

CANADIAN

September/October 2012

Meat Business

The Beef, Pork & Poultry Industry Magazine



E. coli & Canada's Largest Beef Recall

Overcoming Food Safety Challenges

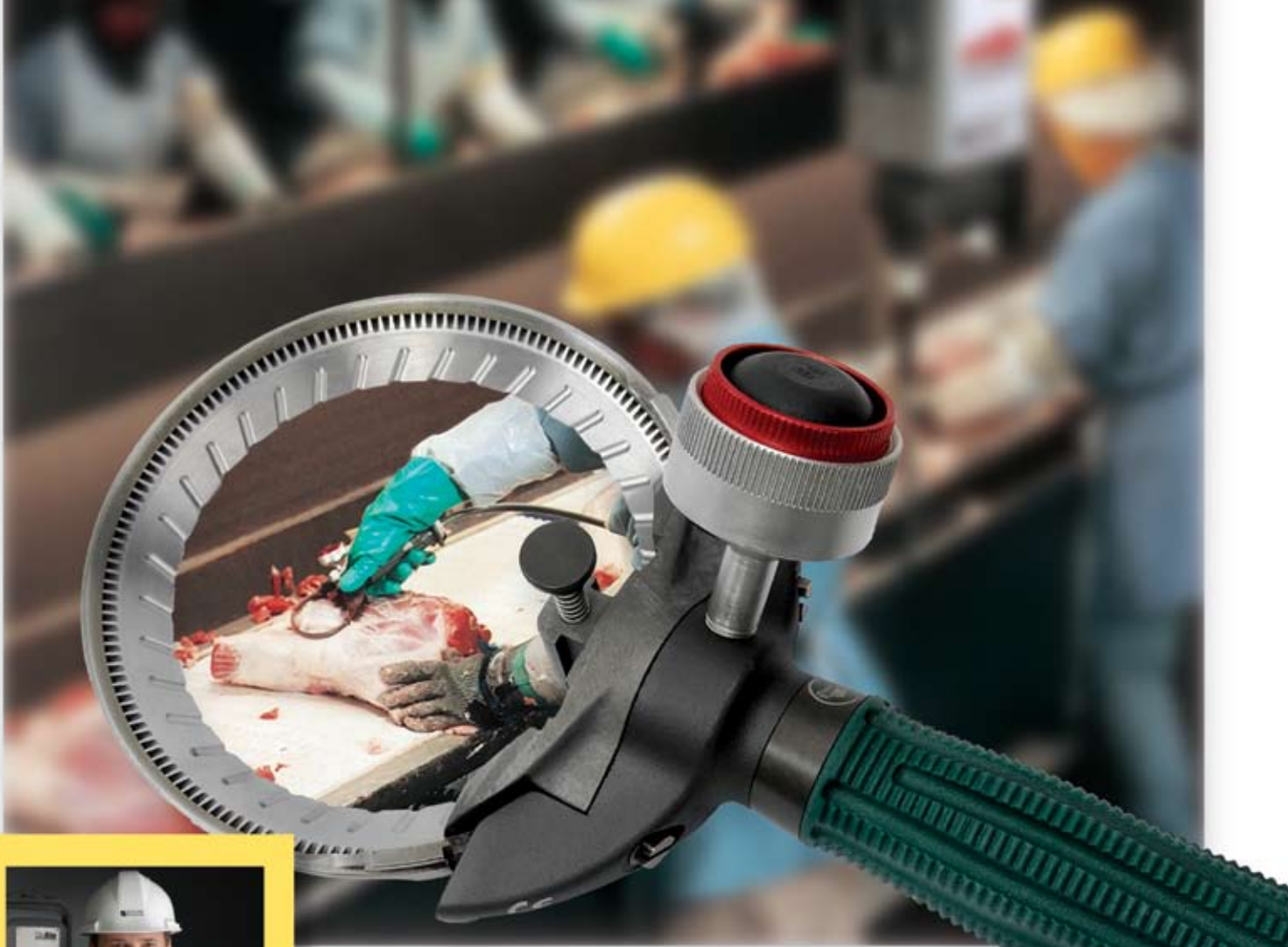
Research Advancements in Eastern Canada

Company should take a page out of Maple Leaf's handbook

pg. 5

\$6.00

meatbusiness.ca



Typical Applications

- Efficient defatting
- Recovering lean
- Upgrade re-trim
- Bone trimming
- Improving product appearance

We'll help you discover hidden profits in your plant.

When you choose Whizard® Series II trimmers, you're getting the best-engineered, best-performing tools available. That means higher meat yields, improved worker productivity and comfort ... and better bottom-line profits.

And there's more: You also gain access to hands-on expertise and support – in your own plant, working with your people. Our yield specialists can show you how to get the most out of your trimmers, *repaying your investment many times over.*

Call today for an in-plant demo 800-465-3536.

It pays.

We'll prove it.

 **BETTCHER®**
Industries, Inc.

YES **GROUP INC**

201 Don Park Road, Unit 1
Markham, Ontario L3R 1C2
P: (905)470-1135 or (800)465-3536
sales@yesgroup.ca



6



10



14



16

In this issue September/October 2012

- 5** Editor's Message
by Alan MacKenzie
- 6** Canada's Massive E. coli Beef Recall
- 10** Out of the Office and Into the Cloud
by Alan MacKenzie
- 12** Research Advancements in Eastern Canada
by Avril Vollenhoven
- 16** To Boldly Go: Saskatchewan-based bison jerky space-bound
by Alan MacKenzie
- 17** Piller's Launches Allergen-Free Deli Meats
- 18** Assembly Line
- 20** Relax, Bacon Lovers
- 21** New Technologies Get to the Meat of Pest Issues
by Bill Melville
- 22** Reaching the Tipping Point: Canada's beef industry too dependent on U.S. market
- 24** Industry Roundup
- 26** Overcoming Food Safety Challenges
by Richard Hebel
- 28** Cross Country News
- 30** Events Calendar
- 34** Meat Industry Business Watch
by Mandy D'Autremont



**PORTION,
LINK AND HANG
FIXED WEIGHTS
UNIFORM LENGTHS**
flexible
VEMAG FSL211



The flexible Vemag FSL211 is the perfect system for linking and hanging a wide variety of smoked sausage products. The FSL211 is a single machine that combines precise portioning by weight with linking by length to consistently produce sausages with exact weights and lengths. The FSL211 automatically adjusts to produce sausages of all diameters, lengths and weights, from 13 mm – 50+ mm in diameter and 40 mm – 1,000 mm in length, in natural, collagen or cellulose casings. With the push of a button, the pre-programmed Vemag automatically adjusts the FSL211's linking belts to the exact diameter of your product. No parts need to be swapped out, saving valuable time. The FSL211 works seamlessly with the Vemag AH204 Hanging Machine to automatically hang linked sausages for cooking and smoking. At portioning rates in excess of 500 sausages per minute, the FSL211 allows you to easily produce your entire product range quickly and efficiently. Contact Reiser to arrange a demonstration.



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.



PUBLISHER

Ray Blumenfeld
ray@meatbusiness.ca

EXECUTIVE EDITOR

Alan MacKenzie
alan@meatbusiness.ca

CONTRIBUTING WRITERS

Avril Vollenhoven, Bill Melville,
Richard Hebel, Mandy D'Autremont

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.

106-530 Kenaston Boulevard
Winnipeg, MB, Canada R3N 1Z4
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



Take a page from Maple Leaf's handbook

ON SEPT. 16, the Canadian Food Inspection Agency (CFIA) and XL Foods Inc. issued the first of many public health warnings surrounding beef contaminated with E. coli 0157:H7 that originated from XL's Brooks, Alta. facility. At the time of publication, over 1,700 products have been recalled and five illnesses have been connected. By the time you read this, those numbers are likely to be higher, as updates to the recall list have been continuous.

What has become Canada's largest-ever beef recall is, of course, our cover story for this issue. But the story doesn't end there. We urge you to check our website, www.meatbusiness.ca, for continuing developments on the recall, associated illnesses, lawsuits, and other related stories. We also encourage you to subscribe to our free weekly e-newsletter, *The Meat Locker*, for updates on top stories such as this.

One thing we'd like to have updated by the time you read this is more information on how XL Foods is recovering from the situation. The company has been very quiet so far, issuing a single statement that came almost a week after the CFIA suspended the facility's license. Also, it was only credited to the company, not to any one individual as its face and voice at a time when communication is critical.

This is in sharp contrast to the reaction of the company associated with the last major meat recall in Canada.

When Maple Leaf Foods was at the centre of the 2008 listeria monocytogenes outbreak that led to the deaths of 23 Canadians, the company's president and CEO addressed the public almost immediately, taking responsibility for the crisis in a series of TV commercials, newspaper ads and web videos. It stood out as a great public relations move, turning a tragedy into a chance to be more transparent and eventually win over the public.

While these events are different from each other in many ways, it would be wise for XL to take a page out of Maple Leaf's public relations handbook, especially since its reach is so wide.

Maple Leaf's products are all clearly branded and labelled, so if consumers had concerns following the recall, they could choose another brand if they preferred. The difference with the XL recall is that it's hard for consumers to know where the products originated. So many products from different retailers sold under several brands were recalled across the entire country.

Clearly XL Foods is one of Canada's top beef suppliers, so any consumer confidence issues surrounding this recall will have a huge effect on the entire industry. Sure, any major outbreak/recall is going to affect the whole industry, not just the company at the centre of it, but this case hits close to home to the many brands and retailers that XL supplies.

One or both of the Nilsson brothers that own XL Foods should step up and personally assure Canadians that the beef they are eating is safe, and does so in an honest, transparent way. This approach certainly worked for Michael McCain.

McCain showed so much integrity following the listeria crisis that he was even named CEO of the year by the *Canadian Press* in 2008 for his "exemplary leadership." Because of this leadership, his company has since made an impressive recovery. Hopefully, XL Foods can do the same. **M**

Alan MacKenzie is the executive editor of this publication.



Canada's Massive E. coli Beef Recall

The largest beef recall in Canadian history halts production at an XL Foods facility in Alberta; at least five illnesses connected.

By Alan MacKenzie

A NUMBER OF different food safety control issues at an XL Foods plant in Brooks, Alta. in late August/early September led to the largest recall of beef products in Canadian history.

At the time of publication, four illnesses in Alberta and one in Newfoundland and Labrador have been connected to the recall, and several more in Alberta and Saskatchewan are under investigation.

On Sept. 16, XL Foods and the Canadian Food Inspection Agency (CFIA) issued a recall notice for several ground beef products originating from the facility, a list that has since grown to include whole beef cuts and has exceeded over 1,700 products nationwide.

The CFIA came under criticism for the timing of the initial recall, as a positive E. coli O157:H7 sample was known to be found in trimmings from the plant 12

days earlier. The CFIA said a recall notice wasn't issued at the time because no product from this batch had been distributed in Canada. Meanwhile, U.S. officials discovered a positive sample in beef product that also originated from XL Foods, leading the U.S. to stop accepting beef imports from the company.

