

CANADIAN

March/April 2013

# Meat Business

*The Beef, Pork & Poultry Industry Magazine*

## All in the DNA

System developed  
in Guelph tackles  
labelling scandal

Preparing for 2050

Olymel phasing out  
gestation stalls

Canada's  
horsemeat  
industry

pg. 5

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# Canada's horsemeat industry

**THERE HAS BEEN** a lot of media coverage lately about horsemeat found in European beef products. Given the high price of beef in Europe and the ban on horse-drawn carts from main roads in cities and towns in Romania there is likely a very strong economic incentive at play.

The European Parliament's Committee on the Environment, Public Health and Food Safety met in Brussels on Feb. 28, where the agenda included an "exchange of views on horsemeat in the EU food chain." The commissioner of the committee, Tonio Borg, expressed his strong view that the recent mislabelled horsemeat in Europe was an issue of fraud and not food safety. The commissioner advised that the EU will increase its veterinary drug residue testing in horsemeat over the next full month to reassure Europeans that there is no food safety concern with horsemeat.

Humans have been eating horsemeat for thousands of years. Apart from this most recent obvious fraud issue, there is a demand in many countries of Europe for horsemeat and Canada has been a reliable supplier of safe high quality product.

Consistent with its higher iron content, horsemeat is much redder in colour than beef – some call it a wine red. Compared to beef horsemeat is 50 per cent higher in iron and very lean – about half the fat content of beef. It is also tender, which is why it is a preferred meat for rare steaks or tartare. In parts of Quebec, medical doctors recommend eating horsemeat to those who are iron deficient.

Horsemeat is a delicacy in many countries. In fact, Canada exported 17.7 million kilograms of horsemeat valued at almost \$90 million in 2012 to some very sophisticated and demanding overseas markets such as Japan, France, Switzerland, Belgium and Kazakhstan.

There are four federally registered establishments that perform horse slaughter in Canada – two in Quebec and two in Alberta. In 2012, 82,195 horses were slaughtered in Canada. This compares with over 20 million hogs and 2.6 million cattle. Over 85 per cent of Canada's horsemeat is exported. There are an estimated 500 people employed across Canada in Canada's horsemeat processing sector.

Some seek to stop the practice of horse slaughter in Canada claiming that horses are companion animals and therefore should not be used as food for humans. I understand that, but in other societies their population cannot imagine eating cattle or hogs. I believe that it is far better for the animal to be humanely killed and used for food.

Others claim that horses are mistreated and that veterinary drugs are not adequately monitored. This is simply not true.

Like all federally registered slaughter establishments, Canada's horsemeat industry is subject to continuous food safety and animal welfare inspections and testing by professional Canadian Food Inspection Agency (CFIA) veterinarians.

Since July of 2010, the CFIA made it mandatory for every horse (domestic or imported) presented for slaughter in Canadian federally registered equine facilities to have a record of all vaccinations and medications given in the previous six months. Horses presented for slaughter in Canada with incomplete equine information documents are prevented from being slaughtered for human consumption.

Let's keep our horse slaughter industry here in Canada. That way we can be sure that all horses will be treated humanely and with dignity, transported to the production facility according to current national regulations, and euthanized in accordance with the guidelines adopted and published by the Canadian Veterinary Medical Association under the oversight of the CFIA. **M**

*James Laws, P.Ag. is the executive director of the Canadian Meat Council.*



# All in the DNA

DNA barcoding system developed in Guelph finds no horsemeat in Canadian hamburgers following European labelling scandal.

By Alan MacKenzie

**THE EUROPEAN MEAT** industry was shaken earlier this year after horsemeat was discovered in processed meat products labelled as beef and sold across the European Union. The scandal emerged in mid-January after Irish food inspectors announced they had found horsemeat in frozen beef burgers that were being sold in several supermarket chains in the United Kingdom. Soon mislabelled processed meat products were being found in Norway, Austria, Switzerland, Sweden, and Germany.

Beef products found to contain horsemeat in Europe included frozen hamburgers, lasagne and meatballs. The scandal hit major food processing companies, supermarkets, hotel chains, caterers and fast food chains, including Taco Bell and Burger King.

Because horses are often considered companion animals, attitudes toward consuming horsemeat vary. In France or Belgium, for example, eating horsemeat is considered a delicacy, while in the U.K. it is not.

In Canada, horse slaughter makes up a small part of the meat industry. In 2011, 89,000 horses were slaughtered in Canada, compared to over 20 million hogs and 2.6 million cattle. The majority – 85 per cent – of Canada's horse meat is exported (*see James Laws' guest editorial on page 5 for more details – ed.*).

However, while the scandal has prompted some debate about why some animals are deemed OK to eat while others are not,

the big issue is product labelling. People want and need to know what they are consuming.

"It's not that there is a problem with having horsemeat as such, but if someone claims something is 100 per cent beef, then that is what I expect," said Dirk Steinke, a researcher at the Canadian Centre for DNA Barcoding (CCDB).

CCDB, located in the Biodiversity Institute of Ontario at the University of Guelph, conducted a study in February to determine whether hamburgers sold at Canadian grocery stores and popular fast food restaurants contained horsemeat. Many of these companies, including Burger King and McDonald's, claim their products contain 100 per cent beef.

The researchers used DNA barcoding, a molecular technique developed by university's integrative biology professor Paul Hebert. It allows scientists to match small DNA sequences from unknown specimens to identify the species of origin.

CCDB tested 15 sources of Canadian hamburger meat, six cooked and nine frozen.

Six cooked hamburgers were tested for DNA from horse meat and other sources, including A&W's Mama Burger, Burger King's Whopper, Dairy Queen's FlameThrower, Harvey's Original, McDonald's Big Mac and Wendy's Bacon Double Cheeseburger. All six were 100 per cent beef, with no secondary DNA sources detected.

Uncooked, frozen hamburger patties were tested, including

Beef Steakettes (Schneiders), Lick's Homeburgers, M&M Meat Shops Supreme Homestyle Beef Burgers, No Name Beef Burgers (Loblaws), Outlaw Beef Burgers (Schneiders), President's Choice Thick and Juicy Beef Burgers, and Webers Beef Burgers. Fresh lean ground beef in a tube (Better Beef

and outreach. "DNA barcoding is something that can give shoppers confidence they are getting what they are paying for, and reassures retailers on what they are getting from their suppliers."

This was the first time CCDB tested commercially available meat products since the DNA barcoding method was developed in 2003. The scientists were not commissioned to do the study, but decided to "give it a try" after watching the news report about the scandal in Europe.

The technology, Steinke noted, was previously used to test fish and seafood, a study that found 41 per cent of fish species sold in Vancouver, Toronto, Gatineau, Montreal and Quebec were mislabelled. In several sushi restaurants cod and red snapper were often substituted with cheaper species, such as tilapia.

The centre was approached shortly after their hamburger test results were released by CBC News to determine whether meatballs sold at Canadian locations of the Swedish furniture giant IKEA contained tested positive for equine, after meatballs labelled as a mix of beef and pork sold in 13 European countries were found to contain horsemeat. Steinke said no horsemeat was found in the bags of IKEA meatballs supplied by the CBC, and the group also bought a few additional bags as well – all of which showed no horsemeat.

"All contained a mixture of beef and pork as the labels stated," Steinke said.

Other benefits of DNA barcoding for the meat industry, Steinke noted, include the ability to determine whether meat from banned animals is contained in imported products.

