

CANADIAN

March/April 2012

Meat Business

The Beef, Pork & Poultry Industry Magazine

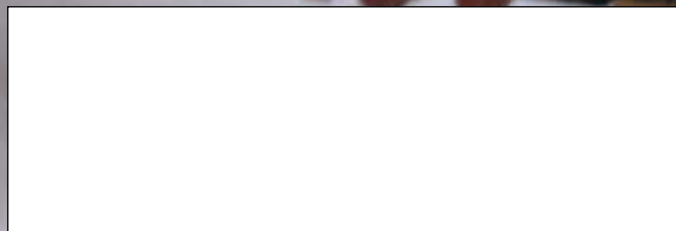
Smoked Meat Memories

Celebrity owners promise not to change legacy of Montreal deli

Australian Beef Grading

Negotiating Free Trade with Japan

Cattle's strong outlook
pg. 5



meatbusiness.ca

\$6.00

YES

GROUP INC

**More YIELD!
More MARGIN!
More PROFITS!**



Yes Group Inc.

201 Don Park Road, Unit 1
Markham, Ontario
L3R 1C2

Phone: 1-800-465-3536

905-470-1135

Fax: 905-470-8417

Website: www.yesgroup.ca

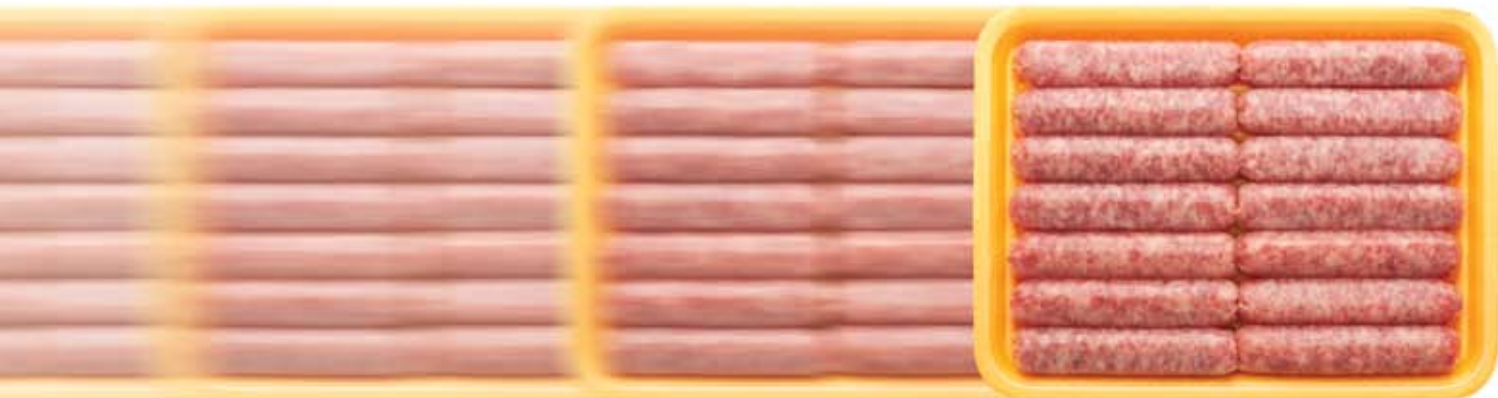
Email: sales@yesgroup.ca



In this issue

March/April 2012

- 5** Guest Editorial
by Martin Unrau
- 6** Smoked Meat Memories
by Alan MacKenzie
- 9** Greater Scale Needed in Food Processing Sector
- 10** Talking Trade with Japan
- 12** Under Pressure: Rising costs challenge food industries
- 14** The Straight Facts on Accurate Fat Analysis
by Terry Woolford
- 17** QR's Customized Content
by Brian Weller
- 18** The Appeal of Grading Down Under
- 20** Assembly Line
- 21** High Technology for Marinating
- 22** Industry Roundup
- 24** Automated Washing in the Food Processing Stream
by Ed Sullivan
- 27** Sofina Foods Makes Acquisitions
- 28** Cross Country News
- 30** Events Calendar
- 34** Meat Industry Business Watch
by Virginia Labbie



WE BUILT THE INDUSTRY'S FASTEST TWIN HORN LINKER AND THEN TURBOCHARGED IT



Introducing the Vemag LPG209 Length Portioning Machine. Its automatic casing loader and unmatched versatility make it the ultimate high-speed linker.

The Vemag LPG209 linker is not only the fastest linker in the industry, it is also the most versatile. It features a casing magazine to automatically load collagen casings, and with a quick changeover allows semi-automatic loading of natural casings. It's the best of both worlds – now processors can achieve the highest levels of output for both collagen and natural casing sausages using just *one* machine.

The LPG209 employs twin rotating linking horns to eliminate the stop-and-go downtime of loading casings, dramatically increasing output by 30% to 50% without adding labor. It produces high-quality, fresh sausages that are identical in length and weight. The Vemag TM203 Link Cutter or Vemag AH204 Automatic Hanging Machine can be easily attached to the LPG209 for even greater production. Contact Reiser today for a demonstration and learn how you can turbocharge your sausage production.



Switching from collagen casings to natural casings couldn't be easier. Simply raise the casing loading magazine for easy operator access to the twin stuffing horns.

Reiser Canada
1549 Yorkton Court #4, Burlington, ON L7P 5B7 • (905) 631-6611
Reiser
725 Dedham Street, Canton, MA 02021 • (781) 821-1290
www.reiser.com



REISER

Leading the food industry in processing and packaging solutions.



March/April 2012 Volume 11 Number 2

PUBLISHER

Ray Blumenfeld
ray@meatbusiness.ca

EXECUTIVE EDITOR

Alan MacKenzie
alan@meatbusiness.ca

CONTRIBUTING WRITERS

Martin Unrau, Terry Woolford, Brian Weller,
Ed Sullivan, Virginia Labbie

CREATIVE DIRECTOR

Krista Rutledge

FINANCE

Jerry Butler

Canadian Meat Business is published
six times a year by We Communications West Inc.



We Communications West Inc.

7-1080 Waverley Street
Winnipeg, MB, Canada R3T 5S4
Phone: 204.985.9502 Fax: 204.582.9800
Toll Free: 1.800.344.7055

E-mail: publishing@meatbusiness.ca
Website: www.meatbusiness.ca

Canadian Meat Business subscriptions are
available for \$28.00/year or \$46.00/two years
and includes the annual Buyers Guide issue.

©2012 We Communications West Inc. All rights reserved.

The contents of this publication may not be
reproduced by any means in whole or in part,
without prior written consent from the publisher.

Printed in Canada. ISSN 1715-6726

Cover photo: Jonathan Wenk



Cattle's strong outlook

CANADA'S CATTLE INDUSTRY is in a good place and the outlook is encouraging. As the new president of the Canadian Cattlemen's Association (CCA), I will continue to focus on issues that will improve industry competitiveness for the long term and ensure our role as a leading producer of high quality beef to the global marketplace.

The CCA will continue to focus on maximizing the opportunities for Canada's beef cattle industry. Trade is vital to ensuring the long-term profitability of the industry and we will continue to work to open new markets, expand and solidify existing market access agreements and maintain current markets. Recent market access wins, particularly in South Korea and China, are the direct result of the tireless efforts of the CCA to work in a cooperative manner with the Government of Canada.

The agreement with China calls for the approval of additional Canadian beef export facilities and the inclusion of bone-in beef and offal from UTM cattle, as well as live dairy cattle. This is in addition to the resumption of Canadian beef tallow exports. The ability to sell every part of a carcass into the highest priced market for that product improves the value of every animal for producers.

Our efforts on country of origin labelling (COOL) will continue following a disappointing move by the U.S. government to appeal the World Trade Organization (WTO) Dispute Settlement Panel decision. That decision supported Canada's position that provisions of COOL are discriminatory.

COOL continues to have a significant impact on Canadian cattle prices. The CCA will continue to support the Government of Canada legal team to ensure the strongest possible defence during the appeal.

The CCA efforts on reducing regulatory burden through the Canada-U.S. Regulatory Cooperation Council (RCC) continue. Initiatives under RCC include roadmaps to achieve the elimination of unnecessary duplication of meat inspections for imports, implementation of electronic border clearances, and improved approval processes for veterinary drugs.

Streamlining these processes would reduce costs for producers. Achieving consistency on these and other trade issues with the U.S. is important. Canada exports nearly half of its beef production and approximately 80 per cent of those exports go to the U.S. We also compete with the U.S. selling high quality grain fed beef to the world.

We do have concerns about whether processing infrastructure can be maintained until the cattle herd expands. In Canada and the U.S. lower numbers of cattle available for processing, particularly cull cows for producing ground beef, will come into play likely at the end of this year and going forward into 2013 and 2014.

The government's Growing Forward II (GFII) program comes into effect in March 2013 CCA has been very vocal about the importance of the innovation and research section of GFII. We must ensure research will have practical application in order to benefit producers. Investment in feed grain varieties to improve yields in dry or wet conditions is one example of research that would bring more productivity to the feed market which is a benefit to livestock producers.

Lastly, it is important to remain competitive between provinces, within Canada and globally for our provincial members. All of the issues will be addressed as we move forward, understanding that certain needs and certain regions and provinces are different, and work towards ensuring we are competitive in Canada. **M**

Martin Unrau was recently elected president of the Canadian Cattlemen's Association.



Photos: Jonathan Wenk

General manager Frank Silva in a production still from the 2007 documentary *Chez Schwartz* by Garry Beitel. The new ownership reportedly will not change the staff at Schwartz's Deli.

Smoked Meat Memories

New celebrity owners say there are no plans to franchise Schwartz's Deli, the popular Montreal institution.

By Alan MacKenzie

AFTER A MONTH of rumours and speculation, it was confirmed on March 5 that one of Montreal's – and possibly Canada's – most famous restaurants, is under new high-profile ownership.

Schwartz's Montreal Hebrew Delicatessen, known for its world-famous smoked meat sandwiches, celebrity clientele and long line-ups, has been bought by two Montreal-based families, the Nakis family and the Angelil-Dion family – as in French-Canadian songstress Celine Dion, her manager-husband Rene Angelil (along with their nephews, Eric and Martin Sara).

Schwartz's Deli has been serving up the same smoked meat recipe on St. Laurent Boulevard since 1928. The lost-in-time

hotspot, popular with tourists and locals alike, has been the subject of a book, a documentary and even a stage musical by comedy duo Bowser and Blue.

The cramped 61-seat restaurant has been visited by athletes, politicians, actors and rock stars, including Guy Lafleur, Jean Chrétien, Jerry Lewis, Angelina Jolie and the Rolling Stones.

The most recent owner prior to the buyout, Hy Diamond, had been running the business since 1999. Reportedly he put it up for sale due to personal health reasons.

In a press release, the new owners said it is "important to maintain the consistency and high standards of Schwartz's reputation."

“Mr. Hy Diamond has poured his heart and soul into building this business, and not only do we want to thank him for his dedication, but we want him to be proud of our efforts to continue along the same path,” Angelil stated, calling Schwartz’s “the most unique restaurant in the world.”

“My dear friend and manager of our singing group at the time, Ben Kaye, first brought me to Schwartz’s in 1961, and I’ve been going there ever since,” he stated. “I have so many great memories of being there with the guys, and with Celine and our families throughout the years.”

“I am honoured to be able to contribute to one of this city’s greatest legacies,” added Anastasia K. Nakis, granddaughter of Montreal businessman and restaurateur Paul Nakis. “For a restaurant to continue as long as Schwartz’s has is a true testament to the quality of its product, the loyalty of its customers, and the word-of-mouth that has opened the doors to constant growth.”