On Sept. 27, the CFIA suspended XL Foods' licence to operate the facility, which, according to the company's website, employs approximately 2,000 people.

The CFIA began its investigation of the facility on Sept. 4. The investigation found that several deficiencies, rather than one single factor, played a role in the contamination. By themselves, each of these findings would not typically signal an immediate concern during the course of normal inspection activities, the agency said.

“The detection of E. coli in slaughter facilities is not uncommon, and plants are expected to have adequate measures in place to monitor higher than normal detection rates and modify control measures accordingly. This trend analysis was not always conducted consistently at the facility,” Dr. Brian Evans of the CFIA said in a Sept. 28 press conference.

“In addition, CFIA noted deviations from the company’s documented E. coli O157:H7 control measures and sampling and testing procedures. The company was unable to demonstrate through its documentation that it was consistently and effectively implementing its agreed upon control program,” he added.

The CFIA noted that prior to the recall, it had 40 inspectors and six veterinarians assigned full-time to the facility that work in two shifts to ensure full coverage whenever the plant is operating. There have been no changes to the existing staffing levels at XL Foods in the last 12 months, the agency noted.

Agriculture Minister Gerry Ritz toured the XL foods plant on Oct. 3. He said the facility will only resume operation when the president of the CFIA has confirmed in writing that the health of Canadians is not at risk. Opposing parties were coming down hard on the federal government and CFIA following the massive recall.

“I want to personally ensure that everyone – from the executive in Ottawa to the in-depth review team in Brooks – understand that the health and safety of Canadians is our first priority,” Ritz said in a statement.

“I saw first hand that the Canadian Food Inspection

Agency has a full contingent of inspectors and staff – sampling, testing and examining all product and procedures in the plant,” he added. “In fact, the CFIA



“The detection of E. coli in slaughter facilities is not uncommon, and plants are expected to have adequate measures in place to monitor higher than normal detection rates and modify control measures accordingly. This trend analysis was not always conducted consistently at the facility.”

– Dr. Brian Evans, CFIA

has deployed additional resources to the plant to ensure Canadian consumers and their families are protected. While we understand that ranchers, farmers and industry need a strong processing sector, we all agree

Visit Us At:
Pack Expo-Chicago-Booth 7325
PackEX-Montreal-Booth 1707

XTRAPLAST
BEST SOURCE for packaging materials.

THE COMPLETE PACKAGE

· POUCHES · SHRINK BAGS · THERMOFORMING FILM · TRAY LIDDING FILM · SKIN FILM ·

Why Choose XtraPlast? We're Your Packaging Materials Partner!

- Place Orders By Phone, Fax, or Online
- 24/7, Secure Online Payment
- Real-Time Inventory Management
- XtraPlast.com Rewards Program
- Graphic Design Team On-site
- Five Months FREE Warehousing

Get your FREE Membership at XtraPlast.com and Start Saving Today!
Call 877-435-4555 · Fax 819-395-6444 · Sales.Canada@XtraPlast.com

XTRAPLAST
BEST SOURCE for packaging materials.

· Expertise · Quality · Price · Availability ·

A DIVISION OF
INAUEN GROUP



that the success of the industry must be founded on food safety.”

On Oct. 4, XL Foods issued a statement taking full responsibility and outlining changes to its food safety control plans.

The company said it targeted prevention, process verification and correction, response and product control as areas where food safety enhancements are required.


“These improvements include the fact that the plant will re-open under intensified and enhanced testing protocols. E coli tests take at least 18 hours to complete as cultures are grown and meat will continue to be held under quarantine until results have been analyzed. The intensified protocol will improve our process verification. Testing results have always been supplied to CFIA inspectors at the plant every day and will continue to be,” the statement said.

The company noted the facility will also include remote video auditing and noted it is “the first Canadian business to use this 21st century technology in a food safety program.”

“We have extended our high pressure, hot water wash intervention where sides of beef are washed with 185 degree F water to eliminate any possible E. coli contamination. We have also increased computer monitoring of this intervention to ensure it operates at peak capacity at all times,” the company stated. “And our training program will be re-designed by third party experts to ensure the highest quality training is consistently available to our management and employees. We will also add additional quality control personnel to each shift with primary duties to monitor all our sanitary dressing programs and practices.”

“Food safety is simply too important to our customers, our employees and our business,” the company stated.

Owned by Nilsson Brothers Inc. of Edmonton, XL Foods has a network of livestock-based businesses including auction marts, feedlots and cow-calf ranches throughout Western Canada. The company operates Canada’s largest procurement team, sourcing cattle from a diverse mix of high-quality cattle operations. The Brooks facility supplies fresh boxed beef, including prime, AAA, AA, A and ungraded as well as variety meats, beef trim and ground beef to various companies across Canada.

According to reports, the company processed 4,500 cattle per day prior to the recall. 

XL Foods Recall Timeline

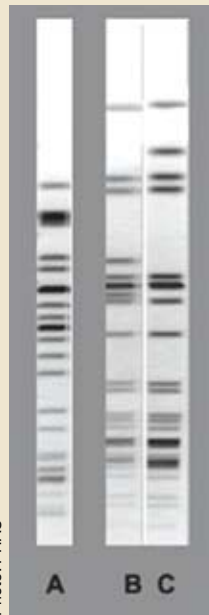


Photo: PHAC

Sept. 4

During routine testing, the CFIA identifies a positive E. coli 0157:H7 sample in raw beef trimmings produced at the XL Foods facility in Brooks, Alta. The detection does not lead to an immediate recall because the CFIA determines the product never reached the Canadian marketplace.

The USDA’s Food Safety inspection Service (FSIS) notifies the CFIA that they had found a positive E. coli 0157:H7 sample in beef trimmings from XL Foods, also during routine testing. The CFIA immediately verifies that no product from this affected batch had been distributed in Canada. The agency begins an investigation of the possible source of contamination.

Sept. 5

CFIA issues a “correction action request” to the Alberta facility supplied by XL Foods, where the initial positive finding originated.

Sept. 6

CFIA identifies Aug. 24 and 28 as the day the affected products were made.

Sept. 10

CFIA identifies Sept. 5 as another day of interest for further investigation.

Sept. 12

The FSIS notifies the CFIA of two more positive samples in beef trimmings from XL Foods, identified through intensified sampling. The affected products were held at the border and destroyed. The CFIA confirms that no products from the affected lots were distributed in Canada.

Sept. 13

CFIA removes XL Foods from the list of establishments eligible to export to the U.S.

Sept. 13 – 16

CFIA’s technical review team determines there was no single factor that led to the contamination of product leaving the plant. The agency concludes a combination of deficiencies contributed to the contamination, including trend analysis not being properly conducted, measures for dealing with positive tests of E. coli 0157:H7 not being followed properly, and sampling protocols not always being followed by plant staff.

Sept. 16

XL Foods and the CFIA begin issuing health hazard alerts, warning the public, distributors, grocery chains and food service establishments not to consume, sell, or serve ground beef products made from XL Foods beef trimmings from Aug. 24, Aug. 28 and Sept. 5. CFIA continues to investigate whether other dates of production will require action.

Sept. 18

CFIA issues five additional corrective action requests for XL Foods based on deficiencies identified by the technical review team.

Alberta Health Services investigates five cases of E. coli O157:H7 infection. At this time no link is made to XL Foods, but Alberta Health investigates a possible link between four of the illnesses and steaks purchased at a Costco store in Edmonton.

Sept. 21

CFIA issues a fifth updated public warning identifying more products, from secondary processors, manufactured from the recalled beef trimmings.

Based on CFIA findings, XL Foods recalls beef trimmings from two additional production dates – Aug. 27 and 29.

Sept. 25

Alberta Health Services links two E. coli illnesses to Kirkland brand steaks purchased at a Costco store in Edmonton. The steaks originated at the XL Foods plant and were further processed at Costco.

Sept. 26

CFIA temporarily suspends the licence to operate Establishment 38 – XL Foods Inc. in Brooks. The agency determines that adequate controls for food safety were not fully implemented at the facility.

Sept. 28

Alberta Health Services links the four illnesses associated with the steaks sold at the Edmonton Costco store to XL Foods. Recall grows beyond ground beef products to include whole cuts.

Oct. 3

Alberta Health Services links two more illnesses to the XL Foods recall, bringing total to four. Saskatchewan's Ministry of Health announces 13 reported cases of E. coli infection in the province in September. The usual number for that month is between zero and four. Public health authorities investigate whether there is a link between these cases and the recall.

Matthew Harrison, of Edmonton, leads a class action lawsuit against XL Foods over the recall.

List of recalled products exceeds 1,700.

Oct. 4

XL Foods releases statement, taking full responsibility and outlining new food safety plans.

Oct. 5

Public Health Agency of Canada links E. coli case in Newfoundland and Labrador to the recall.

RELIABLE FOOD PROCESSING MACHINES WWW.BIROSAW.COM

Md MINI-32
Mixer-Grinder

Md 3334-4003FH
16" Fixed Head Band Saw

Md 1433FH
14" Fixed Head Band Saw

Md 922
Size 22 Table Top Grinder

Md EMG-32
Size 32 Ergonomic Mixer-Grinder

Md AFMG-24
Size 32 Mixer-Grinder

Md 346
Size 32 Grinder

Md 109PCM (Mechanical)
Fresh (Tempered) Boneless Whole Muscle Slicer

Md FBC-4800
Frozen (Tempered) Meat Block Chipper

Md BCC-100
Table Top Poultry Cutter

Md F2000
Adjustable Weight, Multiple Die Patty Former

Md PRO-9HD
3/4 HP Tenderizer, Knitting-Plus Strip & Scoring Options

Md VTS-42
40# Vacuum Marinator

Md VTS-46
20# Vacuum Marinator

Md B350A
13 3/4" Automatic Slicer

Md B300M
12" Manual Gravity Feed Slicer

Md B350MV
13 3/4" Manual Vertical Slicer

RELIABLE FOOD PROCESSING EQUIPMENT
BIRO
SINCE 1921
WWW.BIROSAW.COM

The BIRO Manufacturing Company
Marblehead, OH 43440-2099 USA
419-798-4451 Fax 419-798-9106
www.birosaw.com 198RB-11-11



Out of the Office and Into the Cloud

Mclean Meats' virtual office model saves money and time, while giving staff the ultimate work/life balance.

By Alan MacKenzie

WHEN MCLEAN MEATS moved out of its North Vancouver office in 2010, the nitrate-free deli meat company made a bold move. Instead of relocating from one office building to another, the company moved out of the office and into the Cloud, trading walls and desktop computers for laptops, iPhones and a dedicated remote server. The company says this business model is one that, with vision and commitment, can be replicated in numerous industries across Canada.

Today, president Garth Mclean, vice-president/COO Michelle Nielson, general manager/VP sales Mark Mclean, national sales operation manager Justin Mclean and Maritimes sales rep Wally Mclean all work in different cities, from their homes...or wherever they happen to be (Neilson has even worked while sailing), staying connected through laptops and smartphones. In total, the company has 16 people across Canada that are employees or contractors, some are full time and some are part time.

Without a central office, the company has video conferencing meetings weekly via Skype.

