Gourmet Burgers made with Kobe or Angus Beef
6. Super fruits (Acai, Pomegranate, Blueberry)
7. Oils - olive oil, truffle oil
8. Whole Grains
9. Artisan Foods
10. Coffee, Teas

(source: the Food Channel - www.thefoodchannel.com)



... cont'd from cover page
{This portion of the article is submitted by SaskCanola}

The development of the Canola Gold Cookie was part of SaskCanola's overall theme "It's all about the Gold" which promoted the Saskatchewan canola industry and the health benefits of canola oil to visitors at the Saskatchewan Pavilion during the 2010 Winter Games.

Cookies were individually packaged with the Canola Gold Cookie label listing the ingredients, and distributed to visitors at the Saskatchewan Pavilion as part of the SaskCanola Feature Day activities on February 21. The cookie was also distributed to all guests who attended the Kickoff to Saskatchewan Day Breakfast which SaskCanola organized and hosted on February 23.

The Canola Gold Cookie was well received and exceeded expectations with requests for the recipe both during and after the Winter Games.



The recipe is posted on the SaskCanola website at: www.saskcanola.com.

FOOD SAFETY SECTION

Did you know? The Saskatchewan Agri-Value Initiative Program provides funding to assist companies in training to improve their business skills. Demonstrate the benefit to the management of your company in the application, and your company may be eligible to receive a maximum available funding of \$5,000 (with 50% matching by the applicant) for tuition/registration fees and books.

This is the perfect opportunity to consider training an employee with the **Food Centre's online HACCP & Food Safety Certificate Program**. Once completed, equipped with HACCP training and knowledge of your company's operations, your employee will make a smooth transition into a food safety position within your company. Flexible training will not interrupt your daily operations. For more information on the HACCP and Food Safety Certificate Program and how the SAVI funding can help, contact Allan Coulthard at (306) 933-7555 or acoulthard@foodcentre.sk.ca.

HACCP is an internationally recognized set of food safety principles. Under HACCP, processors implement process controls designed to enhance safety levels at every stage in production. HACCP certification is an important component for ensuring food safety and enhancing the marketability of food products internationally.

For full details on the SAVI Program, contact your nearest Saskatchewan Agriculture Regional Farm Business Management Specialist (see page 6) or visit www.agriculture.gov.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

 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.



Got the Munchies?



Snack foods have been notorious for their fat content. Because they are usually considered to be an indulgence, the health aspects of snack food products are not usually a priority - until now.

In the past several years, increasing consumer interest in healthy eating, weight management, disease prevention and nutrition has triggered snack manufacturers to rethink, reformulate and reinvent what they are putting into the hands of snacking consumers.

Martin Munchies, a subsidiary of G&D Martin Family Farms, located in Watrous, Saskatchewan, is well aware of this continuing food trend. Already in the business of growing barley, a grain known for its high fibre content, low Glycemic Index and other health promoting claims, G&D Martin Family Farms took it one step further by adding value to their grain product and formed "Martin Munchies", a new snack food business. Owned and operated by a father and daughter duo, Garnet and Lesley are excited to introduce to the market a snack that tastes sinful but still healthy for you.

Playing on the wholesome goodness of barley and the health benefits of whole grains, their Martin Munchies snack line also boasts low calorie and a baked, not fried process. The barley snack line comes in 2 salty flavours: salt and vinegar, dill pickle; and 2 sweet flavours: cinnamon & brown sugar and yogurt with cranberries.

Martin Munchies is currently sold at local stores in Watrous, the Saskatchewan Made Marketplace in Saskatoon and online through their website at www.martinmunchies.ca. Lesley Kelly, co-founder and partner of Martin Munchies is looking at new ways to increase product awareness for 2010. "This is not only a fun and tasty snack for the entire family, it's a healthy choice", says Lesley. "Once consumers try it, they'll be hooked."