When rumours of the sale began swirling in early February, articles in Montreal and national newspapers – as well as posts on food blogs and social media sites – expressed concern that the new owners would damage the character of the business through expansion, or by possibly turning Schwartz’s into a restaurant chain. But when the owners made the announcement they said they have no interest in franchising the business.

“Of course, we’ll make a few improvements as necessary, but we’re not interested in diluting the brand by franchising, or making the deli something that it isn’t. It’s truly one-of-a-kind, and we intend to keep it this way,” Angelil stated.

The owners did not immediately confirm how much they

paid for the institution, but according to Montreal Gazette columnist – and author of the book Schwartz’s Hebrew Delicatessan: The Story – Bill Brownstein, the sale was worth “just a shade under \$10 million.”

Skepticism, history and the ‘schmutz factor’

Brownstein noted many fans of the restaurant were skeptical when they read about the new owners’ plans.



“... we’re not interested in diluting the brand by franchising, or making the deli something that it isn’t.”

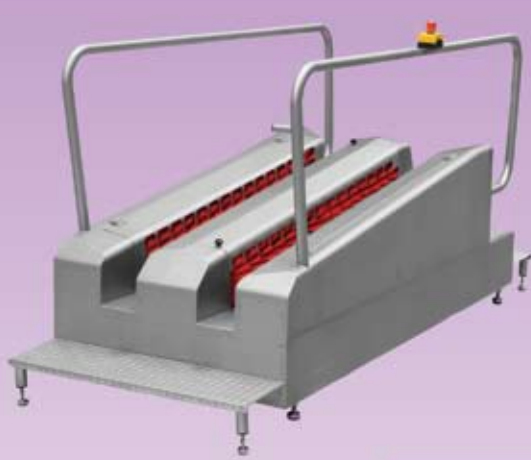

– Rene Angelil

“It’s funny – I did an interview with (the new owners) right away, and they said there are absolutely no plans to franchise. Most of the time when someone says something you take it at face value, but everybody asks me, ‘do you believe them?’” Brownstein said. “They’re on the record saying they won’t change it. You have to take that at face value.”

He explained one reason for the skepticism is the fact that the owners have been involved in the chain restaurant

ADVANCED HYGIENE SOLUTIONS FROM

PROCESS SOLUTIONS

SPECIALIST SUPPLIERS OF

- Bootwashers
- Hygiene Stations
- Sole Washers

Please visit our website at WWW.CMPSOLUTIONS.NET for more information

TEL: 951.808.4376 | EMAIL: SALES@CMPSOLUTIONS.NET



Line-ups like this are a common sight at Schwartz's Deli.



Meat Cutter Joao (Johnny) Gonçalves serves up smoked meat sandwiches.

business before. Dion and Angelil in 1990 founded Nickels Grill and Bar (which still exists today under different ownership) and Paul Nakis is involved with the Baton Rouge steakhouse chain.

The other reason, of course is the near-\$10 million price tag.

“Admittedly that comes with the buildings, which are valuable, but nonetheless that’s a lot of money,” Brownstein said, adding that Schwartz’s has a certain cache that would be hard to duplicate in a franchised location. Also, he said the quality of the meat would likely not be the same in a new location, since the deli has always used the same preservative-free smoked meat recipe.

“They don’t need to use preservatives because of the turnover – they have line-ups all the time – but would that

be the case somewhere else?” he questioned.

“Then there’s what we call the ‘schmutz factor’ – they have a smokehouse that has 84 years of spices and fats ingrained in the walls, which gives the meat its flavour. If you start somewhere fresh with a new stainless steel smokehouse, it wouldn’t taste the same.”

This isn’t the first time that fans of Schwartz’s have worried about the possibility of expansion or franchising, Brownstein added, noting that similar concerns are what led him to write his book.

“We were doing some stories a few years back when they were talking about opening a second outlet on Crescent

David Food Processing Equipment Inc.

New & Refurbished Equipment for the Food Processing Industry

FEATURING PRODUCTS FROM:

- Butcher Boy
- Sipromac
- Jaccard
- Torrey
- Mainca
- Lumar Ideal
- Daniels
- Enviro.Pak
- QMS International



SAWS



MIX GRINDERS



VACUUM PACKAGING



TUMBLERS



MEAT TYERS & STRING



STUFFERS

52 Carrier Dr. Unit 14
Rexdale, ON M9W 5R1

e-mail: info@davidfoodprocessing.com
www.davidfoodprocessing.com

Tel: 416-675-5566 1-800-461-3068
Fax: 416-675-7431

+

“I am honoured to be able to contribute to one of this city’s greatest legacies...”

– Anastasia K. Nakis

Street in Montreal, and we had a huge feedback, pro and con,” he said. “On one hand you had people saying ‘don’t touch it, it’s an original’ and then you had others saying a franchise could serve ex-pat Montrealers in Toronto, Vancouver, San Francisco, or wherever.”

Brownstein took about a year to write his book. Since its 2006 debut it has seen two re-releases – one in French and the other an update in English. It received rave reviews and inspired Schwartz’s: The Musical, which was held over past its initial six-week run at Montreal’s Centaur Theatre last year.

The appeal of Schwartz’s, Brownstein said, has a lot to do with its “old world ramshackle chic” look – as well as its rich mysterious history.

“I discovered this place opened on Dec. 31, 1928, which is not the most auspicious time to be opening – the day before the year of the Great Depression,” he said. “The original owner wasn’t exactly into smoked meat or anything. He didn’t put preservatives and chemicals into his meat not because he was looking to make the perfect organic smoked meat sandwich, but because he was basically just cheap.”

“I mean this place is a success almost in spite of itself.” **M**



Greater Scale Needed

Study says size is key in improving the productivity of Canada's food processing sector.

IF CANADA'S FOOD processing industry is determined to realize its full economic potential it will need to achieve greater size of its facilities and companies, a recent study by the George Morris Centre (GMC) and the Institute for Competitiveness and Prosperity (ICP) said.

According to the study, Canada's food processors, through greater scale of operations, would be able to improve their cost performance and invest in areas necessary for greater innovation, such as technology and R&D.

Canada's food processing industry – comprising companies in meat, vegetable, and fruit processing as well as bakeries, confectionery, and dairy processors – represents 296,000 employees producing \$89 billion worth of shipments annually. However, like most of Canada's industries, it trails U.S. counterparts in productivity.

GMC and ICP researchers concluded that the propensity for smaller facilities and firms were a key factor in underinvestment in innovation. More specifically their economic analysis showed that:

- Canadian food processing facilities have half the number of employees and less than half the sales revenue of U.S. facilities with major differences found in all sectors of the food processing industry;
- Larger facilities are more productive – value added per employee for establishments at the 75th percentile is twice the level for the median establishment;
- Investment in machinery and equipment in Canadian food processing facilities trails the U.S.; for every dollar invested per worker in the U.S., Canadian facilities invest only 62 cents.

The analysis showed Canada's largest food processing facilities are more productive than its smaller ones. The largest quarter of facilities generate about twice the value added per worker as the average sized facility. This is the result of spreading costs over larger volume, having more sophisticated management practices, and investing in more up-to-date machinery and technology.

The report concluded with three recommendations. First, Canada needs to continue its efforts at opening borders to international trade. This will expand the markets available and help producers gain size and scale. Second, the federal and provincial governments need to rationalize our agricultural product

marketing regulations. Policies like supply management in some products restrict the ability of Canadian food processors in those markets from achieving a national scale



Canada's food processing industry represents 296,000 employees producing \$89 billion worth of shipments annually.

at present. Finally, there needs to be greater recognition by governments, industry, and the public on the benefits of large-scale producers.

To read the full report, visit www.georgemorris.org.

RELIABLE FOOD PROCESSING EQUIPMENT

www.birosaw.com



Md. B350MV
13 3/4" Manual vertical
feed Slicer
Sharpener mounted



Md. B350M
13 3/4" Manual gravity
feed Slicer
Sharpener mounted

STANDARD FEATURES

- 1/2HP (3.5kw) Moisture Resistant Motor
- IP65 Motor and Electrical System
- Large Removable Sharpener
- Hollow Ground Blade
- Wide Face Poly Groove Drive Belt
- Automatic Drive Belt Loading
- Protected Blade Ring Guard
- Lock-out Features
- Tilt-out or Removable Product Table



Md. B350A
13 3/4" Automatic
feed Slicer



Md. B300M
12" Manual gravity
feed Slicer



The Biro Manufacturing Company

Marblehead, OH 43440-2099 USA
419-798-4451 Fax 419-798-9106
www.birosaw.com 178RB-4c-10-10



Talking Trade with Japan

Meat industry welcomes launch of Canada-Japan free trade negotiations.

CANADA AND JAPAN on March 25 announced the launch of negotiations toward an economic partnership agreement that is being enthusiastically welcomed by Canada's meat processing industry.

Agriculture Minister Gerry Ritz met with his Japanese counterpart, Minister Michihiko Kano, and thanked Japan for its recent decision to review its domestic and import regulations for beef, which Canada hopes will lead to expanded access beyond under 21 months, an Agriculture and Agri-Food Canada (AAFC) release said.

"Free trade between Japan and Canada will help ensure agriculture and food products are available in both countries for the mutual benefit of farmers and consumers," Ritz stated. "Canada's agriculture producers and processors are a key part of Canada's economy which is why our government continues to make international trade a priority."

The Canadian Cattlemen's Association estimates that this move will more than double Canadian beef sales to Japan for a total of \$160 million in the first year of full access.

Japan is the third largest economy in the world and is Canada's second largest agriculture market. Japan's market is worth almost \$4 billion for Canadian farmers and food processors. Japan is the second largest market for Canadian exporters with total pork and pork products worth almost \$900 million in 2011.

"Canada has been talking about the possibility of bilateral trade negotiations with Japan for many, many years," Canadian Meat Council (CMC) president Scott Entz said in a separate release. "On behalf of Canada's 400 federally registered meat processing companies, I wish to congratulate

Prime Minister Stephen Harper, International Trade Minister Ed Fast and Agriculture and Agri-Food Minister Gerry Ritz for their remarkable and timely success in converting the hypothetical and long enduring discussions of the past into the concrete negotiations today."

In 2011, Japan was Canada's second largest export market for pork products and fourth largest export market for beef and veal products and for horsemeat. However, as Canada still accounts for only about 24 per cent of Japanese pork imports and three per cent of beef imports, Japan continues to present major untapped opportunities for Canada's livestock farmers and meat processors, according to the CMC.

The council noted that Japanese self-sufficiency in food has decreased from 73 per cent in 1965 to 40 per cent today, the lowest among G8 countries. Although relying on imports for 60 per cent of their food requirements, the majority of Japan's 127 million consumers are unwilling to compromise on quality and are prepared to pay a premium for safe, high quality food products. The Japanese not only recognize Canadian food as being safe and of high quality, they associate Canadian-produced foods and beverages with positive images.

Of Canada's \$3.95 billion in agri-food and seafood exports to Japan in 2011, meat products alone accounted for \$975.9 million or 25 per cent of the total. The production, processing and transport of meat products to Japan provides jobs for Canadians right across this country on farms, in processing plants and in the transportation industry as well as in the numerous companies that supply goods and services inputs for these sectors, the CMC added.

Extremely important step

Producer-funded international marketing group Canada Beef Inc. also welcomed the news, saying it is an “extremely important step in allowing full market access for Canadian beef in Japan.”

Japan’s borders closed to Canadian beef after Canada’s first case of BSE in May 2003. By December 2005, Japan had eased the ban it imposed on Canada, by allowing boneless and bone-in beef and offal derived from cattle under 21 months of age. In 2010 Canada’s exports of beef to Japan was worth \$81.4



“Our partners in Japan recognize the value Canadian beef brings to their business, and their customers love the quality and taste of Canadian beef.”