Nielson says the benefits to this system are numerous. With no central office, no one has to spend time and money commuting every day, giving staff a happier work/life balance. The company also saves on rent and administration costs. Also, 80 per cent of the company's vendor bills are now paperless, a benefit not only to the company, but also the environment.

"We have bullet-proof contracts that ensure food safety and quality control measures are in place, and we have clear sets of boundaries for company-wide collaboration, communication, and reporting," Nielson says.

The move was an innovative decision for the company, as its resources in the early years were limited.

"The banks were conservative with their lending and we had to be very creative, so we closed down the office and started working from Garth's home in West Vancouver," Neilson notes. "When technology caught up to what we wanted to do, we were able to put our whole company on the Cloud."

"The Cloud" that Neilson refers to allows users to save data and software on an online server. For the first few months under its virtual business model, Mclean Meats operated on a shared server, which led to some "short-term glitches," but just over a year ago the company moved onto its own dedicated server.

Other than those early glitches, Nielson says the greatest challenge with going virtual has been "the psychological factor."

"I was used to telecommuting, so for me it was an easy transition," says Nielson, who previously worked in the travel and tourism industry. "But when I communicated it to the team it was met with a bit of psychological resistance because it was hard to grasp."

"There are a lot of trust issues," she adds. "You have to establish systems in place for clear communication, boundaries, reporting, and some basic tools for web-based team collaboration. But once you map out that foundation and everyone is actually working, that is no longer a barrier."

She notes that the model has also allowed for a higher level of customer service.

"Usually when you call a company you get a robotic voice saying 'press number one for this and number two for this.' The next thing you know, you're on the phone for 10 minutes pressing buttons before you get to talk to a human being," Nielson says. "With our company, you call a number and you get Garth Mclean, the president, or Michelle Neilson, the VP. There's no middleman – our customer service is instant."

Al Abronzino, of Swedesboro, New Jersey-based Wellshire Farms, has been supplying all-natural meat products to Mclean Meats since the traditional bricks-and-mortar days.

"Mclean Meats has significantly increased our sales in Canada. We have not been disappointed with our joint venture and fully support



"When technology caught up to what we wanted to do, we were able to put our whole company on the Cloud."

– Michelle Neilson, Mclean Meats

our relationship with them," he says, adding there is a noticeable difference since the early days of their partnership, when Mclean had a head office. "It has opened my eyes and I am watching their progress with this model because of the sales results."

Wellshire Farms represents another successful aspect of Mclean Meats' business. Mclean Meats has no farms or packaging or processing plants. It uses label designers in California and Ottawa, a distributor in Manitoba and Alberta, sales reps in the Maritimes and Vancouver, a web designer in Texas, and beef, pork and poultry producers in Quebec, Ontario and parts of the U.S.

"By outsourcing most business functions, we can give the work that needs to be done to the experts and focus on what we are good at, which is sales and marketing and visionary thinking," Nielson says, noting Mclean Meats is the only deli meat company in Canada with an entire product line that is 100 per cent preservative-free and nitrate-free.

The company only sources meat from animals that are raised humanely and naturally. To meet its standards, no animal can be raised in gestation crates or pens and must be free to roam; animals must have access to fresh air and sunlight, and cannot be raised on concrete floors; animals cannot travel more than three hours to slaughter, and cannot receive growth hormones, Palean or Ractopamine.

Nielson says finding suppliers to meet its criteria was "extremely tough."

"None of the big manufacturing plants in Canada wanted to talk to us," she says. "We knocked on doors, but we were too small and too high maintenance. The second barrier we had was finding the raw materials, the farms. At the time, eight years ago, people were looking at us like we were crazy hippies."

Almost all of the company's pork products come from Les Biande du Breton, an organic and natural meat company from Quebec that Neilson describes as "pioneering." She says 50 per cent of Mclean's turkey comes from Canada as well, but the bulk of its chicken and beef come from the U.S.

"In a perfect world, all of our food would come from Canada, but that is something that requires time and planning on the production side as well," she says. "There are more chicken producers that are doing free-range, antibiotic-free, and we're looking at moving some of our chicken production into Canada. It comes down to who's willing to work with us and the standards we require."

History


Mclean Meats' roots go back more than 25 years. Garth Mclean moved from Miramichi, N.B. to Vancouver in 1980s, where he got a job as a delivery driver in the meat industry. Over the years he worked his way into sales, eventually joining Alberta based poultry giant Lilydale. In the 1990s he developed a line of nitrate-free deli meats – something he felt was missing in Canada – under the name Natural Farms for organic food retailer Capers Community Markets in Vancouver (now called Whole Foods Markets).

The company was officially launched as Mclean Meats in 2003, when Mclean teamed up with Nielson – which might seem like an odd pairing, considering she was a one-time vegetarian.

"I didn't know the difference between a salami and a wiener at the time," Nielson says, noting her diet was based animal welfare issues, something that helped form the company's all-natural philosophy. "Now I love meat. I'm a total Alberta beef girl."

Today the company offers more than 35 products in over 600 stores across Canada. Earlier this year a deal with Loblaw nearly doubled its revenues, and an expansion into the U.S. market is planned for about two years down the road.

Nielson notes the virtual model it adopted two years ago has been very successful for the company, and that it will help with future growth.

"We've been growing exponentially every year," she says. "We did \$250,000 in our first year in 2003. Now here we are, in our eighth year and we're a multi-million dollar company. Our goal is to be \$20 million by 2014." 

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



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

Photo: AAFC



Dr. Bruce Rathgeber at the Nova Scotia Agricultural College's Haley Institute in Truro, N.S.

Contented Chickens Give Canadians More of their Favourite Meat

Founded in 1911, the Atlantic Food and Horticulture Research Centre in Kentville, N.S. is a world authority on the storage and shelf-life of food, an increasingly valuable role in a marketplace that craves fresh food but still ends up throwing more than a quarter of it away. Over its first 100 years, the centre has had a hand in the development of almost every agricultural commodity in Nova Scotia and the Atlantic region.

Today the centre, part of an Agriculture and Agri-Food Canada research network that includes 19 centres and 20 satellite farms, has 36 researchers and staff of 120. The site has since grown to 188 hectares with satellite research farms in Truro and in Nappan.

By Avril Vollenhoven

IT LOOKS LIKE a scene from a science fiction movie. Dr. Bruce Rathgeber slides his hands into gloves fitted in the side of a sealed box and squeezes what looks like alien ooze. "I'm essentially working inside an artificial chicken belly," he says. "It's really quite neat."

Welcome to Nova Scotia Agricultural College's Haley Institute in Truro, where novel ways of looking at chicken are part of the job for Rathgeber, a poultry researcher for the last five years.

While early research focused on breeding types and egg production, the emphasis today is on healthy birds that can meet Canadians' demand for 12 million chickens per week as their number one meat source.

Rathgeber and his team are looking at eliminating the traditional fasting periods that chickens endure while being transported from the farm to the processing plants.

"Normally birds aren't fed prior

to shipping so that their digestive tracts empty when they arrive at the processing plant," says Rathgeber. "But just because you stop feeding them doesn't mean they stop eating."

In the eight to 12-hour period that chickens are being prepared for transport, the chickens will continue to peck the ground at their feet. Before arriving at the plant, many birds will have consumed material which can lead to increased levels of problematic bacteria.

"These broiler chickens are like eating machines," he says. "So we're looking at using a specialized feed that will keep the birds satisfied while keeping their digestive systems clean."

Inside the Haley Institute, the artificial gut is allowing

pose a food safety risk during processing.

"The addition of naturally occurring antimicrobials in the feed will also give the birds a bit of a clean-out as they consume it. So far we've looked at garlic extract and lysozyme, an antimicrobial from eggs and we're going to be looking at red seaweed extract."

Rathgeber estimates that a normal bird loses about 4 ½ per cent of their body weight during

the fasting. "By continuing to feed the birds, we can cut that weight loss in half," he says.

So while the new experimental feed may cost a little more to produce, the chickens will arrive at processing plants heavier, cleaner and less stressed.

In a country where the average Canadian eats 35 kilograms of chicken annually, the extra weight could be significant boost for the poultry industry.

+

"I'm essentially working inside an artificial chicken belly. It's really quite neat."

— Dr. Bruce Rathgeber,
Nova Scotia Agricultural
College's Haley Institute

Rathgeber and his team to develop a specialized feed with naturally occurring plant enzymes that will reduce the potential for harmful bacteria in a chicken's digestive tract.

"We pump a controlled atmosphere into the box and it mimics the inside of a chicken's digestive tract," says Rathgeber. "Rather than working with a couple of thousand chickens to look at different combinations of feed, we can manage with about a dozen and this box."

The goal is to find a highly digestible feed that will keep chickens satisfied during their trip from the farm to the processor while ensuring they don't



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



Photo: AAFC

Livestock manager Brian Trueman with grazing cattle at the Nappan Experimental Farm.

Creating Healthier Beef a Cut Above the Competition

The 125-year-old Nappan Research Farm, one of the five original research farms created by the federal government in 1886, is now home to Atlantic beef research and soil and water studies.

AS CATTLE GRAZE contentedly in a field of winter rye in a pasture at the Nappan Experimental Farm just south of Amherst, Brian Trueman points out swaths of stubble in the field that look like they've been mown.

"They love this stuff," the livestock manager says with a chuckle. "They really eat it up."

The grazing is a part of an experiment taking place in four provinces to find the best mix of pasture grasses that will keep cattle happily munching healthy, omega-rich grass for longer periods of time.

It may sound like a case of seeing if the grass is greener on the other side, but the result could be healthier cuts of beef for consumers and lower costs for beef producers.

"We know that putting cattle out to pasture is the best way to feed them," says John Duynisveld, a research biologist at the Nappan Experimental Farm. "The trick now is to keep

that healthy diet going even longer."

For the last 15 years, the community of Nappan has been Atlantic Canada's principle venue for beef research for the Atlantic region. It's home to Agriculture and Agri-Food Canada's Nappan Experimental Farm and the Nova Scotia Cattle Producers' Maritime Beef Testing Society.

In this latest research, Duynisveld and Dr. Yousef Papadopoulos have joined forces with Agriculture and Agri-Food Canada researchers in Manitoba, Ontario and Quebec to evaluate pasture grasses.

Eight different pasture grass mixtures are being grown in checkerboard quadrants in the four provinces that will allow cattle to eat the different grasses separately. The varieties were chosen for their nutritional value, hardiness and growth rate.

Researchers will look at the nutritional impact of the grasses

on the overall health of the cattle and how the grasses stand up to the weather and the wear and tear of grazing.

“We will be able to see how much the cattle enjoy eating the different grasses by weighing them weekly,” says Duynisveld. “The better the cattle like the grasses, the more they’ll eat.”

To check the hardiness of the grasses, he admits researchers will be sitting back and literally watching the grass grow.

“We have to monitor the grass over several seasons to get an accurate analysis. We’ll look at how fast it grows, how late in the season cattle can continue to graze and how well the selection of grass holds up.”

John Tilley, chairman of Nova Scotia Cattle Producers, likes what he sees.