Steinke noted the centre is currently building a public reference database of as many organisms in the planet as possible. **M**

**+**  
 "This testing is something all Canadians should be proud of – knowing the hamburger meat they are buying is beef with no substitutes detected..."  
 – Paul Hebert, Canadian Centre for DNA Barcoding

– Cargill) and Food Basics fresh lean ground beef were also tested. All nine were 100-per-cent beef, with no other DNA sources.

"This testing is something all Canadians should be proud of – knowing the hamburger meat they are buying is beef with no substitutes detected or additions," Hebert stated.

"It is likely that, as Canadian consumers hear reports from other countries, they will start to question the products they are purchasing," said Steinke, the BIO's director of education



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Jeff Simmons president of Elanco Animal Health



## Preparing for 2050

As the world's population and middle class grow, innovators need to improve animal food production.

By Alan MacKenzie

**BY THE YEAR** 2050, the world will be more crowded than ever before, as estimates from the United Nations say the global population will surpass nine billion that year – a projection that has many concerned about food accessibility.

Jeff Simmons, president of Elanco Animal Health, recently told approximately 500 attendees at the Alberta Beef Industry Conference that the growing demand for meat and dairy needs to be looked at as an opportunity for innovation in the industry, as global leaders will need to look at technology as a long-term solution heading to 2050.

“The rising demand for dairy and meat is growing faster than our ability to efficiently produce it,” Simmons said. “By 2050, the world’s population will require 70 per cent more food and 70 per cent of that food must come from efficiency-improving technology.”

Approximately three billion people are moving to the middle class in emerging economies, driving the demand for protein sources to an unprecedented level, Simmons told *Canadian Meat Business*.

“This is going to be one of the most rapid times of middle class growth in the history of man,” he said. “There are three billion people that are going to demand meat, milk and eggs for the very first time.”

According to Simmons, the innovation needed to help food accessibility concerns comes in many forms.

“Innovation is not just a new product – it’s a practice, it’s genetics, it’s an approach,” he said prior to addressing attendees at the conference. “It’s saying one year from now everyone in this room today has to be more competitive than they were a year ago. They have to be more creative, they have to raise the bar on the food chain.”

“Innovative technology is the key to keeping animals healthy while preventing and controlling diseases,”

Simmons told the crowd. “At Elanco, we believe if you improve animal health, then we can meet the unmet nutrition needs of today and tomorrow.”

With over 2,500 employees worldwide, Elanco is a global innovation-driven company that develops and markets products to improve animal health and food animal production in more than 75 countries.



“This is going to be one of the most rapid times of middle class growth in the history of man.”

– Jeff Simmons, Elanco Animal Health

Simmons recommended building a proactive platform to discuss how to care for livestock and encouraged beef producers to engage and be a part of the dialogue on Twitter and other social media platforms.

“The reason I talk in this big of a context initially is to re-anchor people; re-anchor their belief in why it is they do what they do,” he said. “We create food, we create beef at an affordable price. You need to know why you do what you do – and don’t be afraid to speak up. Social media is a public platform.”

“There’s no better time to be in the beef industry in Western Canada than right now,” he said. “Most people already know what the next innovation is to make their operation better; it’s having the belief and courage to step out and do it.” **M**





# Dining Trends

CRFA chef survey identifies what's new and emerging at Canadian restaurants.

**VARIETY IS THE** hottest trend in Canadian restaurants this year, according to an annual survey of Canadian chefs from the Canadian Restaurant and Foodservices Association (CRFA).

According to the fourth annual Canadian Chef Survey, released March 4 at the CRFA Show in Toronto, the top meat trends this year include:

- locally produced red and white meat;
- organic poultry;
- free-range poultry/pork;
- pork belly;
- chicken skin;
- grass-fed beef;
- new/fabricated cuts of meat (e.g. pork flat iron);
- aged cured meats (e.g. prosciutto, Iberian ham, etc.); and
- sausage (e.g. lap cheong, chorizo, andouille).


The top 10 Canadian menu trends consumers will see in restaurants in 2013, according to the survey are:

- locally produced and locally inspired dishes;
- gluten-free/food allergy conscious;
- sustainability;
- farm-/estate-branded ingredients;
- food trucks/street food;
- ethnic/treet food inspired appetizers (e.g. tempura, taquitos);

- Greek yogurt;
- simplicity/back-to-basics;
- non-wheat noodles or pasta (e.g. quinoa, rice, buckwheat);
- ancient grains (e.g. kamut, spelt, amaranth); and
- locally produced food, the top item for four years in a row.

The survey also named the following as the top 10 up and coming trends for this year:

- red rice;
- digital menus;
- goat;
- house-made soft drinks;
- African cuisine;
- gluten-free beer;
- kid-friendly versions of adult dining options;
- underutilized fish (e.g. mackerel, bluefish, redfish);
- drinkable desserts; and
- black/forbidden rice

More than 350 professional chefs took part in the survey, which was conducted by independent market research firm BrandSpark International in January. Chefs were asked to rate the popularity of a variety of menu items and cooking methods and identify hot trends. Detailed survey results are available at [www.crfa.ca](http://www.crfa.ca). 

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# Crate Phase-Out

Olymel joins other companies in plans to eliminate hog gestation stalls.

QUEBEC-BASED PORK processor Olymel announced March 22 it plans to phase out the use of gestation stalls for pregnant sows in breeding facilities by 2022.

The controversial narrow cages used to confine breeding sows have been banned by nine U.S. states and the European Union, and condemned by nearly 50 major food retailers.

"Olymel believes that a ban on the use of gestation crates is inevitable in the medium and long term. Canada, along with the U.S., must follow suit," the company stated in a release from the Humane Society International/Canada.

"Our company believes that the entire pork production sector will have to respond positively to the demands of an increasing number of domestic and international clients who favour pork products originating from facilities which do not use crates to house pregnant sows," Olymel said. "Numerous world renowned experts are in favour of a ban on gestation crates in order to allow sows to better express natural behaviours, benefit from greater freedom of movement, better socialization and a higher level of welfare."

Gestation stalls are narrow two-foot-wide cages used to confine breeding sows and have been criticized in recent years due to animal welfare concerns.



"Olymel's decision further highlights the fact that gestation crates have no future in the pork industry."

— Sayara Thurston, Humane Society International

Olymel joins other major pork producers including Smithfield Foods and Toronto-based Maple Leaf Foods, which have previously announced phase-out plans.

"Olymel's decision further highlights the fact that gestation crates have no future in the pork industry," stated Sayara Thurston, campaigner with HSI/Canada. "No pregnant sow should spend even one day in a cruel gestation crate, and we encourage the rest of the industry to heed Olymel's call and take immediate steps to shift away from their use."

In the release, HSI/Canada highlighted the importance of Olymel's decision in view of the ongoing review of the Code of Practice for the Care and Handling of Pigs in Canada.

"If the updated code is to be relevant for Canadian producers and respected in international markets, the code development committee must take in to account the overwhelming global trend away from the use of gestation crates and include a timeline for the complete elimination of these confinement systems from the Canadian pork industry," HSI/Canada stated.

Earlier this year Olymel became the second-largest pork producer in Canada with the acquisition of Saskatchewan-based Big Sky Farms. [M](#)

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Photo: The Humane Society of the United States



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Alec Mikhaylov

# Old World Meets New

Company produces Eastern European sausage with modern technology for U.S., Canadian markets.

A **CONSTRUCTION ENGINEER** in his native Russia, Alec Mikhaylov delivered pizzas after immigrating to the U.S., eventually becoming a store manager. Although his new country offered a broad range of ethnic foods, Mikhaylov noticed that something was missing – no one in the U.S. was making one of the traditional delicacies he remembered from Eastern Europe: smoked, dry-cured salami. Mikhaylov decided to launch a business and make the Old World delicacies he craved, founding Alef Sausage in 2000, and today the company ships a variety of products throughout North America.