The Food Centre assisted Martin Munchies in the development and process of their barley snack. After various prototypes, the Food Centre came up with a product that embraced Lesley's passion for healthy living, yet offered minimal compromise in the barley's flavor, texture and nutritional content.

For more information on Martin Munchies, contact Lesley Kelly at (780) 297-9960, Garnet Martin at (306) 946-2251 or visit their website at www.martinmunchies.ca.



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Saskatchewan Proud*



Buying Local, Feeding Global

Article submitted by Saskatchewan Made

Saskatchewan Made, the Saskatchewan Food Processors Association, the Agricultural Producers Association of Saskatchewan, and Saskatchewan Trade & Export Partnership came together to host "Buying Local, Feeding Global" on March 22 at the Queensbury Convention Centre in Regina. Approximately 175 guests were in attendance, including primary producers, food processors, association representatives, government officials, and others.

One of the main themes of the reception was to emphasize the relationship that exists between the various levels of our province's food chain, from primary producers to value-added processors to export. Representatives from each of the host organizations spoke briefly to this point during the course of the evening.

Also central to the event was the opportunity to highlight the wide variety of Saskatchewan Made products that are available. Saskatchewan foods were featured in two fun and very delicious ways. Guests were treated to several food stations, each of which represented a different region of the world such as

South Asia, Latin America, Eastern Europe, and the United States. At the beginning of the event, guests were each given a passport which guided their "trip around the world" by outlining the regions represented at each station, including the dishes being served, the Saskatchewan companies that produced the ingredients, and how the products tie in with the global food market.

While the evening's menu drew attention to the many ways that Saskatchewan foods are used around the world, it was also important to promote the enjoyment of locally made goods right here in the province. A delicious assortment of Saskatchewan Made dishes were featured at the "Buying Local" food station. In addition, guests were invited to take home a piece of Saskatchewan by stopping by the "Duty Free Shop" which was stocked full of gift bags prepared by the Saskatchewan Made Marketplace. Each bag contained an assortment of Saskatchewan Made gourmet food products, ranging from classic Saskatoon berry jam and syrup, to chutneys, lentils, and bison jerky.



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Commercialization - Bridging Science & Innovation



SAVE THE DATE!!

May 31, 2010, Fairmont Hotel, Winnipeg, MB

Connect with innovation and commercialization expertise,
at a special Industry Symposium,
during the CIFST National Conference,
"Safe & Healthy Food – Harvesting the Science"

LEARN from industry experts as they discuss their approach to
Innovation & Commercialization.

GAIN key insights into best practices for bringing forward new ideas.

UNDERSTAND best practices and resources available to support your
commercialization efforts.

UNCOVER opportunities for commercialization through collaborations.



FOODTECH CanadaTM
Resource network for food and bioactives

For more details, contact:

Joy Shinn - Executive Director, FOODTECH Canada
(306) 933-7806
joy.shinn@foodtechcanada.ca

Visit www.foodtechcanada.ca for symposium details and
tentative agenda.

Registration and detailed information for this symposium and
the entire conference is available at www.cifst.ca.

INDUSTRY EVENTS

Tradeshows /Conferences

April 25 – 26
BC Foodservice Expo 2010
Western Canada's largest hospitality tradeshow
Trade mission organized by STEP
contact: dmaynard@sasktrade.sk.ca

May 10 - 13
Food Marketing Institute
Las Vegas, NV
www.fmi.org

May 25-27
National Confectioners Association
McCormick Place - Chicago, IL
www.allcandyexpo.com

May 13 – 16
Canadian Health Food Assoc. Expo West
Vancouver, BC
www.chfa.ca

May 29 – 31
National Grocery Conference
Halifax, NS
www.ccgd.ca

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

Sept. 28
SK Trade & Expert Partnership
2010 Trade Conference
Saskatoon, SK
www.sasktrade.com

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Are You Business **SAVI?**

The **Saskatchewan Agri-Value Initiative (SAVI)** can provide funding up to **\$50,000**, business development expertise and business assessment tools.