“We’re very excited about this research. The work being done today is going to be very, very important in the next few years.”

Beef producers, he says, know the benefits of using more grass and forage in cattle feed.

“They may not grow as quickly as they would on barley but forage really is the best kind of food for a

on forage, the better the balance of fatty acids.”

Duynisveld says the naturally healthy diet should help local growers compete with bigger players by appealing to consumers looking for healthy cuts of red meat.

A longer grazing season also means fewer costs for growers.

“The most expensive element in the beef industry is feeding in the winter,” says Tilley. “Once you get cattle out on the land, your costs really go down.”

Both Duynisveld and Tilley believe the research could help re-define the cattle industry in different regions of the country, including Atlantic Canada.

“This research has the potential to lead to a more sustainable beef production model for use here in the Atlantic and other parts of Canada,” says Duynisveld. “Ideally, we’ll see Canadians choose beef because it represents a healthier product.”

+

“This research has the potential to lead to a more sustainable beef production model for use here in the Atlantic and other parts of Canada.”

– John Duynisveld, Nappan Experimental Farm

ruminant animal,” he says. “There’s a lot of research that shows us that the more cattle are fed grass or fed

Avril Vollenhoven is a regional communications advisor with Agriculture and Agri-Food Canada based in Halifax.

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





Kevin and Judy Wilkinson at their ranch in Turtle Lake, Sask.



Trails End Bison Ranch's Buffalo Stix - Cranberry Craze.

Photos: Trails End Bison Ranch

To Boldly Go...

Saskatchewan-based bison meat jerky space-bound.

By Alan MacKenzie

ASTRONAUTS LIVING ON the International Space Station will be snacking on a healthy jerky product made with Saskatchewan-raised bison at the end of this year, thanks to a nation-wide contest and one mysterious Edmonton area fan.

Trails End Bison Ranch's Buffalo Stix – Cranberry Craze was one of several food products selected for an upcoming space mission through the contest. The product is high in protein, low in fat, contains no trans fat, and is higher in iron compared to beef or pork jerky.

Trails End Bison Ranch is located on the shores of Turtle Lake, Sask. The owners, Kevin and Judy Wilkinson, said they are excited to have their healthy meat snack with added cranberries as part of the astronauts' in-flight menu.

The Wilkinsons, who have operated their buffalo ranch since 1978, began developing the product in 2004 with help from the Saskatchewan Food Industry Development Centre (the Food Centre).

"The Food Centre has many clients achieving market success but this is certainly unique," said Food Centre communications director Carmen Ly. "Trails End Bison approached the Food Centre to help fine-tune their Buffalo Stix formulation about four years ago. We are extremely excited on this new market development for Judy and Kevin."

Today, the product is sold at over 60 schools in Western Canada, at the Saskatchewan Made Marketplace and through the company's website.

While the buffalo ranchers are excited that their product is boldly going where no cranberry-bison jerky has gone before, they said they were surprised to find out about it through a phone call from the Canadian Space Agency (CSA) this past summer.


Judy Wilkinson said a fan of the product that lives in Edmonton entered it into the "Canadian Snacks For Space" contest, which she and her husband had no idea about at the time.

"They told me a man from Edmonton named Jeff nominated our product," she said. "I don't even know a Jeff from Edmonton, but I sure would like to thank him sometime."

According to the CSA, Canadian astronaut Chris Hadfield will launch aboard a Russian Soyuz spacecraft on Dec. 5 to reach the International Space Station, where he will live and work for six months as part of the crew of Expedition 34/35. During the second half of his mission, Hadfield will become the first Canadian Commander of the ISS – a milestone for Canadian space exploration, the CSA said.

"On an in-orbit mission, snacks can be a great morale booster," Hadfield stated. "Sharing this food will not only lift our spirits, but it will also give me the chance to tell the crew a little bit about the diversity and richness of the natural and cultural landscapes of Canada."

Other Canadian snacks on the mission will include candied wild smoked salmon, smoked salmon pate, cereal, dried apple chunks, fruit bars, green tea cookies with orange zest, maple syrup cookies, organic chocolate, honey drops, chocolate bars and maple syrup.

The treats will be delivered to the space station in multiple shipments. Hadfield will be part of the crew operating the Canadarm2 to capture this vehicle, thus retrieving his own Canadian snacks. 

THINK WIBERG

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



Allergen-Free Deli Meats

Piller's new Simply Free line a response to rising food allergies.

PILLER'S FINE FOODS in September launched a new line of deli meats the company said will combat the rise of food allergies in North America. Piller's Simply Free products are made with natural ingredients that are free of gluten and other major food allergens, including gluten, milk, peanuts, tree nuts, mustard, sesame, egg, fish, soy and sulphites.

"Consumers are looking for simple food products that meet the dietary needs of the whole family, especially foods that are less processed, more natural, contain real ingredients and are great tasting," stated Rita Weigel, the company's director of marketing. "Our new Simply Free deli meat line meets these needs. The sliced meats, wieners, meat snacks, sausage, ham and smoked breakfast ham are free of gluten and all other major food allergens, and have the taste everyone can enjoy."


Weigel noted three of the new Piller's Simply Free products are also free of nitrite, and the entire line is available in grocery stores across the country. Also, all of the company's products are now 100 per cent gluten free.

According to Agriculture Canada, five to eight per cent of Canadian children and one to two per cent of adults are estimated to have true diagnosed food allergies. Health Canada estimates that about 1.8 million Canadians may be affected by food allergies and that some studies indicate these numbers are

increasing, especially among young children.

In a press release promoting the new line of products, Piller's noted health experts estimate more than 300,000 Canadians may be afflicted with celiac disease and more than 2.5 million are gluten-sensitive.

A prevailing theory for the rise in food allergies, the company said, is the "hygiene hypothesis" – which suggests that we have become so clean in our homes, have been taking antibiotics and vaccinations, that our immune systems have less to fight than in the past and therefore have become hypersensitive to things in the environment that are harmless. This applies to the entire western world including Canada, the United States and Europe, which have experienced the same allergy trend, the company noted.

Piller's Fine Foods is one of Canada's leading manufacturers of specialty European deli meats with annual sales of approximately \$200 million and more than 600 employees. Its corporate headquarters, production plant and distribution centre are located in Waterloo, Ont., with operations in Brantford, Toronto and Arthur, Ont. Founded in 1957, the company was acquired by Premium Brands Holdings Corporation in 2011. 

- 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)



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.

Cut costs and gain control with PrimoWeigher software



Beyond the many mechanical features of PrimoWeigher combination scales including an industry-first open frame design, PrimoWeigher provides an extensive range of time-saving software features that reduce start-up time, increases

productivity, and gives the manager control from the convenience of their office.

For operators, the control panel includes an easy-to-read 15-inch colour touch screen and the choice of several languages including English, Spanish, and French – other languages can be added easily. If an operator ever forgets how to enter a new recipe, a Wizard function walks the operator through the step-by-step on-screen procedure. An unlimited number of recipes can be entered in the system and are quickly located using flip-through photographs of the product that can be attached to each recipe.

The Primo Pocket Control gives operators complete control of the PrimoWeigher in the palms of their hands eliminating the need to go back and forth between the scale and control panel or the assistance of a second person.

Should an operator or maintenance person ever need support from CombiScale, PrimoWeigher 360 Online Support allows the service technicians to connect to the PrimoWeigher and provide immediate support. With a digital camera connected to the PrimoWeigher, the technicians can see what the operator sees in real-time and with the customers' authorization, CombiScale technicians can even operate the scale from anywhere in the world.

Managers benefit from software features that save time and give feedback on how the scale is performing. Planning and scheduling can be done remotely from the manager's computer. When operators login in the morning, the production schedule is already there to be run.

Managers can access real-time data remotely, see all the screens of the control panel, and even see actual product flowing in the scale from the digital camera mounted above. Triggers and alerts can be setup to send emails automatically to managers for a broad range of performance indicators as well as report any delays in production. Protection of sensitive data is assured with a multi-level security system that gives managers control of what different users of the scale can access.

www.combyscale.com

Greater stretch wrap flexibility and efficiency with Cobra Plus



ITW Muller, a leading manufacturer of both innovative stretch wrap equipment and high quality stretch wrap film, introduces the latest addition to its stretch wrapping solutions, the Cobra Plus Semi-Automatic Stretch Wrapping Machine. The

Cobra Plus is ideal for manufacturers looking for a versatile machine that can wrap large and oddly shaped loads that are unstable or very heavy.

The rotating arm technology keeps pallet loads in place while stretch wrapping. The arm can be easily adjusted to achieve a wrapping diagonal of 78-inch or 87-inch – offering versatility at no additional cost. The Cobra Plus comes standard with an independent floor stand, but can also be mounted to a column or wall.

A motorized power pre-stretch system with adjustable film tension control guarantees Cobra Plus users optimal film usage. Film tension control ensures superior load containment and helps eliminate film breaks and product damage. The Cobra Plus is also equipped with a touch-screen HMI for simple operation and versatility. The program includes controls that allow for adjustment to the number of wraps, wrap pattern, film tension, overlap, overwrap and speed.

The Cobra Plus can wrap up to 35 pallets per hour. It can also pre-stretch film up to 260 per cent and wrap pallets up to 116 inches high or an 86-inch diagonal.

itwmuller.com

Cut inventory and save money with new Patty Paper

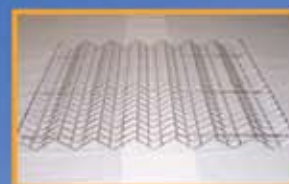
Hollymatic is introducing a brand new line of patty paper that will dramatically affect the amount of inventory that processors, as well as dealers, are required to stock. The paper is also being offered at pricing that is almost 40 per cent lower than current patty paper.

This Universal Paper (UPaper) is a combination of hole and notched paper that has yielded some amazing benefits. Because Hollymatic can manufacture it at increased speeds with fewer changeovers and less downtime, the price is much lower than standard patty paper. By providing notches as well as holes on the same sheets, processors and dealers only have to stock one type of paper, cutting their inventory in half.

hollymatic.com

STAINLESS STEEL TRUCKS & SCREENS

BEACON CAN CUSTOMIZE ITS STANDARD DESIGNS FOR YOUR PROCESSING NEEDS.



You can trust a Beacon expert to design a unit that will provide the maximum amount of efficiency at the lowest possible cost.

Our Trucks & Screens are built to hold your weight requirements. We don't over design resulting in added costs or under design resulting in a unit that will not last or hold the weight load needed.

Call us with your dimensions and Beacon will engineer Trucks & Screens that fit your requirements.

Stainless Steel Trucks

- Nesting Trucks
- Cages, Racks & Trees
- Bacon Trucks & Trees
- Rib Racks
- Four Post Designs

Stainless Steel Screens

- Mesh Screens
- Wires One-Way Jerky Screens
- V-Screens
- Rib Screens

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®



Relax, Bacon Lovers

“Unavoidable” shortage nothing to worry about, but prices will rise.