Using traditional family recipes, authentic processes and the finest, freshest ingredients available, Mikhaylov began producing high-quality, European-style meats, at first in a tiny facility, which was much like operating a home business, Mikhaylov says.

“We offer a complete line of natural products that are made according to time-honoured traditions,” notes Mikhaylov. “We use only the freshest meats and ingredients and never add fillers. Our spices are custom-ground on the day we order them. And our meat products are naturally smoked according to Old World methods. Unlike many of our competitors, we do not add cultures – they occur naturally in the product, the

way it was done in the old days.”

The quality and authenticity paid off. Due to customer demand, the company quickly expanded its line and now produces more than 40 unique meat products. Alef Sausage also operates a delicatessen in Mundelein, Illinois that sells Alef Sausage-produced meats as well as Eastern European-inspired soups, side items and appetizers.

Alef Sausage moved production to a much larger facility in 2005, and after experiencing a 50 per cent increase in sales, the company expanded its operation further. Despite the challenging economy, Alef Sausage posted a 26 per cent increase in sales last year and now ships products to 30 U.S. states and markets in Canada. The growing company is currently hiring sausage-makers and packaging specialists to keep up with demand.

By investing in state-of-the-art processing equipment and using top-quality production methods, Alef Sausage is able to produce authentic products that meet stringent government standards using a combination of Old World sensibilities and modern technology.

To learn more about Alef Sausage, visit [www.alefsausage.com](http://www.alefsausage.com). *M - staff*



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The latest products and trends will be on display at IFFA 2013.



Photos: IFFA

# Expanded Exhibition Space at IFFA

Event to focus on trends and innovation in the meat processing sector.

**AROUND 950 EXHIBITORS** from 47 countries will present their innovations at IFFA, the leading international trade fair for processing, packaging and sales in the meat industry, May 4 to 9 in Frankfurt, Germany. With new products covering the entire process chain, they will occupy 110,000 square metres of exhibition space, an increase of six per cent compared to the previous event.

The event, which is held every three years, is expected to see approximately 58,000 trade visitors from around the world for the 2013 edition, according to organizer Messe Frankfurt.

“We are experiencing a strong response to IFFA as the unrivalled leading trade fair for the meat industry,” Messe Frankfurt CEO Wolfgang Marzin said in a release. “All market leaders have signed up to present their innovations to an international audience of trade visitors. With a new, optimised hall concept and more exhibition space, this year’s IFFA will have a new look – more modern, more compact and bigger. Together with our partners, we have created the best possible conditions for a successful IFFA.”

IFFA 2013 will be distinguished by a new, optimised hall concept, the organizers noted.

“For our visitors, the new hall concept means shorter walking distances and an improved overview,” Marzin stated. “Moreover, the impressive ‘Portalhaus’ building forms a new main entrance in the west of the Exhibition Centre. And, last but not least, the new hall concept means we have been able to comply with the long-standing wishes of many exhibitors for more exhibition space.”


Safety, hygiene, traceability, automation and sustainability are important subjects for the meat processing and supplier industries. In particular, ever greater significance is accruing to the question of sustainability. Many ideas and solutions for the efficient use of energy and resources have already been implemented in many parts of the meat-processing and packaging technology sector, and IFFA offers an up-to-the-minute overview of them. The machines and equipment cover the entire spectrum – from slaughtering, via processing, to packaging, the organizers said.

Suppliers of ingredients, spices, additives, casings and packing materials are important partners for butchers and industrial meat-processing companies. Besides product safety, a good feeling for consumer trends is vital in this field. One of the main subjects in the sector is clean labelling – the reduction or exchange of declarable additives, allergens and artificial aromas. Additionally, the trend to ‘Walking Food’ describes the lifestyle and eating habits of younger target groups, for which the spice industry offers suitable concepts – not just for characteristic spicy sauces but also for appealing take-away packaging.



“All market leaders have signed up to present their innovations to an international audience of trade visitors.”

– Wolfgang Marzin, Messe Frankfurt CEO

The range of exhibits offers an overview of the latest products and trends for the butcher’s shop with innovations from the fields of measuring and weighing technology and packaging, not to mention new solutions for purchasing foodstuffs, furnishings and protective clothing, as well as quality, service, catering and party-service concepts. Important subjects for butchers include regionalism, energy efficiency, hygiene, convenience and away-from-home sales. Regionalism has developed into a major trend with numerous consumers rediscovering their region in this age of increasing globalism, and giving preference to regional products and economic activity. 

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A pressure washer is an easy-to-use tool that can make restaurant safety, cleaning and maintenance a breeze.

# Restaurant Risky Business

Critical safety and maintenance item often overlooked.

By Victor Popovics

**RESTAURANTS NEED TO** maintain a certain level of cleanliness just to stay in business. However, all too often there's one part of the restaurant – one of the most important facets of the business – that gets overlooked: the kitchen exhaust duct. In restaurant kitchens, food is usually cooked underneath an air exhaust duct but, in many cases, owners are totally unaware of the importance of cleaning of these exhaust ducts on a regular basis.

Duct cleaning in restaurants is very important for many reasons with fire prevention at the top of the list. Many flammable contaminants, including oil, grease and dust, find their way into the exhaust ducts. Even a small spark, flame, or just heat buildup could be enough to start a catastrophic fire.

Another reason for the necessity of restaurant duct cleaning is the food itself. Clogged ducts can affect temperatures of the cooking surfaces, making them irregular and causing some foods to be undercooked. Heat could also build up in the kitchen, bringing chilled food ingredients up to dangerous temperatures where they could be susceptible to mould, fungus, and bacteria.

Regularly power washing with an

industrial duct cleaner will remove all of the contaminants that can lead to a clogged kitchen exhaust channel. This should be part of a restaurant's regular cleaning schedule, so that it is not overlooked. Generally, duct cleaning in a restaurant every three months is often enough, but optimally it should be done monthly in restaurants that cook high volumes of food, such as those in the fast food category.

Even beyond keeping exhaust ducts clear, it's also important to keep a restaurant facility neat, inviting and aptly valued. But, it can be tough to keep up with certain aspects of cleaning maintenance and upkeep. Some structural areas and features are also more challenging to clean than others – particularly on the exterior where the elements, insects, animals and even mould can wreak havoc. Over time, even cobwebs, dirt, leaves and pollen make a property look old, worn, dingy and less than it's actually worth.

Here's a quick list of other ways a portable power washer can greatly benefit a restaurant facility:

- **Unclog drains:** Many do not realize that instead of calling a plumber and paying handsomely to have a drain line cleared, a pressure washer can

accomplish the same task. A special “sewer jetter” nozzle attachment will safely and efficiently unclog and clean a drain.

- De-grime grout and tile: A power washer with a rotary brush attachment can be very effective for safely cleaning floor tile and grout without damage. Use hot water to clean areas where grease and oil stains need to be cleared out, such as a food space or where cars are commonly parked.
- Clean windows: Nothing diminishes a facility more than




Regularly power washing with an industrial duct cleaner will remove all of the contaminants that can lead to a clogged kitchen exhaust channel.

drab, dirty windows. Window squeegee attachments make the cleaning effort quick and easy. You can use them with soap and water or glass cleaner; either way you will be able to have a sparkling clean window in half the time it would take with a cloth.

