

Canadian

FALL 2017

food

Business

» The science of food and beverage

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New technology
transforms
manufacturing

2018
trends
issue

**ARE BREAD
SALES TURNING
STALE?**



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Driving Technology

I was just speaking with a colleague recently about the speed at which technology is changing our lives and how it seems to be accelerating and changing faster than ever.

I can recall a couple of my own personal technology milestones such as finally moving from in-person to online banking and dropping my pager for a cell phone. I've really dated myself here, but back then, the changes didn't seem to come on a daily basis and didn't seem so life-changing.

We all know there have been a multitude of changes in manufacturing and at the retail level, all of which are aimed at saving everyone in the value chain, and including consumers, time and money.

Markus Brettschneider of ABB takes a look in this issue at connectivity and digitalization in food production, and how Canadian manufacturers stand to benefit. The driving force according to Brettschneider? As consumers expect more convenience and accessibility, companies such as Amazon and Walmart are seizing the opportunity to endorse new ecommerce business models, and active investors are pushing manufacturers to simplify and optimize their supply chains. Digitalization, automation and robotics offer solutions to these challenges.

Shopping lists apps; motion sensors that detect what I am looking at and display ingredients, origin and carbon footprint; smart inventory systems; self-checkouts; self-driving shopping carts; drone delivery; it's all here.

Sometimes I'm not convinced who is really driving the technology revolution bus – or is it driverless car – consumers or manufacturers. Most of the time I feel like I'm being dragged along and sometimes I miss the good old days. But then again, wow, is this stuff ever cool!

Sincerely

TERESA ROGERS



EDITOR
CANADIAN FOOD BUSINESS



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food EVENTS

2017

December 5 -6

Canadian Food & Drink
Summit
Calgary, AB
www.conferenceboard.ca/conf/foodsummit/default.aspx

2018

January 25 - 28

Guelph Organic
Conference and Trade
Show
Guelph, ON
<https://guelphorganicconf.ca>

February 21-22

Ontario Fruit and
Vegetable Convention
Niagara Falls, ON
www.ofvc.ca

February 21-22

Food Processing Expo
Sacramento, CA
<http://clfp.com/events/food-processing-expo-2018/>

February 22-25

Canadian Health Food
Association West
Vancouver, BC
<https://chfa.ca/en/chfa-west/index.html>

February 26 – March 1

Pittcon
Orlando, FL
<https://pittcon.org>

University of Guelph Students to Develop Innovative Food Concepts with Industry Mentors

As part of an annual project, students from the University of Guelph presented their original food product concepts to a panel of industry mentors in October. Students from the Food Science, Marketing, Nutrition and Engineering programs will work in teams to turn their ideas into prototypes, culminating in a final competition in March 2018.

“Our goal is to provide students with a collaborative experience that addresses current trends and challenges in the food industry,” says Lisa Duizer, Department of Food Science Associate Professor at the University of Guelph. “By making this an interdisciplinary project that involves University of Guelph students from various programs, we are also demonstrating the diverse and interesting career opportunities that exist in food processing.”

Each student team is responsible for developing a product that fits into a food category currently undergoing significant industry growth and interest: vegan; vegetable proteins; convenient indulgences; breakfast; beverage; and snacks. In March 2018, each student team will present their product for a taste test competition to mentors and judges, along with a business case and marketing plan.

New this year is the addition of six mentors from



University of Guelph students, Colin Jones and Chloe Van Acker, prepare for annual project that brings together students from different programs as well as industry experts. Photo Credit: Lisa Duizer

the southwestern Ontario region who are food industry experts. The mentors include: Rob Bianchin, Vice President at Blendtek Fine Ingredients; Daryl Holmes, a founder and former COO and co-CEO at Nealanders (now Caldic Canada); Brian Jones, Director at BAJ Group Inc.; Christina Marsigliese, Product Developer at the Guelph Food Innovation Centre; Derek Vella, Product Developer at Loblaw Companies Limited; and Dr. Tyler Zemlak, Technology Transfer Officer at the University of Guelph.

CETA to Help Canada Food Exports Grow in Europe

Minister of Agriculture and Agri-Food, Lawrence MacAulay, held a 10-day European agricultural trade mission in October as part of an effort to build on the momentum of the Canada-European Union Comprehensive Economic and Trade Agreement (CETA)’s provisional application.

“The trade links established by Canadian companies and exporters of agricultural products here in Europe are vital to expanding

and diversifying export markets for Canada’s agriculture and agri-food products,” said MacAuley.