By Alan MacKenzie

This September, bacon enthusiasts around the world were shocked by headlines predicting a world bacon shortage as early as next year. However, according to the Canadian Pork Council (CPC), Canadian bacon lovers have nothing to worry about, at least in terms of whether or not they'll be able to find their favourite meat.

Britain's National Pig Association stated in a recent release that a “world shortage of pork and bacon next year is now unavoidable” due to shrinking sow herds in many countries. The group launched a Save Our Bacon campaign urging supermarkets to pay loss-making pig farmers a fair price.

But economists and pork industry representatives are saying the idea of a bacon shortage is overblown – although an increase in pork prices is expected.



“We have a market here and Canadians will continue to have pork available to them at grocery stores and restaurants, wherever they normally purchase their food,”

– Gary Stordy, Canadian Pork Council

According to Gary Stordy, a CPC media spokesperson, herd reductions are happening around the world, including in Canada, but not to the point where consumers need to worry about a lack of pork products on grocery shelves.

“We have a market here and Canadians will continue to have pork available to them at grocery stores and restaurants, wherever they normally purchase their food,” said Stordy. “What could potentially take place though is a slight increase in price.”

Stordy said the rising costs of production, mainly feed costs, are putting pressure on producers.

“There's quite a demand for corn right now, and that goes into a number of other products. That's bound to create an increase to cost production for many agricultural sectors, including beef and cattle,” Stordy said. “For pork, it's going to be more noticeable, or have more of an effect, because feed supplies that are under strain right now are the biggest production cost for a producer.”

But, he noted, currently pork prices in Canada are at an “incredible value” compared to other proteins. He said that taking into consideration the traditional increase in costs that is going to hit other agricultural products as well, pork will still be at least on par with other products. **M**

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



New Technologies Get to the Meat of Pest Issues

Advancements in pest control can enhance your sanitary processing environment.

By Bill Melville

CANADA HAS ONE of the most respected sets of food safety standards in the world. As Canadian food processors, that reputation is particularly important since confidence in the safety of your products can make or break your business.

You already know what it takes to have a sanitary processing environment and that the safety of your product is dependent, in part, on the quality of your pest control program. What you may not know is that new pest control technologies are in place or being piloted that will enhance your existing programs, while making the process more efficient and effective. These technologies can help you get to the meat of pest issues.

Ultrasonic devices

Ultrasonic devices have helped manage rodents for some time, but researchers recently have taken another look at their effectiveness. These tools use sound frequencies out of human hearing range, which typically deter rodents. Recent advances have improved ultrasonic devices, which are becoming increasingly successful in preventing rodent activity around the perimeter of meat processing facilities.

Registered and certified for Canada, the latest ultrasonic repellants use very specific sound frequency and pressure which is strong enough to keep even the most persistent rodents at bay. Their use around the exterior of your facilities further helps to deter rodent pests before they make it inside. This technology is very effective, and can provide optimal results when used with traditional baiting programs.

Electronic trap monitors

The frequency with which pest traps are typically checked depends on the schedule put in place by the pest control team. In some cases, traps could go a week or longer without being checked.


The latest technology in trap monitoring uses an electronic system that sends a real-time signal to immediately notify you and your pest management professional when a pest is caught. Your pest management provider can then respond immediately to determine if there is additional pest activity and to identify and secure entry points. This is particularly useful in zero-tolerance zones like food preparation and processing areas, where pests can cause much more significant damage than they can outside your building. Currently, electronic monitoring can be provided for bird, rodent and nuisance animal traps.

Electronic reporting and scanning

Recent technology developments also include electronic reporting. Available through a web-based program, this new

reporting is easier to read and can be more accurate than handwritten reports. You also can personalize these reports based on your specific needs and pre-determined thresholds.

This technology allows you to create customized reports that measure trend data over time, specifically coupled with another new technology – electronic scanning. This process uses barcodes on pest management equipment so you can scan traps, for instance, to determine what pests they caught in a given period of time. You can then analyze which equipment – and thus which areas of your facility – tend to see the most pest activity. By telling you which traps have the most pest pressures, this technology helps you determine the hot spots so you can resolve those issues.

Canada has earned its respected food safety reputation due partially to the drive to innovate and strengthen the products and practices behind it. With new technologies like these, you can get to the meat of pest management issues specific to your situation even more quickly and effectively. 

Bill Melville is Quality Assurance Director for Orkin Canada. Mr. Melville has 35 years of experience in the industry and is an acknowledged leader in the field of pest management. For more information, email Mr. Melville at bmelville@orkincanada.com or visit www.orkincanada.com

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



Reaching the Tipping Point

Canada's beef industry too dependent on U.S. market, study says.

According to a new study by the Canadian Agri-Food Policy Institute (CAPI), Canada's \$6 billion beef industry is at a "profound tipping point" because of its extreme reliance on one export market – the United States.

The study said because of this dependence, Canada is at risk of becoming a net importer of beef.

"Canada's beef industry is falling behind and opportunities are being eroded by a failure to work together," CAPI president and CEO David McInnes

stated in a release. "The data and interviews show our beef industry lacks a comprehensive strategy to address challenges and take advantages of the significant opportunities that the future offers."

According to the study, the U.S. accounts for 85 per cent of Canada's beef and cattle trade. The U.S. generates \$1.8 billion in total sales for Canada – nearly \$1 billion in beef exports and over \$800 million in cattle exports.

Canada's beef exports to the U.S. are only 60 per cent of the value of U.S. beef exports to Canada, the report said. In 2011, Canadian exports of beef to the U.S. averaged \$3.74/kg whereas average beef imports from the U.S. were \$6.55/kg.

The report said Canada appears content in "backfilling" the U.S. market, allowing the U.S. to expand its exports and take advantage of higher value and margins. The institute said the Government of Canada is doing "an admirable job of opening new foreign markets" but that the beef industry is not doing enough to capture new sales in those regions.

"There now appears to be a growing appetite in the beef sector to embrace a new approach," said McInnes. "There is an emerging view that we can't optimize the domestic,

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

American and other foreign markets at the rate we are shipping cattle and beef to the U.S. We either accept that we will remain a primary 'backfill' supplier of beef and cattle to the U.S. – with its consequences and benefits – or we need to make a conscious strategic decision about the markets where we can perform at our best.”



“We either accept that we will remain a primary ‘backfill’ supplier of beef and cattle to the U.S. – with its consequences and benefits – or we need to make a conscious strategic decision...”

– David McInnes, Canadian Agri-Food Policy Institute


“This includes increasing the share of Canadian-beef in our own domestic market, taking fuller advantage of key high value foreign markets where we have or can develop competitive advantage, and deciding how we can better extract more value from the important U.S. market,” he added.

The study also said the industry is not effectively responding to consumer desires, such as a greater knowledge of production practices, the healthfulness of beef and its environmental footprint.

The report called for the industry to build a strategy involving active engagement from all sectors of the beef supply chain. It said information – including market intelligence, production and quality information that easily flows from producers to processors, to retailers and consumers, and information that differentiates Canadian beef from its global competitors – can play an important role in the strategy.

CAPI’s report also emphasized the need to engage other players in the food system, such as those in health, environment, research, innovation, and others to help meet consumer needs.

“Our report suggests, and many industry stakeholders agree, that with a solid strategy, a commitment to work together, and the discipline to execute effectively – then Canada’s beef industry will once again rise to the occasion and deliver the benefits that producers, stakeholders and consumers in Canada and around the world desire,” said McInnes. “The industry needs to imagine what is possible and then design a strategy to achieve that destination.”

CAPI, and independent policy group, interviewed over 80 beef sector stakeholders and a broad variety of support players in the fall of 2011 and conducted extensive outreach in 2012. CAPI initiated the case study with financial support from the Alberta Livestock and Meat Agency (ALMA), the Royal Bank of Canada (RBC) and the Saskatchewan Ministry of Agriculture. 

- staff

NEED TO WASH YOUR BOOTS & SOLES? NO PROBLEM WE HAVE IT COVERED...



Introducing the DRV 1000 V70

Features:

- Stainless Steel Fully Welded Construction
- Two Way Traffic
- Sensor Operated Design
- Built In Chemical Injector System
- Brushes Are Removed Without The Need For Tools
- **IN STOCK NOW!!!**

For more information, visit us at WWW.CMPSOLUTIONS.NET



TEL: 951.808.4376 | EMAIL: SALES@CMPSOLUTIONS.NET

Little growth expected for food manufacturing industry, report says

A slow recovery in Canada's key export market of the United States, a significant increase in commodities prices due to drought, and a slowing Canadian job market mean that the Canadian food manufacturing industry will generate meagre growth for the this year, according to a new report from the Conference Board of Canada.

"Food manufacturers are being squeezed by both costs and prices. Input costs are rising due to a run-up in commodity prices, and demands from retailers and consumers are limiting the ability of manufacturers to increase their own prices. The result is pressure on the industry's profit margins," Michael Burt of the Conference Board of Canada said in a release.

Food manufacturing is one of Canada's largest industries, employing more than 275,000 workers, the Conference Board of Canada said.

According to the report, the worst drought in decades continues to punish key farm states in the United States, and predictions are that 2012 could see the lowest average corn yield in more than 15 years. The U.S. accounts for nearly 40 per cent of global corn production and 35 per cent of soybean production. Plummeting yields have major implications for world food prices.

The report noted that large retailers are putting pressure on food manufacturers to keep any price increases to a minimum. Also, weak consumer confidence and tight household budgets have caused consumers to cut back on spending, including on food.

The report also said there has been a significant shift in shoppers' preferences toward less-expensive private brand products, as the perceived quality gap between name and private brands continues to narrow.

The trend among consumers toward more healthful eating is exerting considerable influence over food manufacturers' business plans, the report said, noting there are more whole grain, gluten-free, and food allergy-conscious products available to consumers today.

"Introducing innovative organic and natural products with higher profit margins and opening up new markets are likely to be the twin engines that drive growth in the future," stated Burt.

The report said catering to consumers in emerging markets, such as Brazil, India, China, Mexico, Poland, and South Korea, will create opportunities for Canadian food manufacturers looking to export their products.

McDonald's Canada takes questions online

This summer, McDonald's Canada launched a new interactive digital platform, inviting consumers to ask any question about the company's food and receive a personalized response. The company announced Sept. 25 it is now investing in an integrated advertising campaign to reach even more Canadians, inviting more of them to participate in the conversation.

"The initial success of the program is a real testament to the power of creating meaningful and open dialogue with customers," Joel Yashinsky, chief marketing officer for McDonald's Canada, stated in a release. "We've always provided information about our food, ingredients and nutritional data in-restaurant and online but this program takes it to the next level. This level of transparency has resonated with our guests and has created the type of conversation we want to have with them about our food. We're excited to see how far it can go."