— Canada Beef president Rob Meijer

million. Modest projections show that full market access could exceed 20,000 tonnes valued at \$125 million dollars annually.


“Canadian beef and veal is well known internationally for its high quality and we look forward to continuing to meet

Japan’s demand for premium quality Canadian beef and veal,” stated Canada Beef president Rob Meijer. “Our partners in Japan recognize the value Canadian beef brings to their business, and their customers love the quality and taste of Canadian beef.”

Maple Leaf Foods, Canada’s leading food processing company, congratulated the federal government, noting a free trade agreement that could significantly benefit Canada’s agri-food sector.

“We congratulate both governments on taking the important first steps towards this historic partnership,” Maple Leaf president Michael McCain stated. “Maple Leaf Foods has had a strong presence in Japan for many years, serving many valued Japanese customers with high quality fresh chilled and frozen pork. This agreement could unlock tremendous opportunities to increase the supply of Canadian pork products to a priority international market for Canada’s agri-food sector. We encourage and are hopeful for a timely and ambitious outcome of these negotiations.”

According to the AAFC release, Minister Ritz followed his trip to Japan by travelling to South Korea to reiterate Canada’s support for increased agriculture trade between the two countries. Canadian agriculture and food exports to South Korea totalled more than \$1 billion in 2011.

Ritz expressed support for South Korea’s recent science-based decision to allow the import of Canadian beef under 30 months of age. Canada’s beef industry estimates that this restored market access could mean more than \$30 million for Canadian producers by 2015. South Korea was Canada’s fourth-largest market before the 2003 bovine spongiform encephalopathy (BSE) outbreak. 

- staff

VEMAG REPLACEMENT PARTS



IF YOU HAVE ONE OF THESE

YOU CAN SAVE ON THESE

THE BEST PART

Now you can browse Henry & Sons all-new on-line product showcase and save on Vemag Stuffer Replacement Parts.

800.752.7507

www.dhenryandsons.com



Success is a Matter of System



Maximizing Profits with CSB-System Software Solutions

With more than 34 years of experience, CSB-System is the leading provider of innovative software solutions for the protein industry. Our industry specific fully integrated solutions provide our global client base with long-lasting competitive advantages by increasing efficiency, reducing costs and maximizing profits.

Integrated.
Pre-Configured.
Tailored to your Business.

CSB-System software provides resources for:

- Traceability and Recall Management
- Scale, Labelling and Scanning Solutions
- Yield Management and Product Costing
- Gross Margin Analysis
- Inventory Management Systems
- Batch Processing Management
- Livestock Solutions
- Enterprise Resource Planning

Take advantage of our expertise - contact us in order to learn more about our state-of-the-art software solutions for the protein industry.



CSB-System
INTERNATIONAL

CSB-System International, Inc. USA
Contact us: (800) 852-9977
contactus@csb-system.com
www.csb-system.com



Under Pressure

Rising costs are top challenges for Canada's food services and manufacturing industries, report says.

THE CONFERENCE BOARD of Canada on March 20 released its Industrial Outlook Winter 2012 food industry reports, noting that rising costs are putting pressure on Canada's food services and manufacturing sectors.

Food services

Rising food and labour costs are the top two challenges facing Canada's food services industry. Lower raw material prices expected for 2012 may provide a short-term break for the industry, but over the longer term, food prices are expected to continue their upward trend, the Conference Board said.

The tight labour market will also add pressure on wages, the report noted. Even though food service operators are hesitant to pass through the rising costs to customers, they may have to do so to stay profitable. However, the competitive nature of the industry will limit profit growth.

"Canada's food services industry has been riding an economic roller-coaster as the global economy has flirted with an on-and-off recovery from the 2008-09 recession," the report stated. "The industry has managed to increase its revenues and profits, but risks to the near-term outlook remain."

The report noted the Canadian economy is expected to benefit from a stronger U.S. economy starting in 2013. Also, consumer confidence is still considered relatively weak, but stable, and is expected to recover at a "subdued pace."

The report also said the global recession of 2008-09 forced the food services industry to look at ways to enhance efficiency and productivity.

"For example, restaurants are increasingly switching to computer programs, such as point-of-service (POS) systems, to track orders, inventory, and patron seating. The POS systems help managers to compare the record of sales with the record of inventory to minimize food costs and spoilage. As well, computers can more efficiently keep track of employee schedules and pay," the report stated. "This will help the industry to better manage costs and ultimately protect the bottom line."

The report also noted changes to the industry's direction on marketing, with restaurants appealing more to the rapidly growing ethnic population in Canada, and offering flexibility on service delivery to attract more guest visits.

“For example, full-service restaurants now routinely offer carryout orders, take food orders by fax or Internet, and offer more menu items in conveniently seized portions,” the report said. “Many diners prefer fast, on-the-go menu choices, and restaurants of all types are responding.”

Manufacturing

Increased cost pressures in manufacturing can be attributed to the high prices for agriculture commodities and oil – and facing pressure from retailers and price-conscious consumers, food manufacturers are having trouble passing on these costs to consumers, the Conference Board said. While industry profits will improve in 2013 and beyond, growth will be limited, the report noted.

Domestic demand and exports both experienced healthy growth in 2011, but strong gains in imports meant that total production fell slightly. Rising prices allowed revenues to increase, but not enough to cover the rise in costs, with industry profits declining 0.8 per cent.

“The forecast for the industry in 2012 is cautiously optimistic, with output growth of 2.1 per cent,” the report said. “The growth will be driven primarily by a decline in imports and a waning of the anxiety over the health of the U.S. economy and the European debt crisis. Rising exports will also contribute to growth, as higher demand coming from the emerging markets offsets the effects of a strong Canadian dollar.”

The report added that because of elevated debt burdens, Canadians will continue to tighten their belts in the near term.

“Value-conscious shoppers continue to be attracted to lower-priced private brand products, and that will drive the makers of these private brands into expanding their product lines,” the report said. “National brands, on the other hand, have stepped up their promotional marketing support in a bid to compete

with private brands. More product-innovation effort has also been put into the national brands’ product lines.”


Over the long term, Canada’s population is expected to grow at a pace of one per cent a year, and incomes are also expected to increase. Population growth and income are considered key contributors to the growth of the industry, so the report says the fundamentals are in place for healthy growth.



Rising exports will also contribute to growth, as higher demand coming from the emerging markets offsets the effects of a strong Canadian dollar.

Also, economic prosperity has led to more business opportunities and demand for food products in countries such as Brazil, Russia, India, and China.

“These growing markets will motivate Canadian manufacturers to ramp up their production,” the report said. “The strong Canadian dollar also makes it more affordable for Canadian companies to establish themselves abroad, either through acquisitions or via partnerships with local entities.”

The full reports are available at www.conferenceboard.ca. 
- staff

BOMBAL® Antimicrobial

BOMBAL inhibits
bacterial growth for the
ultimate in food safety.

BOMBAL

- extends shelf life of processed meats
- maintains yield & retains moisture
- enhances taste & visual appeal

The most economical
way to extend shelf life.

BOMBAL by Van Hees,
from Malabar.



Visit www.malabarsuperspice.com/BOMBAL or call 1-888-456-6252 (MALA)



Straight Facts on Accurate Fat Analysis

An in-depth look at chemical lean value testing methods.

By Terry Woolford

OF ALL THE influences on the food industry in general, access to greater amounts of more detailed food content information is unquestionably one of the most important. Current consumer and regulatory climates demand easy access to different kinds of information, from nutritional values on product packaging for increasingly health-conscious shoppers, to extensive databases of food inspection results to meet stringent industry safety standards.

Given this trend, it's not surprising to find so many meat manufacturers closely scrutinizing the processes they use to analyse the content of their products – or, more specifically, the effectiveness of their chemical lean (CL) value testing. A numerical value that represents crude fat content, the CL total is a key indicator of product quality for meat manufacturers, processors and consumers alike. It is a number arrived at by complex processes; an innocuous looking figure of crucial significance.

In the face of mounting pressure to provide more nutritional data while keeping an eagle eye on the bottom line, manufacturers need an easy, efficient

and accurate way to measure CL content. As it stands, inaccurate, invasive methods of CL analysis affect bottom line through manufacturing inefficiency, processor “fat claims” and product giveaway. By contrast, accurate and repeatable inline systems don't merely eliminate these problems – they open up previously unachievable benefits in manufacturing line management.

Here we'll evaluate several fat analysis methods and they're applicability for current market pressures.

The growing pressure on accurate CL values

The CL value of meat, meat products and animal feedstuff (meat meal) is represented by a numerical figure that is calculated by subtracting fat percentage from a flat rate of 100. A fat percentage of ten results in a CL value of 90. Several current trends are calling for highly accurate and rapidly obtained CL value.

As in other food markets, meat consumers have gradually placed more emphasis on content information on the products they're purchasing, for example nutritional data, at the same time as burgeoning cost

pressures are taking their toll on manufacturers. Healthy eating has been slowly moving up the agenda for a number of years, to the point where it is now one of the most influential factors in consumer purchasing habits. Food shoppers are now more likely than ever to select the low fat option from the supermarket shelf, as highlighted in market research firm The NPD Group's recent study, which found that 85 million adults ranked nutritional value as first or second in importance when selecting food/drink products. The impact of this trend on the meat industry will soon deepen, with meat and poultry sold in the United States required to display nutritional labelling as of January 2012. According to Mark Dopp of the American Meat Institute, this labelling presents an opportunity for the industry to showcase the wide availability of lean meats.

This trend has an inevitable effect on CL testing. With widespread consumer concern regarding obesity, heart disease and diabetes, levels of fats and trans-isomer fatty acids in meat products are of particular importance. Manufacturers must be able to ensure that their fat analyses are accurate in order to reassure both meat processors and consumers – the times when six percent variance in CL percentages was deemed acceptable have now gone.

With supermarket price pressure another key market trend, meat manufacturers are looking for more innovative ways to reduce their manufacturing costs. The lingering effects of the worldwide recession mean that while consumers demand healthier and more convenient meat products, they also want them at a lower price. The need to reduce costs is inevitably passed on to manufacturers.

Fat claims and lean meat giveaway are avoidable sources of cost in meat manufacturing that arise from outdated methods of CL testing. After purchasing a consignment of meat at a stated CL value, a processing company will perform its own sample analysis for comparison. Should the CL value be found to be lower (i.e., greater fat content) than that stated, the processor will issue a 'fat claim', which requires the manufacturer to pay compensation. Equally, there are no refunds in the case of a higher CL value being found, resulting in lean meat giveaway. Whichever way the inaccuracy swings, manufacturers lose out.

Is there a better way?

In looking at current needs for CL testing – namely high accuracy and speed – a number of inadequacies have appeared in the long-time industry standard reference model – the Soxhlet method. In use for over one hundred years, the Soxhlet method has long and well served its purpose in the meat industry. However it can take up to a whole day for just a small sample of product to be extracted for analysis to obtain the CL value. Additionally, the Soxhlet method is typically applied to samples extracted from just a six percent portion of the overall consignment, of which two grams are tested. This means that the inspection rate is a mere 0.00001 per cent.

Owing to the greatly limited size of the samples used, the Soxhlet method gives results with a high margin of error that is not ideal for today's demands. Such a tiny amount of meat cannot be compositionally representative of consignments up to tens of kilograms in size, and hence

We Have What You Need!

Thermoforming Film | Pouches | Skin Film | Tray Lidding Film | Shrink Bags

Why Choose XtraPlast.com?