- Clean central air ducts: Hiring a professional to clean your central air conditioning ducts, or purchasing an air duct cleaning system, can be expensive...and unnecessary

since a pressure washer outfitted with a special attachment can get the job done. These cost savings will allow you to breathe easy.

- Clear gutters: Keeping gutters unclogged and functional is imperative to prevent water overflow that can cause them to detach and, worse, promote rot and rust to the surrounding structure. A standard garden hose just won't get the job done. A pressure washer with a special gutter nozzle will aptly clear the dirt, leaves and debris in short order...and a ladder need not apply.
- Wash walkways: To de-stain and generally clean flat surfaces like driveways, sidewalks and garage floors, a water broom nozzle allows you to evenly wash the surface...and without causing back ache since you can stand up straight and use it.
- Remove water and muck: Particularly useful in regions where rain and snow create a buildup of water and muck, or when pooled water needs to be drained indoors perhaps from an overfilled planter, flood or plumbing repair, a special “muck scupper” attachment provides for high volume water removal. This rapid response is key to thwart what can be costly moisture-related damage.
- Quick dry: After you've pressure cleaned or removed moisture and muck from an area, or to better prepare a surface for foot traffic so that it's pristine and also safe from slips and falls, an air blower attachment will help you quickly dry out the space.

A pressure washer is an extremely versatile and easy-to-use tool that can make restaurant safety, cleaning and maintenance a breeze. 

*Victor Popovics is the CEO of Ultimate Washer, Inc. He can be reached at [www.ultimatewasher.com](http://www.ultimatewasher.com).*



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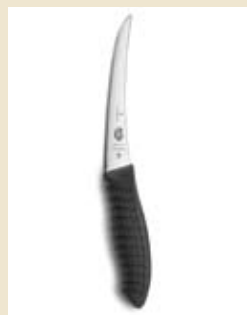
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### New ultra-grip boning knife collection



Introducing a new knife that features a unique handle design to help eliminate hand fatigue. Victorinox Swiss Army worked closely with meatpacking experts to create this revolutionary handle. The Fibrox handle was ergonomically designed to eliminate hand fatigue and features a textured Ultra Grip for superior slip resistance.

- Superflex blade flexes for superior maneuverability
- Fibrox handle with ergonomic grip for comfort
- Textured Ultra Grip handle for superior slip resistance
- Ergonomic handle design for improved control and cutting torque
- Allows for easy multi-grip dagger positions, even when choking down on the blade

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

### Higher-powered X-ray, compact sanitary drum motors, shorter line configurations



Thermo Fisher Scientific Inc., the world leader in serving science, today announced several upgrades for its popular Thermo Scientific Xpert C400 X-ray system for detecting metals and other foreign objects in food. The upgrades include an X-ray source with twice the power of the original model, compact sanitary drum motors and shorter line configurations.

The X-ray power boost makes the system well suited for thicker, denser product and/or higher speed production. The new capability further enhances the unit's leading inspection sensitivity to help food processors meet stringent foreign object detection goals. The system targets a broad range of food applications including challenging wet, semi-frozen products, as well as metalized packaging structures that do not lend themselves to metal detection.

The Thermo Scientific Xpert C400 also features a new compact sanitary drum motor to drive its conveyor. The drum is designed to improve safety and performance, minimize maintenance requirements and simplify sanitation by enclosing all moving parts. Because the drum motor is part of the conveyor framework, the unit takes up less floor space.

The Thermo Scientific Xpert C400 detects metal, glass, dense plastics and other contaminants in packaged food. The system also can analyze an X-ray image to estimate weight and fill or determine whether a packaged item has missing objects. The system's highly sensitive detectors are available in multiple resolutions (0.8/0.4mm), and its suite of algorithms is designed to find small contaminants in complex images with few, if any, false rejects.

Due to its improved design and component quality, the Thermo Scientific Xpert C400 is designed to run around the clock in harsh environments with less maintenance and fewer repairs than other systems. It was internally tested by Thermo Fisher to fully meet IP65 requirements for dust and washdown and operates over a wide 5° to 40° C temperature range. Because of its modular design and built-in remote support capability, technicians can troubleshoot and service the system quickly, minimizing expensive downtime.

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

### New all stainless steel mixer/grinder from Hollymatic



Hollymatic Corporation is pleased to announce that its long-standing Model 180A Mixer/Grinder with No. 52 grinding head is now available as a standard all stainless steel machine. And Hollymatic is offering this tremendous value at no additional charge to its customers. The model 180A has been a workhorse in many establishments for 20, 30 and even 40+ years.

This model 180A Mixer/Grinder provides three critical characteristics in one machine: high speed production, superior mixing capabilities, and an easy to clean design. All of these features add up to a machine that produces a superior grind of meat with little or no risk of cross species contamination. Featuring a 225 pound hopper with a counter-balanced safety interlocked lid, Hollymatic's 180A provides the best in high speed ground meat production. A stainless steel "Figure 8" mixing paddle blends fat to lean faster and easier. A minimum exposed feed screw prevents temperature rise, resulting in an evenly blended mixture that looks better longer.

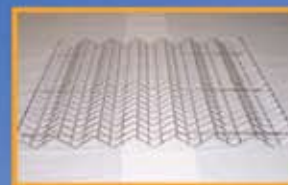
Easy to clean design features in this Mixer/Grinder include a hopper that tilts for easy cleaning and one-tool disassembly of the mixing paddle, interchangeable 32/42/52 grinding heads, and feed screw for sanitizing purposes.

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



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# Disruptive and Expensive

## USDA criticized for latest COOL proposal prior to compliance deadline.

THE UNITED STATES Department of Agriculture (USDA) is drawing criticism from both sides of the Canada/U.S. border over its proposed changes to the country of origin labelling (COOL) program.

The proposed rule would require the origin designations to include information about where each of the production steps (i.e., born, raised, slaughtered) occurred and would remove the allowance for commingling of muscle cuts, the USDA announced March 8.

In June 2012, the Appellate Body of the World Trade Organization (WTO) ruled that the U.S. COOL requirements for certain meat commodities discriminated against Canadian and Mexican livestock imports, and thus were inconsistent with the WTO Agreement on Technical Barriers to Trade.

The U.S. was given until May 23 to come into compliance.

Canadian Agriculture Minister Gerry Ritz said the Canadian government is “extremely disappointed” and may retaliate.

“We do not believe that the proposed changes will bring the United States into compliance with its WTO obligations,” Ritz said in a written statement. “The proposed changes will increase the discrimination against exports of cattle and hogs from Canada and increase damages to Canadian industry.”

“Our government will consider all options, including retaliatory measures, should the U.S. not achieve compliance by May 23, 2013, as mandated by the WTO. We will continue to stand with Canadian cattle and hog producers against unfair country of origin labelling in the U.S.,” he added.

The Canadian Cattlemen’s Association (CCA) said it also believes the changes will not result in COOL complying with the U.S.’s WTO obligations.

“In the CCA’s view, the USDA’s proposed rule, if adopted, will in fact increase the discrimination against imported cattle by adding labelling requirements and eliminating some of the existing mitigating flexibility, thereby significantly increasing the costs of compliance,” the CCA stated.

“The net result is a rule that not only does not comply with the WTO Appellate Body’s findings but will also violate WTO provisions not previously ruled upon. It appears the USDA is pushing this rule through with a shortened comment period in order to implement something, regardless of how ill conceived, before the WTO May 23 deadline for compliance. This tactic not only increases the discrimination against

imported livestock, but also creates additional process and delay at the WTO,” the group added.

American Meat Institute (AMI) president J. Patrick Boyle also criticized the proposal, calling it “disruptive and expensive.”