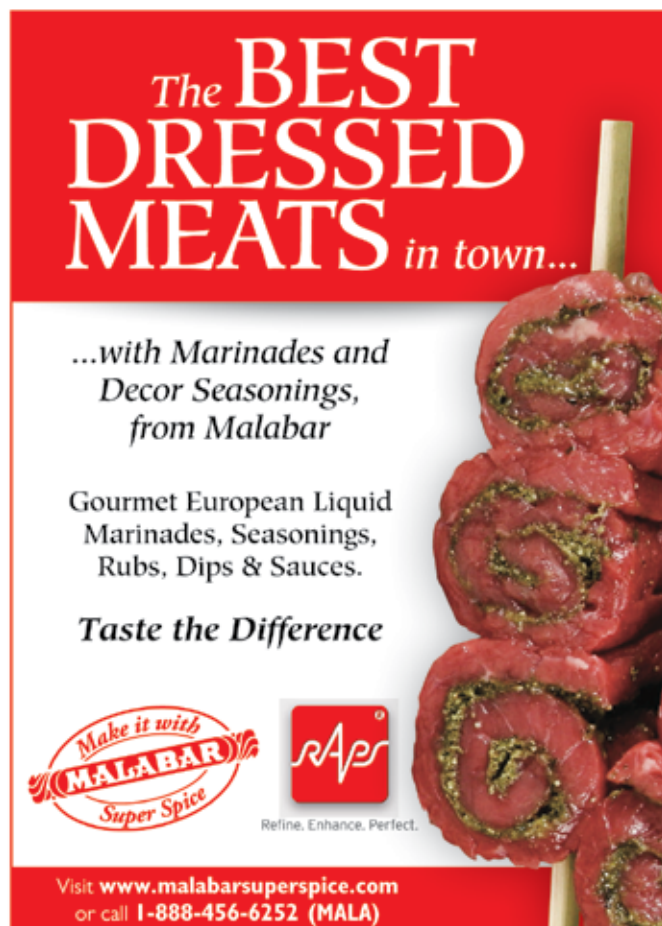
Running for four weeks, the advertising campaign includes one 30-second TV spot, digital takeovers, wild postings, full motion video projections and transit dominations in key markets across Canada.

The "Our Food, Your Questions" program, developed by Tribal DDB Toronto, blended technology and social interaction to listen and respond to consumers. Since the initiative launched, the response team has fielded close to 6,000 questions on Mcdonalds.ca/yourquestions and responded using text, photos and video. The website saw in excess of two million interactions with users averaging four minutes on the site.

"The consumer-led conversation at Our Food, Your Questions. is thriving with organic interest, compelling questions and real conversation about the quality of McDonald's food," added Andrew McCartney, managing director of Tribal DDB Toronto. "This is one of the most transparent programs ever undertaken by a major brand like McDonald's and it is resonating with consumers in ways that we have never seen before."

BPI sues ABC News over "pink slime"

Beef Products Inc., the U.S. company that manufactures the lean finely textured beef product (LFTB) that came to be known by the unfortunate moniker "pink slime",



The BEST DRESSED MEATS in town...

...with Marinades and Decor Seasonings, from Malabar

Gourmet European Liquid Marinades, Seasonings, Rubs, Dips & Sauces.

Taste the Difference

Make it with MALABAR Super Spice

Refine. Enhance. Perfect.

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

on Sept. 13 filed a lawsuit against ABC News, Inc. for defamation.

The South Dakota-based company is seeking \$1.2 billion in damages for roughly 200 “false and misleading and defamatory” statements about LFTB, Dan Webb, BPI’s Chicago-based attorney, told the Associated Press. Webb said the reports forced the company to close three of its four U.S. plants and lay off more than 650 workers.

The lawsuit also names several individuals as defendants, including Gerald Zirnstein – the Department of Agriculture microbiologist who reportedly coined the term “pink slime” – and ABC news anchor Diane Sawyer.

Jeffrey W. Schneider, ABC News’ senior vice president, said the lawsuit is “without merit” and that the network “will contest it vigorously.”

U.S. groups launch lawsuit over WTO’s COOL ruling

The Ranchers-Cattlemen Action Legal Fund (R-CALF), a U.S. group that represents 5,400 ranchers and cattlemen in 45 states, and the Made in the USA Foundation on Sept. 5 launched a lawsuit against the World Trade Organization, the U.S. Trade Representative and the Secretary of Agriculture to keep U.S. country of origin labelling (COOL) in force.

The Made in the USA Foundation, a non-profit organization formed in 1989 to promote American-made products, and R-CALF were primary supporters of COOL.

COOL requires all meat, fish, chicken and produce to be labelled at the grocery store with an accurate country of origin. The WTO ruled this summer in favour of Canada and Mexico that COOL discriminated against imported beef.

The lawsuit was filed in the United States District Court in Denver, Colorado. The case seeks a court order declaring that the WTO does not have the authority to override U.S. law.

“The WTO does not have the right to interfere with domestic laws of the United States. When the U.S. joined the WTO, it agreed to do so only if the WTO could not overrule U.S. law,” Joel D. Joseph, general counsel of the Made in the USA Foundation, stated in a release.

“Consumers have a right to decide whether to buy U.S. or imported meat, and accurate labeling is a consumer right,” he added. “The WTO’s appellate panel was unfairly biased against the United States and should not have allowed a Mexican lawyer, with an obvious conflict of interest, to sit on the panel.”

Japan may relax beef import restrictions in 2013

According to a recent report in the Japan Daily Press, a panel of experts operating under Japan’s Ministry of Health has reached an agreement to relax the country’s controls on beef imports early next year.

The panel recommended an increase in the accepted age of cattle from 20 months to 30 months.

The proposed change would affect beef imports entering Japan from Canada, as well as the United States,

France, and the Netherlands, the report said.

Japan banned beef imports from Canada and the U.S. in 2003 following an outbreak of bovine spongiform encephalopathy (BSE). Since 2005, Japan has limited imports of Canadian beef to meat derived from cattle under 21 months.

Government invests in Canadian swine exporters

Agriculture and Agri-Food Canada recently announced a government investment of nearly \$900,000 to help the Canadian Swine Exporters Association (CSEA) increase international recognition of Canada’s purebred swine genetics.

The investment will help CSEA members increase awareness of the value, quality, and diversity of Canadian swine by participating in key international trade shows and leading targeted trade missions. It will also ensure that Canada remains a world leader in swine genetics, particularly in attributes that improve meat quality, feed efficiency, environmental issues, and biosecurity, an Agriculture and Agri-Food Canada release said.

The announcement is part of an \$88-million investment provided through the AgriMarketing Program under Growing Forward, which helps industry implement long-term international strategies, including activities such as international market development, industry-to-industry trade advocacy, and consumer awareness and branding, the release said. CSEA aims to increase exports and raise the international profile of Canadian swine genetics.

ECKERT MACHINES

Quality machinery for meat processing

DORNER

AQUA-PRUF
stainless steel
sanitary conveyors





PAXTON
PRODUCTS

Power-Dry
blow-off systems
for water and other
fluid removal

Phone: 905 356 8356
Fax: 905 356 1704

info@eckertmachines.com
www.eckertmachines.com

3841 Portage Road
Niagara Falls, Ontario
L2J 2L1



Overcoming Food Safety Challenges

In order to keep up with tough challenges, meat and poultry inspection technology has evolved in recent years with the development of X-ray technology.

By Richard Hebel

FOOD MANUFACTURING IS an ever-changing industry, in which quality and safety are always topics of concern. However, meat and poultry manufacturers face some of the most challenging work environments in the industry. Traditionally both their workforce and equipment endure severe environments, with cold temperatures, high levels of humidity, and rigorous washdown procedures in place to preserve the quality of the meat or poultry while it is handled on the production line.

Current trends are posing greater challenges to the industry, such as increased sanitization requirements, automation and the use of standard protocols for the efficient interface or exchange of data between process equipment and plant information systems, to enhance traceability throughout the supply chain. Other factors driving change in the industry include retailer product quality demands and international market regulations, aimed at ensuring the highest quality and safety standards in an increasingly vigilant regulatory environment.

Meat and poultry inspection technology has evolved over the last few years, thanks to the development of X-ray systems that can identify contaminants in diverse products and packages.

Trends in the meat and poultry industry

High levels of equipment sanitization and regular daily hygienic procedures are of vital importance for the industry. However, given the difficult work environment of meat and poultry factories, it is not always an easy task. The American Meat Institute (AMI) provides recommendations and standards for the appropriate sanitization of equipment in the meat and poultry industry, with the aim of preventing the presence of potential hazards that could reach the end consumer.

Another important trend within the industry is automation, as computerized equipment increasingly replaces manual work. Currently, automated machinery can perform tasks including inventory management, material handling, quality control and product inspection. Automation improves yield by enhancing control and consistency, reducing the potential for process errors at each stage of production. By limiting the scope for these errors, manufacturers can optimize the process by which raw material is converted to commercial product, ensuring

the highest possible levels of raw material utilization and the minimal amount of waste.

Other benefits of automation include reduced risk of contamination as a result of human error, reduced labour costs, higher productivity, and ensured product consistency. This in turn improves sanitization and aids process certification.

Production plants with less people in the workforce and more computerized equipment rely on the integration of automation and machinery. This is achieved through standard protocols for communication, such as the Object Linking and Embedding for Process Control, known as OPC. OPC provides a common bridge between computing systems and factory floor process control systems, aiding the integration of real-time plant data between control devices from different equipment providers. This allows varied process equipment and product inspection systems to efficiently work together, reducing downtime.

Latest market regulations

Some of the main changes in regulations driving developments in the meat and poultry industry regard the traceability of products and the accurate labelling of ingredients. As consumers become more aware of nutritional requirements and the procedures concerning product recalls, they exert great influence on regulatory bodies and international organizations regarding food safety.

It is of paramount importance for any food manufacturer to be able to trace the full supply chain journey of their products to ensure that they can identify the source of any food safety problem and take action to both resolve it and prevent its recurrence. The number of product recalls has increased over the last few years, resulting from stricter legal requirements, better enforcement of the law, and increased consumer wariness of the potential risk of product contamination. In Europe, the European Food Safety Authority (EFSA) states in its General Food Law (Article 18) that authorities and manufacturers must be able to track any food through all stages of production, processing and distribution in order to prevent unsafe foods from reaching consumers.

In Europe, the General Food Law (GFL) Regulation (2011/05/EC) requires food manufacturers to notify

their respective national food regulators within the first 72 hours after any corrective measure takes place. As a result, information about meat and poultry recalls is published and available to consumers. Moreover, the Rapid Alert System for Food and Feed (RASFF) quickly exchanges these notifications between the EU member states. Due to these regulations, it is imperative for manufacturers to be able to trace their products and to avoid any recalls through product inspection, as failure to do so could significantly damage their brand reputation at a global level.

Changes in U.S. regulations are mostly driven by consumer pressure, with a focus on accurate labelling of ingredients, particularly when it comes to fat and lean content in meat and poultry. The U.S. Food and Drug Administration's (FDA) regulations issued in the late 1990s required that the amount of saturated fat and dietary cholesterol levels be listed on food labels. However, the latest regulations included in the "Guidance for Industry: A Food Labelling Guide" also require that labels distinguish between fat, trans fat, cholesterol and lean values. Thus, meat and poultry manufacturers require accurate tools to precisely calculate the percentages of their ingredients, in order to avoid recalls based on the inaccurate reporting of fat content.