- Easy ordering by phone, fax or online
- Free membership
- Earn free shipping
- Five months of free warehousing
- Real time inventory control
- Experienced design team available for package and label design

Are You Getting Your Rewards?

As a member of XtraPlast.com you can earn reward points for every dollar you spend.



Redeem Points for:

- Credit towards open invoices
- Packaging materials
- New machines, upgrades
- Service calls, parts
- Technical training
- Accessories



XTRAPLAST

BEST SOURCE for packaging materials.

Call 819-395-4555 | Toll Free 1-877-435-4555

Online XtraPlast.com | Email Sales.Canada@XtraPlast.com




the CL value calculated cannot be accurate either.

The future – DEXA

Two of the most common current methods of CL testing in the meat industry are Anyl-Ray and Near Infrared Reflectance/Transmission (NIR/NIT) techniques. The former is an offline measurement that works only in a predetermined range of fat percentage and is known to have up to a six per cent variance, while the latter is inline but analyzes just five to ten per cent of product. Both only work on ground products according to an independent study by the Institute of Food, Nutrition and Human Health, Massey University, New Zealand.

Meat manufacturers require more accurate and efficient methods of fat analysis. Non-invasive, precise and repeatable techniques of fat analysis significantly reduce the losses incurred through inaccurate measurements,



Meat consumers have gradually placed more emphasis on content information on the products they're purchasing, for example nutritional data, at the same time as burgeoning cost pressures are taking their toll on manufacturers.

while ease-of-use, manufacturing line versatility and machine reliability help to bring down total cost of ownership (TCO).

Looking at solutions on the market today, one option has several advantages to meet current demands – this technique is DEXA, or dual energy x-ray absorptiometry. DEXA is already well known in the medical field and is now used as a non-invasive, inline method to determine CL content for meat and meat products.

In order to determine fat levels, the system utilises two energy spectrums to discriminate between high and low channel x-rays. Essentially, DEXA machines measure the amount of x-rays that are absorbed by fat in the meat as it passes through the system. It is the most precise

method of fat analysis, accurately producing CL values within +/- 1CL and the most repeatable, as verified by the independent study from Massey University, New Zealand. This method therefore satisfies current market demands for greater accuracy, and helps manufacturers avoid fat claims and giveaway. Further, real time scanning DEXA fat analysis systems allow manufacturers to quickly verify that incoming and outgoing meat, either in bulk or E2 crates, are within specification – entailing no disruption to output levels, and allowing total control.


Not a one-trick pony

The most innovative DEXA machines are not only accurate and repeatable – they function dually as management tools and process control tools, giving company leadership the information they need to make informed decisions and guarantee compliance. Intuitive management software, barcode readers and trace servers, which allow quality personnel to remotely access real time data and reports for production, rejection, weight and trending, can greatly improve manufacturing processes; cutting costs and meeting regulatory standards.

This is especially important considering another major trend – the need for regulatory compliance and traceability through every stage of a product's life cycle. Increasingly strict industry standards, such as the Canadian Livestock Tracking System (CLTS) – or the U.S. Food and Drug Administration Act, which President Barack Obama signed into law on Jan. 4, 2011 – have sought to tighten track-and-trace standards across the food industry. Meat products now need to be effectively catalogued and product tracking information simple and easy to access. In fact, the meat industry focus on traceability does not only stem from tightened regulations, but also from a requirement for greater efficiency – a database of all CL tested products allows the manufacturer to build shipments to a specific CL value.

In addition, software now available as part of fat analysis solutions inspects for contaminants such as metal, glass, stone and calcified bone at the same time as checkweighing and carrying out CL testing. Other features can be added to allow for internal classification of cartons for batch applications that call for accurate blended final product. This combination of processes facilitates significant savings in machine TCO and guarantees compliance with rigid food safety standards.

Current method of choice

Fat analysis has come a long way. As well as carrying out their primary function on CL testing to a far higher degree of accuracy, modern solutions offer previously unachievable levels of traceability, multi-functionally in the form of simultaneous contaminant inspection and checkweighing, and peerless reliability. To meet current trends in healthy eating, price-competitiveness and tightened regulations, and to stay one step ahead of future developments, meat manufacturers can turn to DEXA to meet CL testing needs. 

Terry Woolford is the general manager of Eagle Product Inspection (formerly Smiths Detection PID), headquartered in Tampa, Florida (www.eaglepi.com)



M&M EQUIPMENT CORP.
New • Used • Reconditioned

Use our online catalog to help navigate your equipment search...
It's easy to locate Equipment by Category, Model or Manufacturer's name

VISIT US AT:
www.mmequip.com

View photographs of equipment thru our online catalog

7355 N. Monticello Ave. Phone (847) 673-0300
Skokie, Illinois 60076, USA 24Hour Fax (847) 673-0350
E-Mail: sales@mmequip.com Web Site: www.mmequip.com

QR's Customized Content

From limitless text to online video, quick response codes offer many possibilities for food labels.

By Brian Weller

IT HAS BEEN said that in food retailing that 50 per cent of the time that a product is taken off the shelf, the shopper will buy it – meaning that on-product labels are a very important component of success. But how do you make a label attractive enough to attract a shopper considering how much information must fit inside, from product details to corporate information?

For experienced packagers who want the shopper to see at least some of their product, it is difficult to imagine any label containing more information and, of course once information has been printed on a label, its limitations are quite literally stuck there for the shelf life of the product. But with the latest craze, we can now fit a customized Quick Response (QR) code onto almost any label. As for additional content, possibilities range from near limitless text to online video.

For those unfamiliar, QR codes are a specific two-dimensional code commonly ranging from 10 to 114 alphanumeric characters consisting of black modules arranged in a square pattern on a white background readable by dedicated QR readers, or smartphones and computers with webcams, creating a tool that can be changed as new information becomes available, as well as providing a new solution for coupon or multi-informational labelling.

However, being a dynamic tool means that content has to be updated regularly, for if QR codes don't provide continuing value,

shoppers will be left wondering why they bothered scanning a label for so little benefit. Simply linking to a homepage, for instance, offers little value. Whatever web page the code links to should be specific to the product, endowed with information that is interesting and timely.

This means that when a product on the shelf is scanned, the shopper could see the latest reviews excerpted from magazines, or news about awards or charity functions where the product has been presented or even endorsed by a celebrity. All of these can become selling points, when presented in the right context.

Information is one form of value. Another is a QR code being an incentive, engaging shoppers who may be interested in rewards or directing them to contests and redemption codes creating a traceable code that would make return on investment easier to measure.

The long-term goal is for shoppers to come to expect something worthwhile hiding behind each QR code they see so that they will be enticed to take that product off the shelf, scan it and see a wonderful presentation, made for them. **M**

Brian Weller is the president of Precision Label and Tag Inc. (www.precisionlabel.ca), an Ontario-based manufacturer of customized full-colour self-adhesive consumer packaging label products serving clients across Canada since 1987.

It All Adds Up!



With Hollymatic's **Tender Rite** Tenderizer, you get power, safety, and efficiency all at a great price. This tenderizing and slicing machine features a $\frac{3}{4}$ HP motor that can process up to 1200 steaks per hour. An all stainless steel hygienic design improves food safety. Stronger blade assemblies provide lasting efficiency and reliability.

See how the **Tender Rite** can add profits to your operation.

Call today.

708-579-3700

www.hollymatic.com/cmb



Hollymatic.





Grading Down Under

Researcher suggests switching to Australian beef grading system.

SWITCHING TO AN Australian beef grading system could be a benefit to Canadian beef producers and consumers, according to University of Alberta researcher Dr. Sven Anders.

Anders, professor of the Department of Resource Economics and Environmental Sociology, is examining the Meat Standards Australia (MSA) grading system, which uses 27 different parameters to measure quality throughout each stage of production – from farming to processing. Based on these different criteria and measurements, the meat is graded on a scale of one to five stars and labelled accordingly.

According to Anders, the current Canadian grading system, in which the carcasses are visually inspected and its meat labelled, cannot provide the same quality assurance as the more extensive MSA system.

“(The Canadian system) is almost like looking at a car from the outside to determine how fast it drives,” he said. “You don’t see the engine, you don’t know anything else. But you’re making a statement: this car looks fast, it must be fast. This carcass looks great, so it must taste great.”

Anders said this grading system is responsible for the inconsistencies between the labelling and the quality of Canadian beef, which he calls “hit and miss.”

“Fortunately in Canada, the beef quality overall is very good, but sometimes you go to the store and you get a steak that melts

on your tongue,” he said. “The next week you go to the same store and you buy the same cut and it’s just not there.”

In contrast, he noted, the Australian system takes measurements not only of a specific animal or carcass, but of a specific cut of beef.

“There are certain guarantees about what you can expect from this piece of meat. The whole set of measurements that the system provides is targeted to give you that guarantee,” Anders said. “Australian consumers have a broader choice of products that are all labelled with their specific quality attributes.”

In order to discern what qualities consumers desired in their



“Australian consumers have a broader choice of products that are all labelled with their specific quality attributes.”

– Dr. Sven Anders

NEW!

VF 608 plus / VF 610 plus

Up to 40 % less residual sausage meat!

DRY SAUSAGE
UP TO **40%**
LESS RESIDUAL SAUSAGE MEAT

<p>Technology Optimisation on feed and vacuum system for maximised dry sausage meat processing efficiency.</p>	<p>Quality Huge versatility and flexibility in application of all types of product.</p>	<p>Efficiency Up to 40 % reduction in residual sausage meat for cold and stiff dry sausage meat products.</p>
---	--	--

handtmann Canada Ltd.
654 Colby Drive, Waterloo
Ontario N2V 1A2
Phone: 519-725-3666
fax: 519-746-0803
salesinfo@handtmann.ca
www.handtmann.ca

handtmann
Ideas for the future.

meat, the MSA did a survey of 40,000 Australians who sampled 600,000 pieces of beef and rated them. The grading system was developed based on these results.

Anders added that even if a consumer is purchasing a MSA two-star piece of meat, there are still certain quality guarantees that go along with it and consumers can be confident that the price is right.

“With your two-star steak you will still be satisfied because you paid a price that corresponds with the quality,” he said. “There’s a bit of dissatisfaction in the Canadian market that consumers are not always getting what they’re paying for.”

The MSA system is voluntary and has an additional cost associated with it for participating producers and processors, but Anders said his research suggests producer groups and other participants along the value chain who use the system have an advantage over those who don’t.

According to 2010 statistics, about 40 per cent of Australian cattle that went to market went through the MSA system.

Anders said he hopes to jump-start a discussion with Canadian producers about this system, as he believes it is something that would benefit them and the entire industry.

“Ideally, what you as a consumer think, what you want, and what you’re getting with this product is perfectly aligned,” Anders said. “With a good conscience you’re getting this product, you’re putting it in your cart, and you’re happy. And then you think positively about the beef industry and you’re coming back to buy more.”

– staff

BEACON...

YOUR ONE STOP SHOP FOR ALL OF YOUR PROCESSING EQUIPMENT NEEDS

BEACON HAS BEEN MANUFACTURING STAINLESS STEEL
FURTHER PROCESSING EQUIPMENT FOR OVER 60 YEARS.
PUT THAT EXPERIENCE TO WORK FOR YOU.



Beacon has worked with hundreds of processors to engineer custom processing equipment that will;

- LAST LONGER
- INCREASE YIELDS
- LOWER PROCESSING COSTS

Our extensive product line includes;

- Trucks, Racks & Cages
- Processing Screens / Shelves
- Patented Bacon Hangers
- Patented Pressing Trucks
- Nesting Baskets & Dollies
- Wire Molds
- Smoke sticks, Springs & Hooks

For more information visit our web site at: www.beaconmetals.com or call toll free 800-445-4203.