Canadian industry estimates CETA will boost agriculture and agri-food exports by up to \$1.5 billion annually. The agreement will give the sector a competitive advantage in the EU, and will help Canada move toward meeting its target of growing agri-food exports to \$75 billion annually by 2025.

New Low-Sugar Glucose Syrups to Reduce Product Sugar Content



Ingredion Incorporated introduced a new line of low-sugar glucose syrups in North America in October. Its VERSASWEET low-sugar glucose syrups enable manufacturers of confectionery, dairy, ice cream, and baked goods to achieve reduced grams of sugar on the Nutrition Facts panel by formulating with low-sugar corn- or tapioca-based glucose syrups that, compared to standard glucose syrups, have a lower percentage of mono- and disaccharides, also called DP1 + DP2.

More than 80 per cent of consumers are

checking the sugar content of foods and beverages before making purchases, the company said in a press release, citing a 2017 Mintel Sugar Reduction Trends report.

“The challenge for food manufacturers has been to reformulate to a lower sugar product with minimal or no changes to the ingredient declaration list or existing processes,” says Nate Yates, Director of the Sweetness Springboard, North America at Ingredion. “VERSASWEET can help manufacturers overcome this challenge when they are already using glucose syrup.”

Wageningen Opens Research Facility for Quality Control of Fresh Produce

Wageningen Food & Biobased Research opened its new research facility for quality control in the fruit, vegetable and flower sector in the Netherlands in October. The facility brings together knowledge and expertise in post-harvest technology and agro-food robotics. The company says the need for quality conservation is growing worldwide and it can help food companies keep their products fresher and reduce waste.

“Companies benefit from a sustainable chain in which quality during storage, transportation and at point-of-sale is optimally controlled. Food losses are reduced and the availability and volume of quality food for the global population increases. Companies also enjoy a stronger international market position,” says Raoul Bino, General Director

of the Agrotechnology & Food Sciences Group at Wageningen University & Research.

Wageningen Food & Biobased Research has been researching the quality of fresh vegetables, fruits and cut flowers for more than 80 years nationally and internationally. Wageningen experts coordinate the GreenCHAINge Fruit & Vegetables research program which creates smart chains that, via improved quality control, enable manufacturers to deliver quality fruit and vegetables throughout the year. Its Cool – Research on the Move initiative developed with Fontein BV is a mobile research facility that allows companies and governments in emerging countries to significantly increase the quality and shelf life of their products, expanding existing markets and creating new ones.

food EVENTS

2018

February 28

BCFT Suppliers Night
2018

Burnaby, BC

www.bcft.ca/suppliers_night/supplier_details.html

March 5-8

The Global Food Safety
Conference

Tokyo, Japan

www.tcgffoodsafety.com

April 29 – 30

Bakery Showcase 2018

Mississauga, ON

www.baking.ca/Bakery%20Showcase/bakery%20showcase%20-%20about.aspx

April 30 – May 1

North American
Summit on Food Safety

Toronto, ON

www.foodsafetycanada.com

May 2-4

SIAL Canada 2018

Montreal, QC

<https://sialcanada.com/en>

July 15 - 18

IFT18 Annual Meeting &
Food Expo

Chicago, IL

www.iftevent.org

Stopping Bread from Turning Stale

BREAD CONSUMPTION HAS STEADILY DECLINED IN CANADA OVER THE LAST DECADE BUT GROWING DIVERSITY IN THE BREAD AISLE IS ENCOURAGING YOUNGER CONSUMERS TO STAY IN THE CATEGORY

By Chris Brockman



CANADIANS are unequivocally eating less bread. According to Mintel, based on data from Statistics Canada and the Economist Intelligence Unit, per capita consumption of bread has shown a consistent decline in the country over the last decade, falling by a cumulative 18% from 16.5kg in 2007 to just 13.5kg in 2016 – with the average Canadian now eating 3kg less bread annually now than nine years ago. Like the neighbouring U.S. market, this decline can be largely attributed to poor health perceptions of bread, and the emergence of diets that shun carbohydrates and gluten. Mintel’s Bakery Products: Bread – Canada, July 2017 report revealed that while 97% of Canadians claimed to purchase bread over the last three months, 35% said they were trying to limit the amount they eat, with such avoidance higher among demographics that are typically more health conscious: older consumers and women. (See Figure 1)

However, while health concerns are clearly an obstacle for the category, their influence should not be overestimated. When asked what factors most influence their bread purchases, category users cite a number of factors ahead of health, with flavour, price, freshness and format all considered significantly more important. This has enabled manufacturers to counteract declines in overall consumption by introducing new flavours and formats, helping prop up the value of the market while volumes have declined. The same Mintel data as above, for example, revealed that volume sales declined by a cumulative 11% between 2010 and 2016, while the value of the market increased by 1.8%. This suggests that the ongoing challenge for bread manufacturers in Canada is not necessarily tied to overcoming health concerns, but identifying what matters to consumers and introducing value-added solutions that cater to these demands.