“Only the government could take a costly, cumbersome rule like mandatory country-of-origin labelling (COOL) and make it worse even as it claims to ‘fix it.’ That’s exactly what they are doing with a new proposed rule that purportedly aims to bring the law into compliance with U.S. obligations under the World Trade Organization,” Boyle said in a release.



“The proposed changes will increase the discrimination against exports of cattle and hogs from Canada and increase damages to Canadian industry.”

– Agriculture Minister Gerry Ritz

“The proposed rule is even more onerous, disruptive and expensive than the current regulation implemented in 2009,” he added. “Complying with this proposal, should it become mandatory, will create more excessive costs that will be passed onto consumers.”

“The bottom line: mandatory country-of-origin labeling is conceptually flawed, in our view and in the eyes of our trading partners. The anti-free trade objectives of this labelling scheme’s proponents are no secret,” Boyle said. “Requiring us now to provide even more information at a greater cost when evidence shows consumers, by and large, are not reading the current country-of-origin information is an ill-conceived public policy option.”

- staff

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



Photo: AMSA

Dr. Louw Hoffman will address attendees of the American Meat Science Association.

### Game meat expert to address RMC attendees

Dr. Louw Hoffman, a leading expert on game meat research, will address attendees of the American Meat Science Association (AMSA) Reciprocal Meat Conference (RMC) on Wednesday, June 19.

Dr. Hoffman, a professor of meat science at the University of Stellenbosch, South Africa describes himself as a meat scientist who specializes on studying the various factors that influence the quality of fresh meat, considering every facet from gate to plate. Since 2000, he has been actively involved in research on meat quality, with a particular focus on meat from exotic animals, such as ostrich and game species.

According to AMSA, he is the only scientist worldwide who conducts research on the quality of African game meat, primarily due to the escalating demand for the meat from those species both locally and globally. Game meat is becoming increasingly popular among consumers seeking healthier, leaner red meat alternatives with distinctive sensory characteristics. Research in this field is of significant international relevance since large quantities of game meat are presently being exported to Europe and various other countries.

Dr. Hoffman, recognized as the world leader on game meat research, has been invited to deliver numerous presentations at the annual International Meat Science Conference (ICoMST), as well as present plenary papers on ostrich meat at the last two World Ratite Congresses.

Dr. Hoffman's research mainly focuses on meat species

unique to South Africa, whose emerging outputs have broad international impact.

"The consumption of exotic species will likely continue to grow both domestically and abroad and research that provides reassurance of the nutritional value, safety, quality and authenticity of such species will increasingly be sought to support this growth," said Dr. Hoffman.

Other keynote speakers for the event include Dr. Temple Grandin and Dr. William Weldon.

For more information, visit [www.meatscience.org/rmc](http://www.meatscience.org/rmc).

### CSAS/CMSA joint conference set for June

The Canadian Society of Animal Science (CSAS) and Canadian Meat Science Association (CMSA) will hold a joint conference June 18 to 24 in Banff, Alta.

The event will include three days of invited and offered presentations by delegates from the scientific community and from leaders in policy and animal agriculture industries.

Among the highlights is a one-day beef sciences symposium sponsored by the Alberta Livestock and Meat Agency titled "Beef from Farm to Fork: A Producer's Perspective."

The conference will take place at Banff Park Lodge. Special rates have been secured for attendees.

For more information, visit [www.csas.net](http://www.csas.net).

### CMC's 93rd conference hits Banff in May

The Canadian Meat Council's 93rd Annual Conference takes place May 29 to 31 at the Fairmont Banff Springs Hotel in Banff, Alta.

Featured speakers include Canadian Food Inspection Agency (CFIA) president George Da Pont, Gowlings food law expert Ron Doering, Betsy Booren of the American Meat Institute, Dr. Randy Huffman of Maple Leaf Foods, and Dr. Rick Holley of the University of Manitoba's food safety department.

Social activities include a barbecue dinner, golf at the Fairmont Banff Springs Golf Course, a brew pub crawl, and a half-day tour of Lake Louise, the most famous glacial lake in the Canadian Rockies and one of the most beautiful in the western hemisphere.

A block of rooms are available at the Fairmont Banff Springs Hotel for a reduced conference rate, from \$309 per night. To reserve a room, contact the Fairmont at 1-800-441-1414 and refer to the Canadian Meat Council to receive the conference rate.

To register for the event, visit [cmc-cvc.com](http://cmc-cvc.com).

# Upcoming Events

## May 2013

4 – 9  
IFFA  
Frankfurt, Germany  
iffa.com

14 – 16  
PackEx Toronto  
Toronto Congress Centre  
Toronto, Ont.  
canontradeshows.com

28 – 30  
Processed Meat Manufacturing  
Course: Products, Ingredients  
and Calculations  
Guelph Food Technology  
Centre  
Guelph, Ont.  
gftc.ca

29 – 31  
Canadian Meat Council's 93rd  
Annual Conference  
Fairmont Banff Springs Hotel  
Banff, Alberta  
cmc-cvc.com

31  
Processed Meat Manufacturing  
Course: Fermented Sausage  
Guelph Food Technology  
Centre  
Guelph, Ont.  
gftc.ca

## June 2013

4 – 6  
NAMA Centre of the Plate  
Training Plus  
Texas A&M University  
College Station, Texas  
meatassociation.com

16 – 19  
Canadian Poultry and Egg  
Processors Council Annual  
Conference  
The Fairmont Banff Springs  
Banff, Alta.  
cpepc.ca



*TheFoodNewz* is an on line events calendar created by Debra Bradshaw of Zep Food & Beverage Division. To find out more about the events listed in this magazine visit [thefoodnewz.com](http://thefoodnewz.com). If you know of events not listed please email Debra directly at [zeprep@rogers.com](mailto:zeprep@rogers.com).



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# Trust and Communication

Examining the relationship between poultry farmers and processors.

By *Ronnie P. Cons*

**THIS ARTICLE WILL** address how to enhance the relationship between the poultry farmer and the processor/distributor to whom he supplies the chickens grown on his farm. Before we can start this discussion we must first describe the Canadian supply management system for the poultry industry.

Canada's chicken industry is regulated by a supply management system that was established in Canada in the 1970s through federal and provincial legislation to make sure that farmers produce the right amount of safe, quality chicken meat to meet consumer demand.

It's simple supply and demand. When the supply exceeds the demand, the price drops to encourage the increased sale of chicken. This, of course, hurts the farmer as well as brings uncertainty to the marketplace. On the other hand, when supply is too low, processors compete for supply, bringing prices up for the consumer. Thus, supply management was implemented to help guarantee to processors and consumers a consistent supply of high quality chicken at stable prices and to protect the farmer.



The more consistent the production methods used, the more consistent the quality and quantity supplied to the processor.

Farmers, processors, and restaurant trade members from across Canada regularly meet to forecast market demand and then to set production levels. Each province receives a percentage of the total estimated production. Finally, in each province, the marketing board distributes the quota among farmers and processors.

This means that the poultry processor needs, and is dependent upon, an expected quantity of meat from their contracted poultry farmer suppliers. In addition, the processor is dependent upon receiving a certain quality of chicken from the farm. Thus, the processor expects and often demands that the farmer abide to certain consistent standards and practices so that the quality and the specifications of the delivered chickens meet their and the end consumers' expectations.

The processor does not want, and cannot afford, any

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surprises as they are supply-driven by their distributor accounts and the supply management system. Thus the distributor expects that certain standards and government regulations are followed concerning such issues as hatching the eggs, humane treatment of the chicks, feed quality and quantity, disease control, living environment, and transportation of the chickens to the processor. The more consistent the production methods used, the more consistent the quality and quantity supplied to the processor.