Who Should Apply?

Small to medium-sized agri-businesses or producer/processor organizations that are:

- Involved in value-added processing of agricultural products (i.e. food, feed and bio-products)
- Interested in expanding or growing your business



FOR MORE INFORMATION:

| | |
|------------------|----------------|
| North Battleford | (306) 446-7962 |
| Prince Albert | (306) 953-2363 |
| Tisdale | (306) 878-8842 |
| Kindersley | (306) 463-5513 |
| Outlook | (306) 867-5575 |
| Watrous | (306) 946-3220 |

| | |
|---------------|----------------|
| Yorkton | (306) 786-1531 |
| Swift Current | (306) 778-8285 |
| Weyburn | (306) 848-2857 |
| Regina | (306) 787-5924 |
| Saskatoon | (306) 933-5344 |
| Moose Jaw | 1-866-457-2377 |



Gain Recognition as a Vendor for New Markets through Vendor Recognition

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.**



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

New Product Delivery - STEP Market Access Program

In January, 2010 Saskatchewan Trade & Export Partnership (STEP) announced a new program tool aimed specifically at getting STEP Members back into markets where face to face contact is imperative in order to be successful.

The new product delivery and program is designed to support the domestic and international marketing efforts of STEP regular members. Funds are provided to assist STEP members to enter new markets or market segments outside of Saskatchewan. Financial assistance may be provided to members who are exhibiting in a trade show or trade event, or participating and/or exhibiting in STEP-led trade missions, events and shows outside of Saskatchewan.

For complete details relating to costs eligible under the STEP MAP Program, qualification criteria, or to apply, please contact:

STEP Program Administrator
Telephone: 306.787.3223
stepmap@sasktrade.sk.ca
www.sasktrade.sk.ca



STEP
SASKATCHEWAN TRADE
& EXPORT PARTNERSHIP



INNOVATION CORNER

No Salt, No Flavor?

It's probably not farfetched to say that most Canadians consume far more salt than is healthy. High blood pressure and hypertension are just a few health implications resulting from excessive salt consumption. "Lower in Sodium" is fast becoming the new food trend in the industry. Increasing interest over health and wellness among consumers has companies such as Kraft, Conagra Foods (Chef BoyArdee, Hunt's, etc.), and PepsiCo (Frito Lay, Quaker, Pepsi, etc.), just to name a few, all incorporating salt reduction strategies into their business.



The Food Centre is experienced in reformulation of food without sacrificing taste; whether it be salt reduction, lower fat, or simply a new and improved product to meet consumer demands. Through a network in food science, technology organizations, industry associations and the Food Centre's own team of food specialists, we can assist Saskatchewan food processors in developing a "healthier" product for the market.

Call Sara Lui at the Food Centre with your ideas at (306) 933-7555 or email info@foodcentre.sk.ca.

... cont'd from page 4 - "Buying Local, Feeding Global"

Guests were also encouraged to purchase gift bags for a chance to win one of several great prizes. Gift certificates were hidden randomly in gift bags, with the most notable prizes being the two "Experience Saskatchewan" packages which included weekend accommodations, meals, and entertainment in Saskatoon or Regina.

"Buying Local, Feeding Global" received a very enthusiastic response from attendees, both during the event and after. The SFFPA and Saskatchewan Made would like to thank our event partners, generous supporters, and venue staff for helping make the night such a success. It was a fun, unique opportunity to promote Saskatchewan products and we hope to participate in more events like this in the future!



The Food Centre does not accept responsibility for the ideas and opinions expressed by contributors in this newsletter. Those who contribute and advertise in the newsletter are responsible for making sure their claims and statements are accurate. The Food Centre reserves the right to refuse any article or advertisement.

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

ADVERTISING OPPORTUNITY

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.

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Please direct all inquiries to Carmen Ly at info@foodcentre.sk.ca or tel: (306) 933-7556



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www.foodcentre.sk.ca
www.FoodIndustryTraining.ca

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