BEACON, INC
THE COMPANY WITH THE STAINLESS REPUTATION®



Assembly Line is an opportunity for companies to feature new products for the meat producing, processing, packaging and distribution industry. To include information about your new product e-mail alan@meatbusiness.ca.

Reduce freight costs with EZ Weigh



Research indicates that over charges on freight bills are the norm and not the exception. In fact, the industry average is five to seven per cent. Without knowing what each load weighs when you ship it, you are at the mercy of your carrier. To make sure you are getting charged for quality and freight costs is more

important than ever. The EZ Weigh Integrated Scale may be the most accurate way to weigh each load.

Lantech's EZ Weigh includes load cells that are directly under the turntable. This unique design ensures only what you want to weigh is weighed. Conversely, other designs may be less accurate because they are built into the entire base of the stretch wrapper. Items placed near the turntable could also be included in the weight count. As a result, the likelihood of inaccuracies is much higher.

lantech.com

Eriez now offers five-day express delivery on 32 feeder models



Eriez is now offering five-day express delivery on 32 electromagnetic vibratory feeder models for customers with approved credit. Feeders Fast, part of the EriezXpress five-day program, is a

service created to offer customers shipment of a wide assortment of Eriez feeder models within five days from the time they place their order.

With available tray sizes beginning at five inches wide and ranging all the way up to 16 inches and capacities as high as 22 tons (20 mt) per hour, the 32 Feeders Fast feeder models can fulfill virtually any need, either large or small.

The following model lines are available through the Feeders Fast program:

- Model A: The smallest feeders in the Eriez family, these economical feeders will give precise feeding for the minutest amounts of materials. These are ideal for feeding a regulated amount of granular to small lump material from a hopper to a second process, in small packaging operations or laboratory use. These feeders control material flow from a few pounds per minute to two tons per hour.

- Model C: These feeders are used for capacities or tray sizes larger than the Model A Feeders can handle. These units utilize the same drive that provides the best linearity in the industry.

- Model HS: AC operated Hi-Speed Feeders have been designed for exceptionally high speed feeding of light, bulky materials. They provide greater economy and efficiency in feeding, filling, etc., and are ideal for use in conjunction with many weigh scale and packaging machines.

- Model HD: These "High Deflection" Vibratory Feeders handle powders and leafy products that normally could not be fed successfully in an electromagnetic feeder. Feed rates of up to 80 feet per minute (24m/min) are possible for some products.

en-us.eriez.com

Pairing the C-9 TigerScale with the Bingo Bagger

The C-9 TigerScale from WeighPack Systems Inc. is a conveyORIZED automatic scale designed to handle difficult products that do not run well on a conventional vibratory scale and is also well-suited for products that need to be handled delicately. Paired with a Bingo Bagger, a horizontal bagger that can automatically vacuum or gas flush, this combination of the C-9 & Bingo is ideal for running a broad range of products including salad, coleslaw, poultry, and meat.

Available in single-lane and dual lane models, the C-9 TigerScale operates at speeds up to 25 cpm handling weights as small as one ounce up to 10 pounds. An automatic gate on the bulk pan ensures no additional product moves increasing accuracy. With an open frame design, all contacts parts are readily accessible and require no tools to be removed. Pneumatics are not mounted to the weighbucket and do not have to be disconnected eliminating any risk of air-line contamination.

Using pre-made wicketed bags made of polyethylene or laminate materials, the Bingo Bagger automatically opens, fills, and seals the bag. Operating at speeds up to 25 cpm, all contact parts are made with food-grade 304 stainless steel. Working with pouches as small as 6" and up to 14" wide (14" - 20" with Bingo XL), the Bingo uses horizontal sealing bars to seal both zippered and stand-up pouches.

PLC operated with touch screen controls makes the Bingo very user friendly. The bagger uses vertical seal jaws which reduces the overall length of the machine. Available with right-to-left or left-to-right discharge, Bingo features include a stationary product funnel, adjustable bag wicket holders and pins, independent pneumatic cylinder, digital temperature control, and a stationary bag seal station.

For the diverse range of products that have been run on the Bingo, an extensive range of options have been developed such as: bag shaker to settle the product, embosser, foot pedal for semi-automatic operation, heavy bag support, a vacuum pull back assembly to square the bag for large bag volumes, and a plunging funnel to eliminate product spillage.

weighpack.com



High Tech Marinating

Increased accuracy, distribution and brine retention, using the Micro-Injection Advanced System.

THE USE OF injection technology for marinating poultry is of great interest in the meat industry. A recent study aims at testing the performance of the new technology Micro-Injection Advanced System (MAS) that Ogalsa through the research and development department at Adfood Group has developed. Ogalsa has over three decades of experience in spray-type injection and the system MAS is a technological development that opens the possibility to obtain benefits in using spray injection even in delicate meat like poultry and fish.

The new MAS technology is the result of more than 30 years of experience in manufacturing high-pressure injectors with atomization or spray effect.

MAS technology improves spray effect and deeply penetrates through the different tissue layers, being the particles tinier than the diameter of the muscular cells managing to go through them without breaking and preserving the physical characteristics of the muscular tissue.


These days, the use of injection for the poultry meat treatment is in full development in the world and there are some restrictions, especially when injecting significant percentages, such as:

- little brine retention and high drip loss;
- brine accumulation in bags or lines inside the meat or under the skin;
- low accuracy and irregularity of the injection;
- prolonged draining time;
- damage on the tissue when using high pressure.

Compared to traditional injection systems, the MAS technology increases up to six times the accuracy of the injection process; it reduces to the minimum the draining time and improves the efficiency of the brine retention to 60 per cent average.

The Ogalsa injector line technology MAS is designed to medium and big productions – up to 10,000 chickens an hour – and provides the highest performances always keeping the best brine distribution into the meat, which means, homogeneity and excellent final presentation of the product.

Ogalsa is part of Adfood Group that meets other brands of the meat industry as Roser (hygiene and maintenance equipment), Cato (machinery for sausage production) and RMT (technological advice in facilities, processes and production lines).

For more information, visit www.meatinjection.com. 

ADVANCED PROCESSING
SOLUTIONS FROM

CM PROCESS
SOLUTIONS



SPECIALIST SUPPLIERS OF

- Bowl Cutters
- Grinders
- Mixer Grinders
- Tumblers
- Dicers
- Blenders

Please visit our website  WWW.CMPSOLUTIONS.NET for more information

TEL: 951.808.4376 | EMAIL: SALES@CMPSOLUTIONS.NET

NAMA merger coming July 1

The new merger between the North American Meat Processors Association and the National Meat Association will take effect July 1. The group will be known as the North American Meat Association (NAMA).

The groups made the announcement at NAMP's 2012 Meat Industry Management Conference on March 17.

NAMA will include more than 700 member companies in the United States, Canada, Mexico.

The merged association will hold its first major event, the NAMA Outlook Conference, on Oct. 24 to 27 in San Antonio, Texas.

U.S. processor shuts plants over "pink slime" concerns

On March 26, U.S. beef processor Beef Products, Inc. (BPI) suspended production of lean finely textured beef (LFTB) – the ammonia-treated beef product that has become known as "pink slime" – by shutting down three of its four U.S. plants.

BPI's move has resulted in more than 700 workers in Kansas, Texas and Iowa being temporarily laid off, but ultimately impacts more than 3,000 suppliers and others that rely on BPI's business, the National Meat Association (NMA) said in a release.

"At a time when so many Americans struggle to put a healthy, nutritious meal on their family's dinner table, the unfounded mischaracterization of (LFTB) as 'pink slime' is unconscionable," NMA CEO Barry Carpenter stated. "I am sure the public is not aware of how widespread and potentially

devastating the consequences of allowing public misperception to trump sound nutritional science are."

Earlier this year, several top U.S. fast food chains agreed to stop sourcing beef from BPI, because its LFTB product uses ammonium hydroxide to kill bacteria in the meat. The treated beef product – dubbed "pink slime" in many media reports – gained mainstream media attention last year after celebrity chef Jamie Oliver, on his ABC TV show, criticized the product.

Recently the product was pulled from some U.S. schools and leading grocery stores, including Safeway.

The product is not used in Canada, according to a source at Canada Beef Inc. because the use of ammonia in ground beef to kill E. coli 0157:H7 has not been approved for use in packing plants by Health Canada.

But industry representatives stress that the product is safe.

"These trimmings are USDA inspected, wholesome cuts of beef that contain both fat and lean and are nearly impossible to separate using a knife. When these trimmings are processed, the process separates the fat away and the end result is nutritious, lean beef. It's a process similar to separating cream from milk," American Meat Institute president J. Patrick Boyle said in a statement.

According to BPI, LFTB is made from 100 per cent beef, and not a meat "filler."

"LFTB is an end product made from boneless lean beef trimming, the very same beef that is processed into roasts and steaks for retailers and restaurants. These trimmings are simply small pieces of beef with fat attached," the company said in a recent blog post about the "myths of pink slime."

"The boneless lean beef trimmings become 'finely textured' using high-technology food processing equipment that resembles a large, high-speed mixing bowl, in which they are warmed to help separate away the fat so that only the beef remains."

Europe ends beef dispute with U.S. and Canada

The European Parliament on March 15 ended a long-standing beef trade dispute with the United States and Canada, giving the green light for higher import quotas for Canadian and U.S. beef. Beef treated with hormones does not form part of the deal, however, and remains banned from the European market, said a release from the EPP Group, the largest political group in the European Parliament.

According to the release, the U.S. and Canada can export a further 48,200 tonnes of beef to Europe as long as this has not been treated with hormones.

The U.S. and Canada also agreed to lift trade sanctions on European beef and set lower tariffs.

The dispute dates back to 1988 when Europe banned imports of beef products from animals that are treated with growth hormones. This prompted the U.S. and Canada, with the backing of the World Trade Organization, to limit imports of certain products from Europe, including chocolate, cheese and mustard.

Canadian cattle industry gains immediate market access to Azerbaijan

Agriculture and Agri-Food Canada announced in March that Canadian cattle producers will benefit from new access to yet another international market, as Azerbaijan has agreed to export conditions to allow Canadian cattle to enter the country immediately. Prior to this announcement Canada has never had

THINK WIBERG

NEW AND REFURBISHED SMOKEHOUSES

WIBERG Equipment Sales represents **SCHRÖTER Technologies**, and supplies both new and refurbished smokehouses, as well as:

- Defrosting Chambers
- Intensive Chillers
- Fermentation Rooms
- Post Maturing Rooms
- Smoke Generators

www.wibergequipment.ca

MasterCard & Visa are accepted

WIBERG

WIBERG Corporation 931 Equestrian Court, Oakville, Ontario, Canada L6L 6L7
ON: 905-825-9900 www.wiberg.ca B.C.: 604-255-5584

market access for cattle to Azerbaijan.

The announcement builds on a recent string of market access success stories. Market access for cattle was also recently announced for Peru and a Memorandum of Understanding was signed with Serbia that will help pave the way for increased business and co-operation on animal genetics.

Canadian farmers can immediately export cattle to Azerbaijan, with the bulk of expected sales being in dairy genetics.

Canadian agri-food exports to Azerbaijan averaged more than \$2.1 million per year from 2009 to 2011. Pork is Canada's primary export to Azerbaijan, with an average annual export value of \$1.7 million. Other Canadian exports include beef, poultry and pulses.

Maple Leaf Foods Q4 profits drop

Maple Leaf Foods reported its fourth-quarter profits fell to \$9.2 million from \$30.6 million a year earlier, due to \$32.2 million worth of pre-tax restructuring charges. Net earnings for the year increased to \$87.3 million, which included \$79.8 million of pre-tax restructuring charges, from \$35.6 million last year.