Of course, the processors' inspection of the supplied product will help maintain the quality of the product as the farmer will be afraid to provide an inferior product. But fear of losing business or a distributor is not the only way to increase quality.

There are "soft" behavioral strategies that can be implemented to increase the consistency of the quality and quantity of the supply to the processor:

- 1) Channels of communication should be opened and maintained between the farmer and the processor. The farmer should be made to feel free to call and report any surprises or problems that may affect future quality or quantity. The processor should let the farmer know that he will not be penalized for doing so, but will actually be rewarded with appreciation and possibly help to solve the problem. Hence, any problems will be reported early to the processor allowing the processor to potentially avoid any costly supply or quality problems.
- 2) Social events and contributing to similar charities and local needs will lead to a closer and more trusting partnership-oriented relationship which will encourage the supplier to maintain higher quality.
- 3) Trust and appreciation must be enhanced. Farmers must be made to feel that the processor trusts them and appreciates their work in raising the chicks. They will, again, feel more like partners with the processor and be encouraged in their work. Positive reinforcement does not only work on children and individuals – it also encourages better results for a whole farming operation. No chicken farmer likes to feel just like some 50th supplier to a large processor. They want to

feel important and considered as the average farmer is very attached to his work and the environment and considers his work as very important.

If there would be a general breakdown in trust, this would lead to a vertical integration movement where farm-to-plate would be more the ideal. This system involves the management of the whole system from hatching eggs to distribution by one firm. Some firms choose this option to maintain control on the quality and quantity of the chicken product.

Still, in Canada, we see that thousands of family run farms have supplier relationships with processors. This partly reflects the reality that a certain satisfactory level of trust and dependability of supply exists between the Canadian poultry farmer and the processor. Yet, all is not perfect, and steps should be taken when possible to increase the level of trust, communication and respect between the supplier and the processor. <sup>M</sup>

*Ronnie P. Cons is the executive vice-president of C&C Packing Inc., a leading Canadian meat and poultry distributor. He can be reached at 514-461-5202 or rcons@ccpacking.com.*

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## Guelph Food Technology Centre merges with NSF International

The Guelph Food Technology Centre (GFTC), a Canadian leader in food safety certification, is merging with NSF International, the world's largest food safety certifier, creating a food safety organization that will support the international growth of Canadian multinational food companies.

The organization will now be known as NSF-GFTC. The NSF-GFTC team and location will remain in Guelph, Ont. NSF-GFTC can now export Canadian food safety expertise to other countries utilizing NSF's global infrastructure, as NSF International operates in more than 150 countries.

NSF-GFTC clients will now have access to a wider range of technical resources to develop new products and meet global food safety standards, which incorporate sustainable practices. Clients will also have the support of a global network of associated laboratories in Europe, China, the U.S. and Latin America.

Currently, NSF-GFTC offers more than 180 training courses, with a focus on food safety, regulatory and HACCP, including its Global Food Safety and Quality Benchmarked Standards series. These courses support NSF-GFTC's designation as a Licensed Training Center for SQF (Safe Quality Food) and its Approved Training Establishment status for BRC (British Retail Consortium). The combined food safety certification expertise includes NSF as the North American leader in certifications to Global Food Safety Initiative (GFSI) benchmarked standards, and NSF-GFTC, the largest Canadian certifier to SQF that also certifies to CanadaGAP, further expanding NSF's agriculture services.

"The globalization of the supply chain creates a need for global solutions. Adding GFTC's food safety expertise to our global food division will enable us to expand services to Canadian and multinational companies to help strengthen their food safety practices and stay competitive," NSF International president and CEO Kevan P. Lawlor stated.

Proceeds from the merger will establish GFTC Legacy Inc., which will provide for University of Guelph undergraduate scholarships, cooperative education and internship opportunities; programs to help improve innovation for food processors; scholarship trusts for future Canadian food technologists; and GFTC member training reinvestment support.

## Government launches independent review of XL Foods outbreak

The Government of Canada in February appointed a panel to review the XL Foods E. coli O157:H7 outbreak that last year led to the largest beef recall in Canada's history.

The independent review will examine the events, circumstances, and factors that contributed to the outbreak. It will also consider whether the Canadian Food Inspection Agency (CFIA) or XL Foods Inc. could reasonably have detected the contamination prior to beef products entering the marketplace, and review the effectiveness of the response of the CFIA.

The review team includes recognized scientific, public health, and industry experts: chair Dr. Ronald Lewis, Dr. Ronald Osborne, and Dr. Andre Corriveau.

Lewis served as British Columbia's chief veterinary officer and director 1999 to 2009. He is also chair of the editorial committee of the Canadian Veterinary Medical Association.

Corriveau currently serves as the chief public health officer of the Northwest Territories' health and social services department. He is an adjunct professor at the University of Calgary's faculty of medicine, as well as a clinical professor at the University of Alberta's school of public health.

Prior to retiring, Osborne, was vice-president of quality assurance of food safety for Caravelle Foods, and he continues to offer consulting services to the food and supplier industries. He has taught students at the University of Guelph, conducted research on carcass evaluation, grading, meat quality, and processing, and twice spent time at the Institute of Food Technology in Campinas, Brazil, working on developing beef and pork grading systems.

Based on the findings and conclusions, the team will make recommendations, within the existing resources of the CFIA, to strengthen prevention strategies and regulatory oversight. The final report and any recommendations will be made public once completed.

## Former ag minister Whelan dies at 88

On Feb. 19, former Federal Agriculture Minister Eugene Whelan died at the age of 88 from complications of a stroke.

Current Agriculture Minister Gerry Ritz offered his condolences on Whelan's passing in a statement the following day.

"A proud South-western Ontarian, Eugene was a strong voice for Canadian farmers for decades, serving in both municipal and federal politics," Ritz said. "As Canada's agriculture minister and in his trademark green Stetson, Eugene was planted firmly on the side of farmers. His more than ten years as Agriculture Minister serve as a clear testament to the passion and dedication he brought to the job every day.

"I am privileged to continue Mr. Whelan's efforts in putting farmers first, because as Eugene would agree, a strong farm gate is the backbone of our economy," continued Ritz. "Our thoughts and prayers are with the Whelan family during this time."



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Whelan was Canada's agriculture minister from 1972 to 1979, and again from 1980 to 1984.

### Chicken Farmers of Canada recognized for food safety program

Chicken Farmers of Canada (CFC) was awarded with full federal, provincial and territorial government recognition for its On-Farm Food Safety Assurance Program (OFFSAP) at its recent annual meeting in Ottawa.

OFFSAP is a comprehensive program involving a producer manual that promotes the production of safe food at the farm level and adheres to Hazard Analysis Critical Control Point (HACCP) principles as defined by Codex Alimentarius and a management manual based on ISO (International Organization for Standardization) standards.

"On behalf of the Harper Government I would like to congratulate the Chicken Farmers of Canada for the successful implementation of this food safety program," Agriculture Minister Gerry Ritz stated in a release.

Ritz noted CFC received the first ever letter of recognition under the federal/provincial/territorial On-Farm Food Safety Recognition Program (OFFSRP), a process to review, assess, recognize and monitor the technical soundness and administrative effectiveness of on-farm food safety systems developed and implemented by Canada's national producer organizations.