Wall of beige takes on colour

The biggest change in the Canadian bread market over the last few years has been the move away from the so-called ‘wall of beige’ to a more vibrant category offering a range of formats, tastes and textures. Packaged sliced bread still ranks as the most popular bread type – purchased by 78% of the population in the three months to May 2017 – while other traditional North American concepts like hot dog/ hamburger buns (51%) and rolls (47%) also remain in demand. However, there is undoubtedly growing openness to breads that can be considered ‘less conventional’, with tortillas (36%), flavoured bread (28%), naans (23%), and other internationally inspired breads/buns (17%) now purchased by a good chunk of the population. Importantly, such formats are helping brands sustain consumption among a younger audience. Millennials are significantly less likely to consume sliced bread than older generations in Canada, but are driving uptake of less conventional formats as they look for products that better resonate with their experimental tastes. Indeed, 18 to 34-year-olds over-

index in their consumption of bagels, tortilla, flavoured bread, naans, and other internationally inspired breads/ buns, and express significantly more interest in trying “bread/baked goods that are traditional in other countries”. This is helping to maintain overall bread consumption at 95% of 18 to 34-year-olds, and suggests that manufacturers in Canada should maintain a diversified portfolio to ensure relevance across age groups going forward. Such products are also likely to have increasing appeal in a country where immigration, largely from Asia, is expected to drive population growth in the coming years. Statistics Canada forecasts that between 29% and 32% of Canadians will be a member of a visible minority group by 2031, many of whom will prefer the traditional breads of their heritage.

Artisanal breads can encourage older consumers to trade up

Ensuring relevance among younger generations will be a priority for bread manufacturers in Canada going forward, but the ageing population suggests that older consumers must not be forgotten. According to Mintel’s Canadian Lifestyles: Pride and Purse Strings – Canada, April 2017 report, 31% of the country’s population was aged over-55 in 2016, equivalent to 10.8 million consumers. Seniors also account for the fastest-growing age group, and the number is expected to almost double over the next 25 years. This makes them a potentially lucrative demographic across categories, particularly as they are typically more financially stable than younger consumers, leaving room for discretionary spending and a greater willingness to splurge on higher quality products.

Importantly, such behaviour translates to the bread aisle, where the over-55s are less price sensitive and show greater interest in added value concepts. While older consumers are more likely than any other age group to be limiting their bread intake, there are opportunities to counteract declining frequency of consumption by encouraging them to trade up. There is, for example, particular interest in artisanal/craft bread among these consumers, with 27% of the over-55s agreeing that it is worth paying more for artisanal or craft bread, compared to 22% of 18 to 34-year-olds. Developing products with a simple, more natural position, and a hand-crafted image that stands in opposition to the mass-produced majority, could therefore help brands reengage an older audience that is either reducing frequency of bread consumption, or largely stuck on low-cost formats like packaged sliced bread. (See Figure 2) **fb**



The Analyst's View

- Canadians are eating less bread due to poor health perceptions and the emergence of diets that shun carbohydrates and gluten.
- Growing value sales in recent years do, however, highlight that bread is no longer seen as a commodity in Canada, creating opportunities for manufacturers to counteract volume declines through added value options.
- Experimental younger consumers can be reached by embracing diversity and the growing number of internationally inspired breads available in the market, while older consumers are likely to be attracted to artisanal/craft breads that offer an alternative to mass-produced options.