"We are very pleased with our results for the year and we remain on track to deliver our earnings and margin growth for 2012 through 2015," Maple Leaf president and CEO Michael H. McCain said in a release. "We realized strong earnings growth for the year in our protein operations, which contributed to a 40 per cent rise in our adjusted earnings per share."

"However, we experienced a challenging fourth quarter as a result of unseasonably strong raw material costs which impacted continued margin growth in prepared meats," he continued. "We also experienced short term higher operating costs in our bakery business. These factors, combined with lower pork and poultry processing margins from year ago highs, contributed to lower relative performance in the fourth quarter. We are now actively passing through pricing to help mitigate these challenges and we remain committed to executing our value creation initiatives."

Sales for the fourth quarter increased three per cent to \$1,245.3 million compared to \$1,212.0 million last year, the report said. After adjusting for the impacts of divestitures and foreign exchange, sales increased by five per cent, primarily as a result of higher selling prices. For the full year, sales were \$4,893.6 million, down two per cent from \$4,968.1 million in 2010.

Government invests \$1.3M in swine export marketing

Parliamentary Secretary Pierre Lemieux recently announced an investment of more than \$1.3 million to help the Canadian Swine Exporters Association (CSEA) increase its international marketing and promotion of Canadian purebred swine genetics.

"This investment will help our swine producers expand their production and capture new markets to strengthen their businesses and our overall economy," said Lemieux in a release.

The investment will enable CSEA members to participate in key industry trade shows, including the International Livestock and Dairy Expo (ILDEX) in Vietnam later this month.

AgriMarketing funding also helped facilitate a new contract for Canadian swine genetics worth \$1.6 million during Ritz's trade mission to China in February, when Genesus Inc., one of the top swine breeding companies in the world, signed a contract for 1,000 breeding swine.

CMC welcomes government's additional investment in BIXS

During the March 8 annual meeting of the Canadian Cattlemen's Association (CCA), Agriculture Minister Gerry Ritz announced the federal government will invest an additional \$3 million in the Beef InfoXchange System (BIXS).

BIXS is a voluntary web-based individual animal and carcass data gathering, tracking and exchange system involving all components of the beef value chain from cow-calf producers to cattle feeders and meat packers. By facilitating the flow of individual animal and carcass information both up and down the value chain, BIXS will validate specific genetic attributes and encourage the adoption of method of production systems that respond to market demands.

"The BIXS is designed to assist producers, feeders, and meat packers by providing all with key information on the complete life cycle of beef animals. This information will enable the supply chain to make improvements in beef attributes that best satisfy the preferences of consumers, whether they live in Canada or in one of our export markets. All segments of the value chain benefit when there is close alignment between producers, processors and consumers," Canadian Meat Council president Scott Entz stated, welcoming the announcement.

Flavour...

With ingredients from UniPac you taste the quality in every bite.

Call UniPac today to try our skillfully blended seasonings.



Serving our customers Canada-wide:
1-800-661-3860 • sales@unipac.ca
www.unipac.ca

UNIPAC
Partners to Canada's Food Industry



Automated Washing in the Food Processing Stream

Automated washing equipment ensures that meat processing containers are consistently cleaned and sanitized while improving throughput speed and reducing labour costs.

By Ed Sullivan

HYGIENE MANDATES IN food production and packaging facilities continue to be a critical focus of processors and regulators, yet some companies still cling to cumbersome and less-than-effective methods of washing and sanitizing containers used in the process stream.

Although existing regulations may not mandate a specific level or methodology of cleaning and sanitizing, there are hygiene and efficiency related reasons that food processors should pay more attention to this process.

In hand washing operations, including power spraying, there is much room for human error. Workers may not achieve the water temperature required to properly sanitize containers. Even after hand washing, food remnants and cleaning agent residue can remain in the seams and corners of containers put back into use.

By automating the washing process, however, food processors are assured a complete cleaning and sanitizing of containers every time.

There are also other benefits that add to the strong economic case for integrating automated washing systems. For example, saving on wasted labor and floor space and improving on production throughput are important incentives for many food processors.

“Washing systems are becoming an integral part of the food processing line,” says Mark Corser, president of Corona, California based CM Process Solutions, a nationwide supplier of stainless steel hygiene equipment, including commercial and industrial washing systems, for the food processing, pharmaceutical, and distribution industries.

“Instead of manually washing containers with a hose or pressure washer, which introduces risk into the process, more companies are installing systems that automatically meet its specific washing and sanitizing needs, and are also adding to their volume capacity as well,” Corser explains. “This approach ultimately impacts product quality.”



No messin' with containers

Headquartered in Minong, Wis., Jack Link's Beef Jerky is the number one U.S. meat snack brand and fastest-growing meat snack manufacturer worldwide with products in over 40 countries. Beyond their premium meat snacks, Jack Link's is well known for its hilarious TV commercials, "Messin' With Sasquatch," in which jerky-loving, adventurous spirits play pranks on an unsuspecting Sasquatch.

Over the years, Jack Link's has expanded its operations and enhanced production facilities in order to meet growing consumer demand for their products. In late 2011, after 12 years of operation, plant management decided to upgrade a key internal production space in its New Glarus, Wisconsin facility. The formulation room, where beef sticks and sausages are ground and blended, was redesigned to maximize efficiencies and ensure that safety and quality standards are not only met, but exceeded.

A new, automated, washing system was installed to improve efficiency within the limited confines of the room. The main purpose of the new washing system was to improve turnaround of large, 1,200-pound stainless vats as well as 600-pound Vemag-type buggies that contain raw meat prior to processing.

"We purchased the washing equipment to streamline processes in our redesigned formulation room," explains Jeff Abrahamson, quality assurance manager. "It's important that our vats and buggies are cleaned and sanitized quickly and thoroughly. The vats are too big to be cleaned manually, so we needed a washing system that would clean and sanitize multiple vats and buggies automatically, within a limited space."

Abrahamson's team collaborated with CM Process Solutions to spec and design the washing system, the stainless steel vats, and also the racking system

Where there's smoke, there's Zesti.



ZESTI SMOKE

When you need great smoked taste without smoke generator hassles, you need Zesti Smoke by MasterTaste. You can always count on controllable, consistent flavoring and color with Zesti Smoke. You can also depend on more efficient operations without costly afterburners, extra personnel, or messy clean-up with our advanced equipment and U.S.D.A.-approved products. Why? For more than 25 years, MasterTaste has been a leading producer of distinctive smoke products. With us, you get a history noted for innovative application technology and superior product expertise. Where there's great smoke flavoring, color and preservatives, you know there's Zesti.

Call us at 1-800-465-3536



where meat is stored prior to processing.

“CM Process visited our facility to identify our needs and to present us with options and solutions,” explains Abrahamson. “I looked at a few different brands during our selection process, but their equipment seemed to be the most efficient when it came to the time to wash, to clean and to sanitize the vats – and it was the easiest to use. We were able to customize the machine to make it most efficient for our space, since we are space constrained in our facility.”

The new vat washer is an automatic system that contains a robotic arm to pick up the vat, invert it in the washer, clean the vat and then bring it out again. The washer can also be used on the smaller 600-lb. buggies that are still in use in some areas of the plant. In these situations, the buggies are wheeled to the washer and cleaned there.

The vats are used a half dozen at a time, twice an hour in the plant. They need to be cleaned after each batch because they oftentimes contain different species of meat.

“We’re automatically feeding the cleaning and sanitizing chemicals into the washer, so there’s very little hands-on work that has to be done. Once we have the cycles set we just push a button and let it go,” Abrahamson explained.

Abrahamson says the new system has allowed his operation to maximize throughput within the space, while saving on labor costs and ensuring proper food quality and safety standards are exceeded.

Washing & sanitizing totes

DG Foods recently established a new poultry

processing facility in Bastrop, LA, to serve customers in Texas, Louisiana, Arkansas, and others located west of its Hazlehurst, Mississippi headquarters plant.

The new operation, which processes thousands of pounds of chicken each day, required an automated washer that could clean and sanitize the totes and lids used to transfer chicken from the slaughtering facility to the new processing plant.

“We needed an automated washing system to recycle the totes as part of our continuous processing operation,” says Bill Bryant, general manager of the Bastrop plant. “Without it, we would be unable to efficiently clean and properly sanitize the totes and lids and couldn’t re-use them in the processing operation.”

After researching suppliers, Bryant’s team contacted CM Process Solutions to review the system requirements and specifications. “They did a very good job in recommending and configuring the system we eventually purchased,” says Bryant. “It was exactly what we needed at a competitive price.”



“Instead of manually washing containers with a hose or pressure washer, which introduces risk into the process, more companies are installing systems that automatically meet its specific washing and sanitizing needs...”

– Mark Corser, CM Process Solutions

MEAT-TYING AT ITS "BEST"
with the world's most advanced technology!

FRT-MF

This is clearly a versatile machine. Through-out the world, this semi-automatic tying machine exhibits speed, consistency and reliability.

Processors are able to yield quality products in less time, with fewer operators and at a lower cost.

Twine

We offer wide selection of Polycotton and Elastic twine available in:

- White (natural)
- Candy cane (variety of colours)
- Solid (variety of colours)

Twine is CFIA and USDA approved, and manufactured in North America.

QMS International Inc.
1833 Folkway Drive
Mississauga, Ontario
Canada L5L 2X1
Tel: (905) 820-7225
Fax: (905) 820-7021
www.qmsintl.com

AGRICULTURE CANADA APPROVED USDA APPROVED

In addition to system configuration, there are many other parameters that must be considered to provide the right washing system solution for a specific application. This includes water temperature, cleaning agents and water recovery systems, all of which can be vital to meeting both food safety and productivity goals.

For example, the choice of heating options – whether gas, steam coils, live steam injection or electric – could be vital to an application. The optimal washing system design also must take into consideration the quantity of items to be washed and the level of soiling, rinsing and drying requirements. Even speed of throughput should match the application, whether the requirement is a batch cleaning process with individual containers or a more advanced, continuous, multi-lane system. **M**

Ed Sullivan is a Hermosa Beach, California-based writer. He has researched and written about high technologies, healthcare, finance and real estate for over 25 years.



Sofina Foods Acquisitions

Fearman's Pork and Santa Maria Foods purchased by Ontario company.

MARKHAM, ONT.-BASED Sofina Foods, along with private investment firm Sun Capital Partners, on April 10 announced the pending acquisition of Fearmans Pork, which operates Canada's oldest pork-processing facility in Burlington, Ont.

Terms of the transaction were not disclosed. The transaction is expected to close shortly after required regulatory approvals are received, upon which Fearmans will become a wholly owned subsidiary of Sofina.

"This acquisition provides Sofina with secure access to high quality raw materials that will allow us to grow our fresh meat markets and build and sustain our further processed protein business," Sofina chairman and CEO Michael Latifi stated in a release.


"Fearmans Pork has made great strides as a standalone business," added Marc Leder, co-CEO at Sun Capital Partners. "Management has effectively created an infrastructure and stabilized hog procurement, which assures the region's hog farmers that they have a committed and capable partner. Sofina Foods is a natural steward for the next stage of its growth."

Fearmans was established in 1852, in Hamilton, Ont., by Frederick William Fearman. Its 365,000 sq. ft. plant is the

largest in Ontario, and the oldest continuously operating pork processing plant in Canada. The company supplies product to other processors, retailers and food service providers, including chilled pork products, specialty, and counter-ready products.