An ally against the toughest challenges

Even though these regulations and trends do present difficult challenges for meat and poultry processors, the development of product inspection methods and the latest technological advancements in the field of X-ray technology enable manufacturers to meet the most urgent needs of the industry.

In terms of sanitization, the latest X-ray inspection systems are designed for simple, efficient periodic dismantling and cleaning. Their component parts detach easily – and safely – and are able to withstand the use of alkaline cleaners, chemical oils and rinsing water at high pressures. These features enhance the efficiency of the sanitization cycle, and thus are crucial in the fight against the growth of pathogens that could affect the safety of the end product and potentially reach the consumer.

Regarding automation, some X-ray inspection equipment in the industry can provide multiple, simultaneous inspections of different lines with conveyor speeds up to 120 feet per minute, for contaminants such as metal, stone, glass, dense plastics and calcified bones.

Concerning standard protocols for the integration of machinery in an industrial environment, the latest X-ray systems are network capable, not only allowing the coordination of equipment via standards like OPC, but providing remote access. Remote access permits technicians to quickly diagnose and correct issues, reducing downtime and avoiding unnecessary service call costs. This feature becomes increasingly important as production lines now employ X-ray systems as critical control points in their HACCP program and cannot run without this X-ray system being fully operational. X-ray machines with networking capabilities also improve the traceability of products through software that gathers and communicates data, such as barcodes, from different systems and stores it for future reference. There are programs that employ network connectivity for the monitoring of performance statistics, images and reports generated during the X-ray inspection procedure. This advanced software aids meat and poultry manufacturers in case of recall, allowing them to trace a product back to any point on the production line.


With respect to the accurate labelling of the fat content of meat and poultry, one of the latest developments in X-ray manufacturing for the measurement of chemical lean (CL) 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 and real-time method to determine the CL content for meat and poultry products.

In order to determine fat levels, this system uses two X-ray energy spectrums to discriminate between tissue types. Essentially, DEXA systems measure the amount of X-ray energy absorbed by fat in the meat as it passes through the system. This method satisfies current market demands for greater accuracy in nutritional value labelling, but also helps manufacturers eliminate costly "giveaways" and "fat claim" recalls, substantially improving overall recovery of value in their product. DEXA also measures product weight, readily enabling the packaging of meat products to "point of lean" for a given batch weight or, with additional controls, supporting blending to a target CL or "recipe."

The future of the meat and poultry industry

In the future, a continued focus on the accurate labelling of the nutritional value of all food can be expected, making online tools for accurate tissue discrimination and chemical lean measurement (such as DEXA) central to meat and poultry processing. Moreover, technologically advanced countries, such as Japan, will be pushing for even more sensitive detection levels of contaminants.

However, as meat and poultry safety regulations evolve, compliance and traceability through each stage of the production line will also grow in importance. Product inspection systems will function as both management and process control tools, providing meat and poultry manufacturers with the means to comply and further ensure food safety. 

Richard Hebel is a product manager, fat analysis at Eagle Product Inspection, a manufacturer of X-ray inspection systems based in Tampa, Florida (www.eaglepi.com).



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 STUFFERS MEAT TYERS & STRING

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

BRITISH COLUMBIA

Russia lifts ban on B.C. breeding cattle

Russia has lifted its ban on breeding cattle from British Columbia allowing for immediate exports to the lucrative Russian market, Agriculture Minister Gerry Ritz announced Sept. 13.

Cattle can now be shipped to Russia from British Columbia for the first time since April 2007. This new market access is estimated to be worth up to \$8 million annually for the Canadian cattle industry, representing a potential increase of 30 per cent over 2011, when Canadian exports were worth more than \$26 million.

"This is excellent news for our cattle producers from British Columbia and recognizes Canada's increasingly strong trade relationship with Russia," Ritz stated in a release.

According to the release, the government obtained access for Canadian cattle to the Russian market in October 2006. Now that import restrictions have been lifted for B.C., cattle from all Canadian provinces are now allowed to be exported to Russia.

"We are pleased with the science-based decision of the Government of Russia to re-open its market to cattle from B.C.," added International Trade Minister Ed Fast. "With one in six jobs in B.C. related to generated by trade, our government understands that access to new markets means greater prosperity and financial security for hardworking British Columbians and their families."

Canadian Cattlemen's Association president Maritn Unrau said the move will be beneficial for producers across the country.

"Russia is an important market for Canadian breeding cattle," he stated. "This latest market access win will benefit Canadian producers by increasing our ability to supply that market."

Cattle rancher named Lieutenant Governor

Prime Minister Stephen Harper on Oct. 1 announced the appointment of Judith Guichon, a B.C. cattle rancher, as Lieutenant Governor of British Columbia.

Guichon, owner and operator of Gerard Guichon Ranch Limited in the Nicola Valley, introduced the Holistic Management method to ranchers in British Columbia, the release noted. She has worked with several organizations including the Fraser Basin Council of B.C., the Grasslands Conservation Council of B.C. and recently completed her two-year term as the president of the British Columbia Cattlemen's Association.

Lieutenant Governors are appointed by the Governor General on the recommendation of the Prime Minister. They serve five-year terms, during which they act as their provinces' vice-regal representatives.

MANITOBA

Manitoba's pork producers call for aid during crisis

Manitoba's Keystone Agricultural Producers is calling for immediate intervention by the federal and provincial governments to address what it is calling "the worst crisis in the pork industry in Canadian history."

KAP president Doug Chorney said a recent move by Puratone, one of the three largest hog producers in Manitoba, to seek creditor protection is only the tip of the iceberg.

"We see what is happening with Puratone and it's a big story because it's a bigger operation – but there are many, many small farm operations that are experiencing the same set of disastrous circumstances and are just quietly fading away," Chorney said in a release. "These are family farms, and they have no net worth left. Moms, dads, kids and grandkids are being affected."

Chorney noted the dire circumstances he referred to are extremely high feed costs due to the drought in the U.S., coupled with low prices for hogs. Prices are being driven down further by producers themselves who are forced to empty barns and sell breeding sows because they can't afford the feed.

"It costs \$170 to raise an animal to market size, and all a farmer can get right now is \$150 – and it's expected to get worse. That's a recipe for severe financial distress," said Chorney. "There will be far-reaching effects due to this crisis, just as there are when any industry is under extreme duress. It is estimated that 650 jobs will be lost - including farm labour, farm-supply, and transportation jobs – and there will be huge income losses for local feed-grain suppliers."

"And this does not include farm families, some of whom could walk away with nothing. The effects on the rural landscape will be devastating," he added. "Governments assisted when the auto industry was in crisis so that these kinds of economic and social consequences could be mitigated, and I think the same needs to be done for the pork industry."

"Manitoba's pork industry needs help – and it needs help now," stressed Chorney. "Two months is too long to wait. For some farmers, two weeks might even be too late."

Taylor Auctions stops livestock sales

Taylor Auctions in Melita, Man. will no longer be holding cattle sales due to diminishing cattle numbers, labour shortages and the "extreme" cost of upgrades, the company announced.

"This is probably the hardest decision we've had to make in the eight years of running this business," the Taylor family stated, noting the company will continue to help customers market livestock.

"We have joined forces with NBI, and Heartland with the intent to serve our customers better, by providing more options for them as well as allowing us to stay very active in the livestock business."

ONTARIO

Cardinal Meat Specialists receives government funding for innovation

The federal government in August announced an investment of more than \$826,000 for Cardinal Meat Specialists Ltd. toward the purchase of new equipment for the manufacturing of sausage at its facility in Brampton, Ont.

The investment will go toward the purchase of new manufacturing equipment that will produce a higher quality sausage that is more resistant to splitting or bursting while cooking. Cardinal Meat Specialists, to the company's knowledge, will be the first to apply the technology in Canada.

The company said these business improvements will allow it to introduce a new product to the market, increase production and sales, and support the creation of new jobs.

Enhanced production also means an increase in the company's procurement of Canadian beef, pork, and wheat, profiting domestic farmers.

This investment comes through the government's AgriProcessing Initiative, a five-year program that invests in innovation in Canada's agri-processing sector.

"The AgriProcessing Initiative fits perfectly with Cardinal's philosophy of striving to lead our industry in the generation of useful innovation, and will help Cardinal develop niche products, stimulate competitiveness in, and expand, the Canadian agri-processing marketplace," stated Cardinal president Brent Cator. "This program supports strong leaders such as Cardinal and further develops Canada's role in sustainable, long-term growth strategies in market segments."

Cardinal Meat Specialists was founded in 1966 by Cator's father, Ralph Cator, who in 2010 was the first Canadian inducted in the Meat Industry Hall of Fame.

QUEBEC

Olymel will not rebuild bacon processing plant destroyed by fire

Olymel recently announced it will not rebuild its Princeville, Que. bacon production plant that was destroyed by a major fire on May 6. The fire left 180 employees jobless at the time.

Affected employees will be offered opportunities to work in some of the company's other facilities, the company said.

The fire destroyed most of the facilities at the plant, which housed two divisions, one of which was destroyed completely, while the other will soon be demolished.

The company said it considered several options, such as converting the old facility to other types of operation – but, after evaluating market conditions, decided it already has a sufficient number of bacon processing facilities to meet demand from its customers in Canada and abroad.

"After reviewing all of its processing operations in the bacon production sector, Olymel has come to the conclusion that rebuilding the Princeville bacon processing plant is not justified given the current market conditions and demand for this base product," Olymel CEO Réjean Nadeau stated.

"Results for this sector have been in decline for several years. Lower volumes-less than 4.7 million kilograms in 2011-declining hog production and the resulting reduced availability of bellies, fierce competition in both the fresh and precooked sectors from U.S. manufacturers that enjoy much lower production costs, and finally the strength of the Canadian dollar, are among the factors that have lead us to make the difficult decision not to rebuild the destroyed factory in Princeville," he added.

Nadeau noted Olymel has invested heavily in modernizing its other bacon production plants, in Drummondville, Que. and Cornwall, Ont.

Olymel is a leader in the slaughtering, processing and distribution of pork and poultry meat products in Canada, with facilities in Québec, Ontario, and Alberta. The company employs more than 10,000 persons and exports nearly half its production, mainly to the United States, Japan and Australia, as well as some sixty other countries. Its sales stood at \$2 billion this year, with a slaughtering and processing capacity of 160,000 hogs and 1.7 million birds a week. The company markets its products mainly under the Olymel, Lafleur and Flamingo brands.

XTRAVAC
Providing Quality with Economical Solutions

Visit Us At:
Pack Expo-Chicago-Booth 7325
PackEX-Montréal-Booth 1707

The Right Packaging Machine Partner!

We offer an Extensive Line of Durable and Economical Machines. Tabletop Vacuum Chamber Machines to Full-Sized Packaging Systems.

Visit XtraVac.com for more Information and Learn How to Improve Your Package Quality and Production Speed.

Call 877-435-4555 • Fax 819-395-6444 • Sales.Canada@XtraVac.com

A DIVISION OF
INAUEN GROUP

XTRAVAC
Providing Quality with Economical Solutions



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



Photo: IFFA

The IFFA trade fair ground.