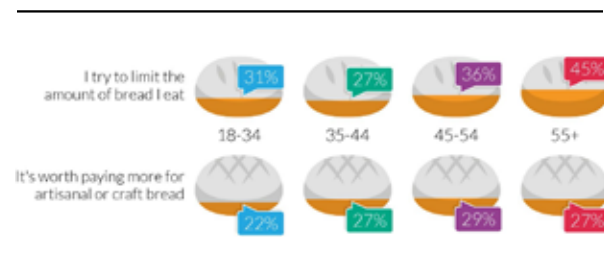
Figure 1: Volume Per Capita consumption of bread and bread products (KG), Canada, 2007 to 2016

2007	2008	2009	2010	2011
16.48	16.25	16.32	16.22	15.12

2012	2013	2014	2015	2016
14.29	13.99	14.02	13.86	13.53

Source: Statistics Canada, Economist Intelligence Unit/Mintel

Figure 2: Attitudes towards bread, by demographics, Canada, MAY 2017



Base: 1,932 internet users aged 18+ who have purchased bread in the past 3 months

Source: Lightspeed/Mintel

This is an excerpt from *Bakery Products: Bread – Canada, July 2017*

CONNECTIVITY and DIGITALIZATION Food Production

HOW CANADIAN FOOD MANUFACTURERS WILL BENEFIT FROM DIGITALIZATION

By Markus Brettschneider

FROM automotive and aerospace, many industries have been using digitalization technologies, such as automation and robotics, for many years. This goes hand in hand with the idea of the Industrial Internet of Things (IIoT), where connectivity of devices opens up new possibilities to improve production. However, the food and beverage sector has been slower to adopt these new technologies. In Canada, the government and industry are looking at what could be done. This article explores how digitalization has transformed from a trend into a core component of modern food business strategies.

Canada is the fifth largest exporter of food products in the world and generated \$32.3 billion in 2016. Because food manufacturing makes up the largest manufacturing sector in Canada, the Canadian government and the Conseil de la transformation alimentaire du Québec (CTAQ) recently partnered with ABB to host the country's first National Food Technology Event.

The event, held in September, aimed to educate businesses of all sizes on how to ensure sustainability and growth of the Canadian food industry through the integration of digitalization. Focusing on key industry topics such as automation, industry 4.0 and artificial intelligence, ABB presented the reasons why food manufacturers should be making the most of digitalization and the benefits it can have to those in the industry.

The big picture

While digitalization is transforming the way that industrial environments operate, the food manufacturing industry has been slow in adopting and integrating these new technologies.

This is despite research firm PwC reporting that 90 per cent of companies expect digitalization to increase their competitiveness, as analytics from smart technology provides businesses with knowledge about what their customers think and what they want.

The results of PwC's Industry 4.0 global survey suggest that most businesses believe they do not have the right talent, IT infrastructure or defined strategy to implement digitalization and the IIoT. This is particularly true for companies who already have an existing set-up and are looking to embark on their digital journey within their existing manufacturing footprints.

This research is confirmed by ABB, which also conducted its own survey and found similar results. Although this initial hesitation is to be expected from manufacturers, in the U.S. and Canada the demand for manufacturers to optimize their supply chains is greater than ever.

As consumers expect more convenience and accessibility, companies such as Amazon and Walmart are seizing the opportunity to endorse new ecommerce business models, and active investors are pushing manufacturers to simplify and optimize their supply chains. Digitalization, automation and robotics offer solutions to these challenges.

What's impacting demand?

Both Amazon and Walmart have been leading the development of the grocery ecommerce market, which has grown significantly since it was first developed in 2007. Revolutionizing the way consumers shop for food so that it is



easy and convenient for the consumer, ecommerce systems also allowed retailers to provide a greater amount of choice.

With that said, the high level of choice means customers can compare prices across different retailers quicker online than in store, driving greater competition between companies as a result. As mergers like Amazon and Whole Foods happen, more pressure will be put on manufacturers to meet retailer demands.

Why digitalization?

Today, many of our household appliances are connected to the internet. We can control our televisions, washing machines, and even look into our refrigerators from our mobile devices. The low cost of connectivity enables this, combined with easily accessible and secure cloud services and storage. Today, technology has advanced so much that cost is not a barrier to connect a device to a network, whether it's a consumer device or an industrial one.

In the same way that digitalization allows consumers to interact with their fridges, it also facilitates better engagement for engineers in the industrial food and beverage sector. For example, the ABB Ability Smart Sensor for motors is a device that connects to existing low voltage motors. It collects motor performance data, such as temperature and vibration levels. This data is collected in the cloud where analytical services provide plant engineers with a simple overview of the health status of their motors.

This changes the maintenance concept from reactive, meaning service is done when a problem happens, to predictive; knowing ahead of time and scheduling maintenance before the problem happens.