Sofina Foods is one of Canada's leading manufacturers of primary and further processed protein products for both retail and foodservice customers. The company's portfolio of branded and private label pork, beef, turkey, and chicken product includes: Lilydale, Fletcher's, Vienna, Cuddy and Quality Meats. Sofina Foods currently operates 12 HACCP-approved manufacturing facilities (11 in Canada and one in the northwestern U.S.), and has over 3,000 employees.

Less than a month earlier, the company also announced the acquisition of Brampton, Ont.-based Santa Maria Foods, a leader in specialty Italian-style deli meat and imported grocery products.

As a result of these acquisitions, the combined Sofina operations will supply retail and foodservice customers across Canada and into the United States with 13 primary and further processing operations in British Columbia, Alberta, Saskatchewan, Ontario and Washington State. 

BEGIN with the RIGHT Packaging Machine PARTNER!

XtraVac.com is the choice of small to medium sized processors across the state.

Our high quality, economically priced machines provide you with the perfect solution to take your packaging operation to the next level.

XtraVac Features a Complete Line of:

- ◆ Tray Sealers
- ◆ Chamber Machines
- ◆ Shrink Tanks
- ◆ Flow Wrappers



NOW FEATURING
XTRAVAC COMPLETE SHRINK LINE



XTRAVAC

Providing Quality with Economical Solutions
Call 819-395-4555 | Toll Free 1-877-435-4555
or Easy Online Ordering at XtraVac.com

BRITISH COLUMBIA

Government funds mobile abattoir

On March 20, Dan Albas, Member of Parliament for Okanagan-Coquihalla, announced federal funding of \$240,000 to support the set-up of a licensed mobile abattoir in rural south-central British Columbia.

“By supporting local meat and poultry industries, we are working to promote a solid foundation that will create jobs while growing the local economy in the Southern Interior Region of B.C.,” said Albas in a release.

The Western Economic Diversification funding will enable the Grand Forks and Boundary Regional Agricultural Society to acquire a custom-built trailer and hauling vehicle to use as a licensed mobile abattoir, a winter docking station, and to provide equipment for processing poultry and multiple species of livestock.

“We are thrilled to be moving forward with this project,” stated Grand Forks and Boundary Regional Agricultural Society president Roly Russell. “We foresee that this project will not only improve the quality and availability of food in the region, but will significantly bolster the economic stability of the Southern Interior and build more sustainable economies in these communities.”

Western Economic Diversification Canada works with the provinces, industry associations and communities to promote the development and diversification of the western economy, coordinates federal economic activities in the West and advances the interests of western Canadians in national decision making.

SASKATCHEWAN

Prairie Swine Centre announces new board members

The Prairie Swine Centre recently announced Dr. Mary Buhr, dean of the College of Agriculture and Bioresources at the University of Saskatchewan, has been elected chairman of the centre’s board of directors.

Buhr was elected at the recent annual meeting of the organization. The board also welcomed three new members for a three-year term:

- representing the pork producers of Saskatchewan – Neil Ketilson, general manager of Saskatchewan Pork Development Corporation;
- representing the pork producers of Ontario – James Reesor, pork producer from Grimsby, Ontario;
- representing the grains industry – Wayne Thompson, program development manager, Western Grains Research Foundation.

The centre’s board is also served by the following members representing the stakeholders of the centre and key components of the Canadian pork value chain:

- Dr. Walter Heuser, representing the animal health industry;
- Rick Prejet, pork producer, representing pork producers in Manitoba;
- Darcy Fitzgerald, representing the pork producers of Alberta;
- Jim Babcock, manager of livestock development, Saskatchewan Ministry of Agriculture;
- John Carney, representing pork packing industry;
- Judy Yungwirth, office of the VP finance, University of Saskatchewan;
- Jim Basinger, office of the VP research, University of Saskatchewan;
- Lee Whittington, president/CEO of the Prairie Swine Centre.

Located near Saskatoon, the Prairie Swine Centre is a non-profit research corporation affiliated with the University of Saskatchewan, and is recognized globally for its contributions to practical, applied science in pork production in the disciplines of nutrition, engineering and applied animal behaviour.

MANITOBA

MPC partners with safety group on new programs

Less than one in 10 Canadian agricultural producers has a written safety plan, but that’s about to change for Manitoba hog farmers, said Safety Services Manitoba (SSM) and the Manitoba Pork Council (MPC).

The two groups launched the program during Canadian Agricultural Safety Week in March.

“Programs from the past have not had significant uptake because they were broad based, not industry specific, and very administrative heavy for producers,” Miles Beaudin, MPC’s manager of quality assurance and labour programs, said in a release.

Beaudin noted MPC’s industry performance and services

The advertisement features a red background with white and yellow text. At the top, it says "The BEST DRESSED MEATS in town...". Below that, it lists "Gourmet European Liquid Marinades, Seasonings, Rubs, Dips & Sauces." and "Taste the Difference". There are two logos: one for "MALABAR Super Spice" and another for "RAPS" with the tagline "Refine. Enhance. Perfect.". At the bottom, it provides the website "www.malabarsuperspice.com" and the phone number "1-888-456-6252 (MALA)". On the right side of the ad, there is a vertical image of a skewer with several pieces of meat, possibly lamb chops, coated in a red marinade.

committee is committed to reducing Workers Compensation Board (WCB) premiums and providing a program that works for Manitoba's pork producers.

The injury rate in the agricultural sector has remained stable, even as it has fallen in other sectors, the release said. From 2000 to 2010, Manitoba's overall lost-time injury rate fell from 5.6 to 3.3 injuries per 100 workers. Meanwhile, the lost-time injury rate in agriculture fluctuated from 4.8 in 2000 to a high of 6.6 in 2004 and back down to 4.6 in 2010, according to statistics from WCB.

"A formal loss prevention program that is well implemented and monitored is the key to reducing injuries and managing risk consistently," SSM president and CEO Judy Murphy stated.

Working farms will participate in the program development process, giving SSM first-hand insight into daily operations and the concerns of management and worker, she noted.

"Our first priority is to make sure the loss prevention program works on the ground," said Murphy. "We want to deliver programs that will nurture a safety culture."

Three loss prevention programs will be developed, each tailored to a different size farming operation: small, medium and large. SSM and MPC expect that the programs will be ready for producers to implement in eight weeks.

ONTARIO

South St. Burger Co. wins sustainability awards

The South St. Burger Co.'s Bayview Village location in Toronto was recently recognized with two sustainable design awards at the Association for Retail Environments Awards (ARE) in Las Vegas.

The location, designed and constructed with the intent of earning LEED certification, opened in November 2011 and is the first shopping centre location in Ontario for the chain.

Design agency, Jump Branding and Design Inc., was on hand to receive the 2012 ARE Sustainable Project of the Year and the Grand Prize Tenant Improvement Sustainability awards for their efforts.

ARE is the only competition that recognizes sustainability in retail design, honouring retail projects for outstanding green building achievement. The competition draws entries from around the world. Entries are judged on innovation in design, integration, and benchmarks; the highest honour goes to projects that balance comprehensive sustainability with design aesthetic and functionality.

"We wanted the South St. Burger Co. concept at Bayview Village to be more than just 'Gourmet Burger meets Haute Couture.' Sustainability has been a core design principle for South St. for a number of years.

Validating South St Burger Co.'s sustainable initiatives through the LEED Certification process seemed like the next logical step in the evolution of the brand. Most importantly, we didn't sacrifice design aesthetic to achieve sustainability," Jump Branding's president Eric Boulden stated in a release.

Some of the key features of the design include:

- grill hoods with high tech heat exchange ventilation systems, which reduce the store's heating requirements by over 300 cubic meters of gas per month, a carbon savings of 6.84 tonnes/year;
- high-efficiency fryers that reduce 18.6 tonnes of CO2 emissions annually from the four units alone;
- an air-cooled ice machine that saves 264,000 gallons of water annually;
- low-flow toilets, faucets with sensors and aerators, and low-flow, pre-rinse spray valves, which also contribute to the restaurant's low water usage rate (70 per cent below EPAAct).

Already having a brand mandate to source food ingredients locally where possible, 32 per cent of this location's building materials were manufactured within 800 km of the project site and 12 per cent were both extracted and manufactured within that range. Building materials feature 85 per cent FSC-certified wood, 38 per cent recycled content, all low-VOC adhesives and coatings, no added urea formaldehyde, and reclaimed wood.

The company currently operates 15 restaurants in Ontario and has one franchised unit in Alberta, with four more in development.

RELIABLE FOOD PROCESSING EQUIPMENT
www.birosaw.com

Increase Your Output 17% to 39%
 With the BIRO PRO-9 HD Special (High Output) Series
 Heavy Duty 1/2 HP or Heavy Duty 3/4 HP



Chicken Stir Fry



Biro Pro-9 HD

- Stainless Steel Case
- Stainless Steel Case Cover
- Stainless Steel Blades and Spacers
- Stainless Steel Combs
- Lexan, see-through Cover with Built-in Safety Feature



Beef Cubing



Beef Strips



Beef Tenderizing/Knitting



The Biro Manufacturing Company
 Marblehead, OH 43440-2099 USA
 419-798-4451 Fax 419-798-9106
www.birosaw.com 184RB-4C-1-11



Events Calendar promotes upcoming trade shows, conferences, workshops and other events for the meat industry. For up to date listings, visit meatbusiness.ca/events.

AFPA honours industry achievements at 2012 Meat Convention



Medicine Hat Meat Traders



Longview Jerky Shop

The Alberta Food Processors Association (AFPA) recognized outstanding industry achievements and awarded the 2012 People's Choice and the Processed Meats Competition winners during its awards banquet at the Deerfoot Inn and Casino in Calgary on March 24.

In the Processed Meats Competition the:

- Gold overall aggregate award was presented to Bauer Meat Packers of Torrington
- Silver to Valley Meat packers of Colinton
- Bronze to Victoria Fancy Sausage of Edmonton

Competitors showcased their goods in the following categories: boneless ham, slab bacon, bone-in ham, back bacon, large casing sausage, small casing sausage and emulsion sausage. Judging criteria was based on general appearance before cutting, general appearance after cutting, aroma, texture, fat to lean ratio, inside colour, lack of obvious defects and taste.

In the People's Choice Awards the:

- Best Beef Jerky Award was given to Medicine Hat Meat Traders of Medicine Hat

- Best Pepperoni Award was Longview Jerky Shop of Longview

Others honoured included Ralph Erb from Premium Sausage of Seven Persons, Alta. who received the Pete Patrick Memorial Award for his outstanding contribution to the Alberta meat industry, and Scott Process Equipment and Controls of Guelph, Ont., which was awarded the Russ Paul "Best Booth" Award.

The Alberta Food Processors Association has promoted the interests of its members in the Alberta food and beverage industry since 1974.

Register now for the Canadian Meat Council's 92nd Annual Conference

The Canadian Meat Council will hold its 92nd Annual Conference on May 30 to June 1 at Fairmont Le Chateau Frontenac in Quebec City.

The following are some of the scheduled breakout sessions:
Sales and Marketing

- Canada Beef and Canada Pork International Collaboration – Robert Meijer of Canada Beef Inc. and Michael L. Young of Canada Pork
- International Consumer to Retail Perspective – Joel Solish, Community Foodist
- Trend Tracking – Dana McCauley, Janes Family Foods
- Retail Meat Case – Theresa Dietrich, People Talking Operations
- Product Costing in the Meat Industry – Terry McCorrison, CSB-System International
- Food Sales Contracts – Jon Sigurdson

Technical

- Genomic Profiling for Meat Quality in Beef and Pork – Dr. Steve Miller, Animal Sciences, University of Guelph
- Consumer Trends in Meat, with Emphasis on Animal Welfare – Dr. Al Schaefer, Agriculture and Agri-Food Canada (AAFC)
- Technical Challenges of Testing for non-O157 STECs – Dr. Alex Gill, Health Canada

For more information, visit www.cmc-cvc.com.