Organizers announce new hall for IFFA 2013

The international meat industry will gather at IFFA 2013 in Frankfurt, Germany from May 4 to 9, 2013. Organizer Messe Frankfurt anticipates a total of around 950 exhibitors from 47 countries who will present their innovations on more than 100,000 square metres of exhibition space. In the region of 58,000 visitors are expected.

IFFA is the leading trade fair for the meat industry and the world's most important innovation platform for investment goods for the meat-processing sector. In 2013, manufacturers will show their products and technologies for the entire meat-processing chain – from slaughtering and dismembering, via processing, to packaging and sales – in seven exhibition halls.

“IFFA underscores its position as the leading event for the sector through the participation of all market leaders who target the development of new products to IFFA and launch them there. IFFA is a must for the meat-processing industry, the trade and the butchers’ trade,” stated Wolfgang Marzin, president and CEO of Messe Frankfurt.

New in 2013 is the inclusion of Halls 11.0 and 11.1 in the fair for the first time. In these halls, exhibitors from the fields of packaging technology and measuring and weighing technology will present their innovations. For visitors, this means greater transparency and shorter walking distances. Hall 11 is the latest and most modern exhibition hall at Frankfurt Fair and Exhibition Centre. The manufacturers exhibiting in Hall 11 include Bizerba, CSB-System, Ishida, Multivac, Sealpac, Tipper Tie, Treif, ULMA and VC999.

Complete information about IFFA can be found at www.iffa.com.

IME to feature comprehensive education program

Meat and poultry professionals seeking practical solutions, real world insights and proven “best practices” will benefit from the diverse education opportunities offered Jan. 28 to Feb. 1, 2013 at the International Meat Expo (IME) to be held at the Georgia World Congress Center in Atlanta.

Sponsored by the American Meat Institute, IME is the premier U.S. trade show featuring the latest in equipment and supplies for processing and packaging red meat products. Formerly known as the International Meat, Poultry and Seafood Industry Convention and Expo, in 2013, the show features two world class partners, the International Poultry Expo and the International Feed Expo, collaborating to create the International Production and Processing Expo (IPPE). Exhibits are open on January 29 to 31 to complement this full week of workshops.

“The goal of our new partnership is to create the world’s premier tradeshow focused on the meat, poultry and feed industries, with opportunities for learning and conducting business for all aspects of the business, from farm to fork,” said AMI president J. Patrick Boyle. “With more than 1,000 exhibitors purchasing over 400,000 square feet of space, IPPE will be one of the 50 largest shows in North America next year.”

IME’s educational programming will cover a wide array of consumer trends and operations management issues. In addition, selected sessions will be available for translation into Spanish and Portuguese and will cover the economics of the meat industry, global food safety issues and risk communication.

Attendees also will benefit from other learning opportunities offered by IPPE partners. These include sessions covering feed production and poultry market intelligence.

In addition to these complimentary education sessions, a variety of workshops and conferences will be offered for an additional fee. They include conferences on poultry handling and welfare, a conference on current antibiotic issues facing the poultry and egg industry, an international rendering symposium, a seminar on the future of the egg industry, a hands-on media training workshop, and a meat and poultry scientific research conference.

To view the complete conference agenda or to register, visit www.ime13.org.

Upcoming Events

October 2012

23 – 24

3rd Annual Food Regulatory & Quality Assurance Summit
Holiday Inn, Airport
Toronto, Ont.
foodregulationcanada.com

24 – 27

NAMA Outlook Conference
J.W. Marriott Hill Country
San Antonio, Texas
meatassociation.com

28 – 31

Pack Expo 2012
McCormick Place
Chicago, Illinois
packexpo.com

January 2013

27 – 28

BC Foodservice Expo
Vancouver Convention
Centre
Vancouver, B.C.
crfa.ca

March 2013

3 – 5

CRFA Show
Direct Energy Centre,
Exhibition Place
Toronto, Ont.
crfa.ca

May 2013

4 -9

IFFA
Frankfurt, Germany
iffa.com



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.



CAN YOUR MACHINE... MIX, VACUUM MARINATE & TUMBLE YOUR PRODUCT IN A 400LB BUGGY??



Before mixing meat



After mixing meat



Before marinating whole chickens



After marinating whole chickens



Before mixing vegetables



After mixing vegetables

For more information, visit us at WWW.CMPSOLUTIONS.NET



TEL: 951.808.4376 | EMAIL: SALES@CMPSOLUTIONS.NET

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

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

Got it...

UniPac has the food processing products you need, the convenience you prefer and the service you expect.

We stock a wide range of products to help you offer the best to your customers. Call UniPac today to learn more about what UniPac can do for you.



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

UNIPAC
Partners to 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:

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

YES **GROUP INC**

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)

*Make it with
 MALABAR
 Super Spice*

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

Duropac *Fast*
 and **RELIABLE**
www.duropac.com
THE Food packaging specialist
THE SANITARY SOLUTION

**Disposable
 Rack Covers
 28 x 22 x 78**
 1,25 mil polyethylene
 100 units per roll

**GIVE YOUR PRODUCTS THE
 PROTECTION THEY DESERVE**

- Keep all your products clean.
- Protect your racks.
- These covers eliminate the need to wrap your products individually.
- Efficient and time saving.

*Complete line of vacuum
 pouches, and more.
 Just call us !*

Mississauga Toll free Montréal
 905.848.6660 1 877.362.2552 514.234.4720
duropac@duropac.com

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 to Canada's Food Industry

Labour Shortages: Taking a Toll on the Ag Sector

A recent study by the CFIB shows that a majority of producers are affected by labour shortages.



By Mandy D'Autremont

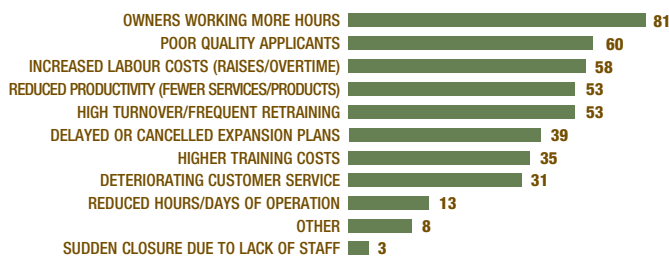
The shortage of qualified labour is impacting every sector in Western Canada, and the agriculture sector isn't immune. This is an issue leaving everyone working harder, longer hours. More than likely, you and your neighbours are experiencing challenges stemming from an inability to find the help you need.

A recent study by the Canadian Federation of Independent Business (CFIB) shows that a majority of producers are affected by the labour shortage. Seventy-nine per cent of CFIB's Western Canadian agri-business members who were looking to hire within the last three years had a difficult time finding new employees. Among these producers, nearly all (94 per cent) say their difficulty finding help is a result of a skills and/or labour shortage.

As a result, these agri-business owners are facing longer hours of work (81 per cent), increased labour costs from raises and overtime (58 per cent), and high turnover and frequent retraining (53 per cent) (see below). But, what is most concerning is that labour shortages are holding back the sector – 53 per cent of these producers say they reduced productivity by offering fewer services and products, and 39 per cent say they delayed or cancelled expansion plans because they simply cannot find help. Labour shortages are clearly taking a toll on the sector.

Impact of the Shortage of Qualified Labour on the Ag Sector

How has the difficulty in hiring new employees affected you and your business? (% response)



Source: Preliminary results from CFIB's Western Labour Shortage Survey, August 2012, Agri-business responses only.


Producers need a variety of employees for calving, seeding and harvest. They need workers to help with haying, truck drivers to deliver goods, mechanics to fix equipment, sales staff to get product out the door, managers to oversee business operations, and the list goes on. Producers simply cannot continue foregoing expansion plans because they can't find employees. Unfortunately, the shortage of labour is not easily

solved and producers aren't seeing light at the end of the tunnel – none of those who responded to CFIB's survey believe hiring is going to get any easier over the next three years.

We know attracting and retaining employees is challenging at the best of times. Our agri-business members are doing their part to overcome the shortage of labour by creating retention plans, offering bonuses, accommodations, higher pay, benefits, and flexible schedules. Federal and provincial governments also have a role to play by ensuring policies facilitate an accessible workforce, rather than limiting business-owners' hiring capabilities through burdensome red tape and program disincentives.

So what's the answer? While there is no silver bullet solution to the problem, it is important for governments to develop a long term strategy. Governments need to ensure the skills of people coming to Canada through permanent immigration match the labour market needs in the economy, including the agriculture sector. Governments should also improve the flexibility and responsiveness of the Temporary Foreign Worker Program and Provincial Nominee Program, as they currently impose many unnecessary regulatory burdens and they often prevent employers from obtaining the help they need, when they need it. As a CFIB agri-business member outlines, there are logical ways of making it easier for producers to fill these positions: "We have been hiring seasonal agriculture workers for the past 11 years, and every year we have to advertise to prove we cannot find local employees. Re-posting job ads is an absolute waste of our time. The Labour Market Opinion Application Form for the Seasonal Agricultural Worker Program should be good for more than one year."

Other changes include reducing disincentives to employment, ensuring education prepares youth for the workplace, tapping into underemployed segments of the population, and a training tax credit to recognize the time and costs associated with training employees.

We all know producers have enough on their plate and don't need the added stress of spending excessive hours on government red tape to find the help they need. The shortage of qualified labour isn't going away anytime soon, so it will be important for governments, alongside the industry, to find solutions that work. 



Mandy D'Autremont is a policy analyst, agri-business with the Canadian Federation of Independent Business (CFIB). She can be reached at mssask@cfib.ca.

Manulutex®

France

More than just safety®



The Wilco glove with integrated stiffeners

- Ambidextrous and multi functions
- Closes with springs



NEW

WilcoFlex

Wilco



With integrad 100 % stainless steel stiffeners



BLADE-STOP system

Equivalences	
XXS	Brown
XS	Green
S	White
M	Red
L	Blue
XL	Yellow

Thanks to its patented system of **ULTRA-FLAT** and **FLEXIBLE WRISTBAND**, The **WILCOFLEX** glove has a great comfort and is adapted to fit all types of hand shapes. The system of integrated stainless steel stiffeners allows to have the chainmail perfectly adjusted to the finger tips.

Designations

- Glove 5 fingers without cuff
- Glove with 7.5 cm stainless steel cuff
- Glove with 15 cm stainless steel cuff
- Glove with 20 cm stainless steel cuff
- Glove with stainless steel blade-stop cuff

YES

GROUP INC

Alberta: 1.888.678.9378

Ontario: 1.800.465.3536 Quebec: 450.544.7240

www.yesgroup.ca

Strong...

That's **Krehalon** from **UniPac**...a superior quality shrink bag to showcase your products.

Krehalon Shrink Bags create an outstanding glass-like second skin your customers will love. With a high oxygen and UV light barrier, our bags keep meat, poultry, cheese, fish and game products fresh. Strong puncture resistance and excellent sealability help eliminate leaks.

Made using leading-edge chlorine-free materials and technology, Krehalon Shrink Bags reduce packaging waste. Call UniPac today to see the difference.



Krehalon®



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



UNIPAC
Partners to Canada's Food Industry