To qualify for the recognition, national industry organizations must assess their food safety practices against the HACCP principles and submit their food safety program to the CFIA for technical review. Once the food safety program is implemented, audited and assessed, the CFIA grants the recognition. The CFIA conducts ongoing maintenance reviews of the national industry organization's food safety program to ensure it continues to meet the requirements of the OFFSRP.

CFC's OFFSAP was the first commodity program in Canada to receive Phase I technical recognition in 2002 and the second commodity program to receive Phase 2 technical recognition of its management system in 2006. Currently, over 96 per cent of Canadian chicken farmers are certified on the OFFSAP.

### Carl Buddig & Company names new Canadian sales manager

U.S.-based lunchmeat manufacturer and marketer Carl Buddig & Company recently named Marlon Villanueva, of Mississauga, Ont., as its new Canadian sales manager.

Villanueva will report to John Vigna, vice president of sales, and will oversee sales, marketing and brand management for the company's Buddig and Old Wisconsin product lines in Canada. He replaces Robert Luce, who is retiring after 25 years.

Previously, Villanueva managed a portfolio of brands in successive management positions with leading natural and specialty food distributor Tree of Life Canada. At Buddig he will focus on leveraging the company's extensive, coast-to-coast distribution network to grow product sales through retail grocery stores, warehouse clubs and other key accounts.

### A&W named one of Canada's Best Managed Companies for 10th straight year

Fast food chain A&W Food Services of Canada has received recognition as one of Canada's Best Managed Companies for the tenth year in a row.

The Canada's Best Managed Companies program is sponsored by Deloitte, CIBC, National Post, and Queen's School of Business.

"We believe that there are three vital building blocks to sustainable growth: strategy, capability, and commitment; A&W Food Services of Canada Inc. has demonstrated it is a model of success in all three areas and is duly recognized as one of Canada's Best Managed Companies," noted Deloitte partner John Hughes.

By requalifying, A&W shares Platinum Club member status with an elite group of outstanding Canadian companies.

"Companies that have earned Platinum Club status in Canada's Best Managed Companies program have shown a strong sense of vision and demonstrated a continued commitment to their corporate values," stated CIBC executive vice-president Jon Hountalas. "Platinum Club winners are examples of excellence in Canadian business."

A&W is the nation's second largest hamburger restaurant company with 770 locations coast-to-coast. The company is 100 per cent Canadian-owned.

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Flame tunnels such as Unitherm Food Systems' Tunnel of Fire also include a dispensing unit that sprays browning and flavouring agents such as liquid smoke or other seasonings onto products as they enter the tunnel.

# Flame Pasteurizing Sizzles

A breakout solution for pathogen control increases shelf life and productivity of RTE meats.

By Ed Sullivan

**TO ACHIEVE THE** needed food safety and cooking efficiencies, many meat and poultry items such as hams, turkeys and chickens are today cooked in a pouch or bag, using water or steam, and then chilled. However, when processors need to add colour, texture or flavourful seasonings to these items, in order to satisfy consumers' taste preferences, additional post processing is required. The question is, what is the best way to attain those desired effects and also maintain extended shelf life?

The answer for many processors today is a breakout technology that can roast, flavour, sear and colour meat and poultry while also providing the needed surface pasteurization to significantly extend shelf life – the “tunnel of fire” pasteurizing and flash roasting system.

Using the flame tunnel, processors simply take the cooked and chilled whole poultry or meat products from the chiller and place them on a belt that moves the products through an enclosed flame that will colour, sear

and surface-pasteurize the products so they are ready for immediate packaging. Because of the speed of the process – normally 30 to 60 seconds – complete surface pasteurizing and searing is achieved, yield loss is minimal and a long shelf life is ensured.

Flame tunnels such as Unitherm Food Systems' Tunnel of Fire also include a dispensing unit that sprays browning and flavouring agents such as liquid smoke or other seasonings onto products as they enter the tunnel. This allows the colour, texture and flavour of delectable products such as barbeque rotisserie-style chickens and honey-roast hams to be easily and consistently controlled.

Using this flash roasting and pasteurizing process, finished products maintain their cool core temperatures, and can be immediately packaged for distribution. This eliminates food safety problems that can occur when products are cooled in the open air prior to packaging,

which exposes them to cross contamination that can limit shelf life to a few days rather than weeks.

### Shelf life of 40+ days

Roasted chicken provides a good example of how the right flame roasting and pasteurizing process and equipment can meet customers' taste preferences while also extending shelf life.

Comercializadora Andina SA of Santiago, Chile produces a line of foods sold to supermarkets, including chicken, beef and other meats, plus a ready meal line that is mainly provided for the Chilean School Feeding Program.

One of the company's primary products is roasted chicken, which is sold to supermarkets throughout the country at the rate of about 80,000 units per month. Eduardo Carvajal, Comansa operations manager, says that providing these chickens in a rotisserie style and an assortment of seasonings has enhanced sales and also offers other benefits.

"We cook the chicken in bags in a steam tank for about three hours, then chill it in the same unit," he explains. "Afterwards we put the chicken through the Unitherm Tunnel of Fire to keep surface pasteurizing, and get the colour and develop the seasonings. This is all done in just 30 to 35 seconds."

Carvajal says that using the flame tunnel provides important benefits besides the assurance that each chicken is exposed to the air for only seconds before it is surface pasteurized and put in retain bags immediately afterwards, ensuring that it will remain safe.

"The colouring process of the flame tunnel is very important because our customers prefer that finish rather than a plain white colour," he explains. "Also, the



+

"The colouring process of the flame tunnel is very important because our customers prefer that finish rather than a plain white colour."

— Eduardo Carvajal, Comansa operations manager

same equipment enables us to provide a variety of seasonings, including spicy, barbeque, butter and sweet flavours."

One of the most important benefits of the flame pasteurizing process is the extended product shelf life. While many roasted chickens have a typical shelf life of about three days, Carvajal's is considerably longer.

"After we ship the chicken, we are certain of a shelf life of 42 days," Carvajal says, "and that is an important reflection of our high standards."

### Speeding throughput

Luka Meats of Vilvoorde, Belgium has offered an elegant variety of cooked hams, including smoked, roasted, extra lean hams and Strasbourg meat loaves since 1970.

Until recently, the hams and Strasbourg loaves were pasteurized, browned and seared by hand, using a hand-held torch, but handling 1,200 hams and 300-400 loaves per week was just too time consuming.

"We used to spend an average of two hours a day finishing these products by hand," says Thomas Leemans, Luka Meats

founder and owner.

Recently Luka Meats automated its pasteurizing process with a Unitherm Tunnel of Fire flash roasting system.

"This new equipment makes quite a difference in productivity," Leemans explains. "We now save approximately 60 per cent of the time it used to require to brand our products by hand, as well as considerable labour." **M**

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

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## ALBERTA

### Maple Leaf to upgrade Lethbridge pork plant

Maple Leaf Foods is partnering with the Alberta Livestock and Meat Agency (ALMA) to upgrade its pork facility in Lethbridge to create a more efficient processing environment. The facility will receive an investment of over \$2.5 million.

Currently the plant processes over 1,300 hogs per day, most of which are bound for Japan and other international markets. This facility and equipment upgrade allows Maple Leaf to increase that number to 1,500.

The equipment upgrades include a new carcass cooler and modifications to the processing environment that will bring it in line with the current receiving and slaughtering capacity.

The increase would represent an additional demand of at least 45,000 hogs a year. According to ALMA, Alberta pork producers stand to gain, as the plant is already a large buyer of pork in the Lethbridge area.