AMSA announces speakers for beef quality session at RMC

The American Meat Science Association (AMSA) today announced speakers for the AMSA Reciprocal Meat Conference (RMC) Beef Quality: Marbling Development Concurrent Session on June 18.

The speakers will be John Stika, president of Certified Angus Beef LLC; Dr. Clinton Krehbiel of Oklahoma State University; Dr. Bradley Johnson, Gordon W. Davis Regent's Chair in Meat Science and Muscle Biology at Texas Tech University and Dr. Stephen Smith, professor of meat science in the Department of Animal Science at Texas A&M University.

The speakers will focus on these topics:

- Relevance of Marbling to the Beef Industry – Dr. John Stika's
- Effects of nutrition and Management During the Stocker Phase on Marbling Score and Quality Grade – Dr. Clinton Krehbiel
- Role of Fatty Acids in Enhancing Marbling Development – Drs. Bradley Johnson and Stephen Smith

The AMSA 65th Reciprocal Meat Conference (RMC) will be held June 17 to 20 at North Dakota State University in Fargo, North Dakota.

For more information, visit: www.meatscience.org/rmc.

Upcoming Events

April 2012

15 – 16
ApEx
Exhibition Park
Halifax, N.S.
crfa.ca

17 – 19
Food Safety Summit
Washington, DC
foodsafetysummit.com

May 2012

1 – 3
AMI International Expo
Dallas Convention Center
Dallas, Texas
meatami.com

9 – 11
SIAL Canada
Palais des Congrès
Montreal, Que.
sialcanada.com

27 – 29
Canadian Institute of Food
Science and Technology
50th Conference & Expo
Niagara Falls Convention
Centre
Niagara Falls, Ont.
www.cifst.ca

30 – June 1
Canadian Meat Council's
92nd Annual Conference
Fairmont Le Chateau
Frontenac

Quebec, Que.
www.cmc-cvc.com

June 2012

17 – 20
AMSA 65th Reciprocal Meat
Conference
North Dakota State University
Fargo, North Dakota
www.meatscience.org/rmc

26
Western Beef Development
Centre's Annual Summer
Field Day
Termuende Research Ranch
Lanigan, Sask.
www.wbdc.sk.ca



Thefoodnewz is an on line events calendar created by Debra Bradshaw of Zep Food & Beverage Division. To find out more about the events listed in this magazine visit thefoodnewz.com. If you know of events not listed please email Debra directly at zeprep@rogers.com.



ADVANCED WASHING
SOLUTIONS FROM

CM PROCESS
SOLUTIONS



SPECIALIST SUPPLIERS OF

- Vat Washers
- Buggy Washers
- Tray Washers
- Tote & Lug Washers
- Pallet Washers
- Combination Washers

Please visit our website at WWW.CMPSOLUTIONS.NET for more information

TEL: 951.808.4376 | EMAIL: SALES@CMPSOLUTIONS.NET

ADVANCED HYGIENE SOLUTIONS FROM

CM PROCESS SOLUTIONS

- Electro-polished inside and out
- Re-enforced bottom and rim
- Handle and drip lip included

400 & 600LB EURO-STYLE



STAINLESS STEEL BUGGIES



WWW.CMPSOLUTIONS.NET
CALL MATT TODAY AT 951-808-4376

NEW *Low-So Salt Replacer™*

from **MALABAR**

Replace traditional sodium chloride salts in any application with *Low-So Salt Replacer™*

- True salty flavour with matched functionality
- 1-to-1 replacement for traditional salt

Low-So Salt Replacer™
Use in Processed Foods, Meats, Poultry, Cheeses and Snack Foods.

Another innovative product from Malabar.

To try *Low-So Salt Replacer™* visit www.malabarsuperspice.com or call 1-888-456-6252 (MALA)



Uniform...

That's Nippi Collagen Casings from UniPac...the strength and uniformity you have been looking for.

Nippi Collagen Casings have a tender bite and are the most trouble-free. To find out more, call today to speak to one of our knowledgeable representatives.



Serving our customers Canada-wide:
1-800-661-3860 • sales@unipac.ca
www.unipac.ca

UNIPAC
Partners in Canada's Food Industry

YES GROUP INC CANADIAN CASINGS

PROUDLY PROCESSED IN CANADA.
WITH CANADIAN RAW MATERIALS.

HOG CASINGS **BOYAUX DE PORC**

1 BUNDLE (300 ft. 91.2m)
1 BALLE (300 ft. 91.2m)

KEEP REFRIGERATED
RINSE AND USE
STORE IN A COOL PLACE
PACKED IN SALT



GARDER AU FROID
RINCEZ ET UTILISEZ
GARDEZ AU FRAIS
EMBALLÉ DANS DU SEL

PREPARED FOR:
PRÉPARÉ POUR:

YES GROUP INC

1-800-465-3536
Website: www.yesgroup.ca
201 Don Park Road, Unit 1
Markham, Ontario
L3R 1C2

FOR PHOSPHATE...

WIBERG

THINK WIBERG

IMPROVE QUALITY & CONSISTENCY

OPTIMIZE WATER RETENTION; INCREASE YIELD

- WIBERG SUPER PHOS STPP
- WIBERG PHOS ULTRA
- WIBERG PHOS KFE
- WIBERG SUPER PHOS K14/10

Specializing in blended phosphate

www.wiberg.ca. MasterCard & Visa are accepted.

WIBERG

WIBERG Corporation 931 Equestrian Court, Oakville, Ontario, Canada L6L 6L7
PH: 905-825-9900 www.wiberg.ca B.C. Office PH: 604-255-5584

ADVANCED HYGIENE SOLUTIONS FROM

CM PROCESS SOLUTIONS

- Knee and sensor operated available (in stock)
- Mixer valve included for hot/cold water balance
- Multiple stations to choose from to fit any need

SINGLE STATION THREE STATION



SIX STATION



WWW.CMPSOLUTIONS.NET

CALL MATT TODAY AT 951-808-4376

BEACON, INC

THE COMPANY WITH THE STAINLESS REPUTATION®

STAINLESS STEEL TRUCKS / RACKS



Let Beacon customize one of our standard Truck designs for your processing requirements. Our experts have 80 years of experience in engineering the right Truck for the right job. Whether it is a Nesting, Bacon, Sausage or Ham Rack, we will design the unit for your needs. We do not over design and add cost or under design and give our customers a Truck that will not perform.

BEACON, Inc.
12223 S. Laramie Ave, Alsip, IL 60803
Phone (708) 544-9900 Fax (708) 544-9999
beaconmetals.com

Fresh...

That's packaging from UniPac... to maintain quality and extend shelf life.

UniPac knows the importance of quality packaging to showcase your products and keep them fresh. We offer a wide variety of packaging including custom and printed orders. Call UniPac today for fresh ideas in packaging.



Serving our customers Canada-wide:
1-800-661-3860 • sales@unipac.ca
www.unipac.ca

UNIPAC
Partners to Canada's Food Industry

Sowing Seeds to Better Service

The Canadian Food Inspection Agency plays an important role in safeguarding our food supply, but it needs to improve its service relationship with stakeholders.

By Virginia Labbie

AS BUSINESS OWNERS or stakeholders in the agri-food industry, we all pride ourselves on providing safe food to Canadians and consumers around the globe. We can certainly agree that the Canadian Food Inspection Agency (CFIA) plays an important role in safeguarding our food supply and that a certain amount of regulation is important to protect consumers and the industry.

However, there is much work to be done to improve how the CFIA interacts with its stakeholders. In the Canadian Federation of Independent Business (CFIB)'s 2007 report card on the CFIA, food processors and producers gave the agency a failing grade on customer service. For example, only one-in-five agri-businesses believed the CFIA provided good overall service. Given stakeholders have no choice but to deal with the CFIA, this is something that needed immediate attention.

During my time at the Canadian Federation of Independent Business (CFIB), I have heard many stories



It is time that CFIA and those in the agri-food industry see each other as partners in the supply of safe, home-grown food.

from our agri-business members about their interactions with CFIA. The stories and frustrations have ranged from bad customer service from CFIA inspectors, inconsistent rulings, and a general attitude that "we are not here to help you." I recall one feedmill owner who was shut down for three days because CFIA misinterpreted their own regulations – with no compensation for time or business lost.

Fortunately, there has been some willingness by CFIA to improve its bedside manner.

Over the last several years, CFIB has been working collaboratively with CFIA and Agriculture Minister Gerry Ritz to push for better service as well as fairness, transparency and accountability in the way the agency deals with those it regulates.

We are pleased the CFIA has recently launched a Statement of Rights and Service for Producers, Consumers



and other Stakeholders which outlines your rights to transparency, fair treatment and quality service. This is a positive first step.

But perhaps one of the most encouraging signs there has been some progress was the announcement of a CFIA Complaints and Appeals Office. One of the biggest frustrations our members have raised is that they feel they have no recourse if they experience bad customer service or do not agree with a regulatory decision. This new office will begin operating on April 1 and will allow business owners to register complaints and appeals on regulatory decisions and service quality.

There is much to be worked out on the details of this complaints and appeals mechanism and how it will work in practicality. Time will tell but CFIB will be monitoring the effectiveness of this office closely.

It is also good to see progress being made at the federal level to reduce unnecessary red tape and we were pleased when Minister Ritz accepted the "One-for-One" recommendation in the Red Tape Reduction Commission report during CFIB's Red Tape Awareness Week (Jan 16 to 20). This will require the removal of at least one regulation each time a new one is introduced that imposes administrative burden on business. The CFIA is also subject to this exercise. The minister also stated the CFIA is working to streamline regulations, remove duplicate requirements, do away with overlapping obligations and decrease the frequency of document filing.

All of these new initiatives are very positive first steps. We are hopeful they lead to a better working relationship between CFIA and those it regulates and above all, makes a tangible difference in the day-to-day life of business owners.

There is a lot of heavy lifting to be done to ensure this culture of change is reflected in CFIA's daily interactions with producers and small business owners, but we are looking forward to measuring service improvements in future report cards on the agency. It is time that CFIA and those in the agri-food industry see each other as partners in the supply of safe, home-grown food. Restoring fairness and accountability to the CFIA is the first important building block. This will be a win for all Canadians. **M**



Virginia Labbie is a senior policy analyst, agri-business with the Canadian Federation of Independent Business, Canada's largest association of small- and medium-sized businesses. She can be reached at virginia.labbie@cfib.ca

Established in 1971, CFIB is Canada's largest association of small- and medium-sized businesses.



REMCO
P R O D U C T S

YES GROUP INC

Your Ally In Food Safety For Over 25 Years

Color-coded **metal detectable** products provide the ultimate step in quality assurance.

FDA-compliant materials

Cost efficient

Ask about our new MD test kit

Available at the
Yes Group Inc.

201 Don Park Road, Unit 1
Markham, Ontario L3R 1C2

Phone: 1-800-465-3536 or 905-470-1135

Fax: 905-470-8417 **Email:** sales@yesgroup.ca

www.yesgroup.ca

RPM
REMCO PLASTIC MOLDINGS

Vikan[®]



Precise...

That's **Formax Paper®** from **UniPac**...everything you need in high quality papers.

Formax Paper® goes through rigorous quality control to ensure it runs smoothly without jamming your equipment. We supply paper for most major brands of forming equipment.

Choose from the industry's largest selection of high quality papers to suit your product needs. Call UniPac today to order the best paper lines.



FORMAX
PAPER

Serving our customers Canada-wide:
1-800-661-3860 • email: sales@unipac.ca • www.unipac.ca


UNIPAC
Partners to Canada's Food Industry