Ecommerce grocery shopping is just one example of a change in buying behaviour in the U.S. and Canada. Other trends include the rise of vegan, gluten-free and dairy-free foods, as well as a shift in packaging materials and designs. Consumers are looking for portion sizes that allow them to reduce the amount of food they throw away.

In turn, manufacturers are being compelled to create a variety of serving sizes, such as single-serve packaging, multi-packs and resealable packs. To enable this, manufacturers need to efficiently adapt production lines to accommodate these new products.

Robotics are a key enabler and, even before a robot is installed, digitalization helps make the process more efficient. For example, virtual commissioning allows plant engineers to create a 3D model of the proposed process line change, program robot and other automation, and then test the whole line prior to making any physical changes. This not only saves time, it is an economical and fast solution that helps manufacturers become more flexible in a shorter timeframe.

Supply chain pressures

In Canada, and around the world, manufacturers are increasingly analyzing their supply chains, from grass to glass and farm to fork. Understanding how ingredients are used across production and being able to analyze production data, while maintaining tracking and traceability for food safety, is a complex task.

Digitalization at the enterprise level, such as Manufacturing Operations Management systems, help integrate and track diverse production information. The data gathered feeds optimization analysis. This data helps manufacturers identify where and how optimizations can be made, including in the usage of utilities such as water and electricity.

The National Food Technology Event in Canada helped open the discussion about digitalization and shows the importance for both the country and the industry to ensure the future of food manufacturing remains competitive in Canada, and globally.

Consumer buying habits will continue to change and the demand for greater choice will grow. Manufacturers need to be prepared to adapt and respond quickly; and the more they know about the possibilities digitalization enables, the more competitive they will be. **FB**



Markus Brettschneider is Group Senior Vice President and General Manager of Global Food and Beverage Applications at ABB

Clean Label

Ingredients and So Much More

By Karen Proper

In the early to mid-2000s, “light” and “fat-free” foods took the centre stage for a brief period of time. Consumers demanded products that were lower in calories and fat – and the industry delivered. These products did not provide the sensory qualities consumers expected. Consumers were unwilling to sacrifice so-called healthier options for a compromised taste and eating experience. Light and fat-free foods faded from the spotlight, waiting for the next trend to take their place.

This scenario does not seem to ring true for the clean label trend. In fact, the term “clean label” has been a hot topic of discussion in North America since at least 2011 and continues to gain momentum. The term is not defined by government regulations and as a result has morphed into a mega-trend fueled by consumer perceptions. Consumers are reading labels, seeking out products with specific ingredients, or the absence of specific ingredients, and making an investment in healthy eating.

Humble Beginnings to Extraordinary Heights

In the humble beginnings of the clean label trend, the removal of artificial colours, flavours and ingredients was enough to satisfy food-savvy consumers. Kraft Heinz removed all synthetic colours, flavours and preservatives from its iconic macaroni and cheese meal to make the product more “natural.” Hershey’s Chocolate Kisses, Campbell’s soups, Taco Bell tacos, Pizza Hut pizzas, Subway sandwiches and General Mills cereals underwent a similar transformation in response to consumer demands for clean label products. Brands highlighted these product differences by boasting “free-from” claims on their labels or through advertising campaigns. Consumers were heartened by these forward steps and their appetite for clean food products was satiated for a short time.

But what about those hard-to-pronounce and difficult-to-understand ingredients such as propylene glycol alginate, autolyzed yeast extract and calcium disodium EDTA? Forget the science, the rigorous regulatory approval process and functionality of these ingredients – “Surely, if the ingredients are not recognizable, they could not be good for you” was the general conclusion of consumers. In response, North American food service and retail grocery store chains including Whole Foods, Panera, Trader Joe’s, Aldi, H-E-B and Kroger developed respective lists of unacceptable ingredients not permissible in the food sold by their stores or restaurants. These expansive lists often identified more than 100 ingredients that were

once commonplace, but were now prohibited in their foods.

As might be expected, the perception of “clean label” soon expanded to include shorter ingredient lists. Non-essential ingredients were removed to simplify ingredient declarations and new products were developed using a limited number of ingredients. Nestle was up to the challenge and in 2016 introduced Boost Simply Complete – a nutritional beverage highlighting the fact that the product was made with fewer ingredients and no artificial colours, flavours or sweeteners. Likewise, this year, Nestle overhauled its Nestea iced tea beverages to possess only four ingredients: water, sugar, tea and citric acid.

Natural colours, flavours and limited use of additives became more commonplace in our food supply. Consumers, led by the Millennial generation, continued to read labels, prioritize healthy eating and engage in social media and discussions about food. They understood what was no longer in their food – now they wanted to know what was in their food. The term “clean label” was positioned for growth once again. A demand for transparency took root. Consumers called for information about sustainability, processing and the origin of food ingredients. Recognizing an opportunity to strengthen trust with its consumers, Dannon pledged to change how it makes yogurt. It committed to including the use of more natural ingredients, voluntarily labelling GMO ingredients (with a loftier goal of removing them entirely) and partnering with suppliers and family farms to adopt sustainable agricultural practices and improve animal welfare – because, to quote Dannon, “what’s important to you, is important to us.”

Over the years, “clean label” has become bigger than the demand for natural ingredients in food products. Millennials are looking to food as a pillar for health, longevity and wellness, triggering a revolution in the way consumers think about food. Companies are reformulating products to appeal to these ever-expanding consumer demands. The term “clean label” aptly describes how the trend has evolved to achieve greater summits and the performance is far from over. **FB**



Karen Proper is Technical Manager, Product & Process Development, Consulting and Technical Services, NSF International



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a lot of people asking where they can find it, so we're trying to make sure that ramps up. People see it as another healthy option for them to choose.

WHAT ARE SOME COMMON MISCONCEPTIONS ABOUT MARGARINE WHEN IT COMES TO HEALTHY EATING?

There's always the reference that it's a processed product, so it's inherently unhealthy. That's the biggest misconception because, in fact, Becel is made of a blend of heart-healthy oils—Canadian-grown canola and sunflower oils, which are both rich in poly and mono-saturated fats. I think it's about trying to educate Canadians about what is in Becel.

WHAT DO YOU THINK IS MOST IMPORTANT ABOUT HEALTHY EATING?

I think, for me, it's all about balance and customization. There's no "one size fits all" for how to have a healthy lifestyle, which I think is part of what's frustrating for consumers. In the media and brands it's always something new: it's all about low carbs, now it's paleo, now high fat is a villain, and now sugar's the villain. It's confusing so having an approach of moderation and balance, back to basics, is great.

WHAT HAS BEEN YOUR FAVOURITE FOOD TREND OF 2017?

I think the move toward plant-based options has been really cool, and seeing plant-based alternatives across a number of different categories to provide more variety and choice. You see it more and more across grocery stores. And a lot of them are pioneered by Canadian companies, which is really inspiring.

DESCRIBE YOUR GO-TO AVOCADO RECIPE.

I'm a big avo-toast fan. I know it's a pretty easy one. When I was pregnant with my son, every morning I would have toast, Becel, smoked salmon, and a fried egg. That was my personal avocado toast phase. But incorporating it into bowls is also cool. Becel has two quinoa-based bowl recipes where you really have flexibility to add a variety of ingredients. I also just eat it straight-up—my son basically eats half an avocado in every meal, so we have a lot of avocado in our house. **B**

Becel Gets Trendy

with New Avocado-Based Product

By Kelly Townsend

AVOCADO, anyone? Like it or not, the green fruit has dominated as a major food trend the last few years, to the point where avocado toast has become the unexpected mascot of healthy eating everywhere. Recognizing an opportunity, Unilever developed an avocado oil product for its major margarine brand, Becel.

"It's important for us to continue modernize and rejuvenate the margarine category," says Nicole Fischer, Senior Brand Manager, Baking, Cooking and Spreads at Unilever. "Avocado is extremely on-trend and, from our perspective, very heart-healthy, so it aligns with the Becel brand mission about healthy fats."

It took roughly a year for Becel with Avocado Oil to move from research and development to landing on Canada's grocery shelves. Workers had to carefully review the existing formula base to see how to incorporate avocado oil while maintaining the right balance of different types of fat and keeping Canada's heart health claim on the packages.

Much of the motivation behind the product was based on a rich consumer need. Fischer says one in two Canadians don't know how to add avocado oil into their diets, while many other Canadians indicated they don't like the taste or texture of avocados, but still wanted the health benefits. "It's one of the main reasons we wanted to give them an option from something they're already cooking with."

WHAT HAS THE CONSUMER RESPONSE BEEN?

It's been really positive. We're obviously in early stages. We've had some of our launch events... we also have our TV communications, digital, and social. All of the pieces are coming to light. We've had

Bynes Blueberries

The Coca-Cola Company

King's Hawaiian

SAVOR



Front Porch Pecans



Proper Pepper



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