## SASKATCHEWAN

### Taiwan lifts poultry ban

As of Feb. 1, Saskatchewan poultry producers now have access to Taiwan, a lucrative market that's value increased 84 per cent from 2007 to 2011, Agriculture and Agri-Food Canada recently announced.

Taiwan is Canada's fifth-largest export market for poultry and poultry products, importing \$77.4 million in 2007 and \$142.4 million in 2011. Canadian poultry exports to Taiwan have increased 147 per cent between 2007 and 2012, reaching \$22.2 million in sales between January and November 2012.

Taiwanese authorities have lifted the ban that was imposed on Saskatchewan poultry and poultry products following the detection of Notifiable Avian Influenza (NAI) in September 2007. Saskatchewan has been recognized as NAI-free since 2008 based on the World Organisation for Animal Health (OIE) requirements, and Canada has been advocating for trade to resume with Taiwan based on this science. The rest of Canada continued to have access during this time period.

## MANITOBA

### Granny's Poultry set to conduct new research and product development

Granny's Poultry Farmers Cooperative, Manitoba's largest poultry processor, on Feb. 14 announced a new cooperative relationship with Red River College's new Paterson GlobalFoods Institute. The cooperative's \$200,000 investment in the institute is the single largest donation it has made in its 50-year history.

By working closely with the college and conducting independent research in its own space in the college's new downtown Winnipeg institute, Granny's Poultry said it hopes to expand its offering of unique chicken and turkey products, such as its Ginseng-Fed Chicken and Omega 3-Infused Turkey, which were unveiled in recent years.

The co-op noted a valuable link between industry and education will be created when its team starts working alongside the college's Culinary Arts, Hotel and Restaurant Management, Professional

Baking and Apprenticeship staff and students in March.

"Our objective is to make poultry an everyday protein as part of a healthy diet, and get people using all parts of the bird," Granny's CEO Craig Evans stated. "Our research goals are to help families and organizations find practical meal solutions while working within a budget. This includes creating unique recipes and menu ideas, utilizing different flavors and also developing customized meal plans for busy families and people with health concerns or dietary restrictions. Our hope is that by partnering with RRC and tapping into the creativity of its students, we will be able to bring these ideas to life."

Owned by 184 member farms, Granny's Poultry annually sells 14 million kg of turkey across Canada and 25 million kg of chicken in Manitoba and Saskatchewan.

The Paterson GlobalFoods Institute is located in the recently renovated Union Bank Tower, a national historic site located in downtown Winnipeg's Exchange District.

## ONTARIO

### Ontario doctors want ban on antibiotics for livestock growth

A new report by the Ontario Medical Association (OMA) is calling on the provincial and federal governments to ban the use of antibiotics to promote livestock growth.

The report, titled *When Antibiotics Stop Working*, said antibiotics are not as effective as they once were because bacteria are adapting to them.

"Patients are at risk of becoming sicker, taking longer to recover and in some cases dying from previously treatable diseases. Data shows that we can reduce antibiotic resistant bacteria when the use of antibiotics is modified," OMA president Dr. Doug Weir stated.

Among the report's recommendations are the institution of a veterinary "prescription-only" standard of access to antibiotics for animals, and an amendment to the Food and Drugs Act to close the "own use" loophole that allows farmers to apply antibiotics to animals "en masse without surveillance or regulation."

The Canadian Cattlemen's Association (CCA) and Beef Cattle Research Council (BCRC) said there are several misconceptions and myths about beef cattle and antimicrobial resistance in the report.

Responsible antimicrobial use plays an important role in the CCA's Verified Beef Production (VBP) program, a verified on-farm food safety program for beef cattle recognized by the Canadian Food Inspection Agency, the BCRC noted on its blog.

BCRC said the drugs most widely used by the Canadian beef industry are never used in human medicine. The group said that eliminating antimicrobial use in beef production will have clear negative health consequences for cattle with no obvious benefit for human health.

The CCA and BCRC said they support the Public Health Agency of Canada's antimicrobial resistance surveillance efforts and activities through the Canadian Integrated Program for Antimicrobial Resistance Surveillance (CIPARS).

### Rendering facility receives \$6M government investment

Atwood Resources is receiving a federal investment of over \$6 million under the Slaughter Waste Innovation Program (SWIP)

to help Specified Risk Material (SRM) handling costs at its rendering facility in Atwood, Ont.

The project involves the purchase and installation of a gasification system that is expected to generate both savings and new revenue for the company by reducing the cost associated with the handling and destruction of SRM. It will also result in savings from lower natural gas consumption by co-generating energy to run the plant.

The program invests up to \$40 million to support the study, development and adoption of innovative technologies or processes that help reduce processing costs or generate profits through the use or elimination of SRM. It serves as a catalyst for increased investments in new technologies and processes in Canada's beef value chain.

**QUEBEC**

**Colabor Group acquires Cargill beef distributor**

Quebec company Colabor Group Inc. has purchased "substantially all" of the assets of T. Lauzon Ltd., a distributor of Cargill beef brands in Ontario and Quebec, for approximately \$15 million.

T. Lauzon, which distributes Cargill beef brands such as Angus Pride and Sterling Silver, is a well-known and established distributor in Quebec with a 68,000 square foot federally approved plant located in Montreal.

"The strategic acquisition of T. Lauzon positions Colabor as a leader in protein products in Quebec and provides a strong platform to increase our presence in Ontario" stated Claude Gariépy, Colabor's president and CEO.

**Famous Montreal deli's smoked meat moves into supermarkets**

Montreal's "world famous" Schwartz's deli is making a move into supermarkets. The 80-year-old institution announced Feb. 28 its smoked meat is now available in IGA supermarkets in Quebec.

The popular product is sold as four vacuum-sealed 125-gram bags of pre-cooked smoked meat for \$10.99. It is available exclusively at IGA and Sobeys stores Quebec.

"The idea to market our smoked meat came from our customers. Many of them travel great distances to eat at Schwartz's and often asked us if we could make it more accessible," Martin Sara, VP of administration at Schwartz's, stated in a release.

"Our companies are both passionate about food and are dedicated to better meeting customer needs," added Yvan Ouellet of Sobeys Quebec. "We are very proud to exclusively offer this unique product whose reputation is second to none."

Sara is part of a group of investors that bought Schwartz's last year for \$10 million. Also in the group are Canadian songstress Celine Dion, her manager-husband Rene Angelil, Sara's brother Eric, Montreal entrepreneur and restaurateur Paul Nakis, and his granddaughter Anastasia Nakis.

When the new owners bought the cramped 61-seat restaurant, purists worried that an expansion was inevitable. The owners, however, said at the time they have no plans to franchise the deli.

Schwartz's has been serving up the same smoked meat recipe on St. Laurent Boulevard since 1928. The lost-in-time hotspot, popular with tourists and locals alike, has been the subject of a book, a documentary and even a stage musical. It is also known for its celebrity clientele, which over the years has included Jerry Lewis, the Rolling Stones, and hockey legend Guy Lafleur.

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# Foodborne Illnesses

Securing your facility against growing and global pest threats.

By Alice Sinia

**OVER THE PAST** 20 years, the food processing industry has seen a number of changes.

Globalization of the supply chain is one of those changes. While globalization provides opportunity to expand and grow your business, a greater number of variables in your supply chain also provide more opportunity for pests to compromise food safety and quality – two consumer demands that have remained constant.

Pests can compromise food safety indirectly by transmitting foodborne disease causing pathogens or directly by contamination through allergens and irritants spread by hairs, feathers, skin or other body parts.

Flies, cockroaches, rodents and birds are the primary threats to food safety:

- Flies transmit more than 100 known pathogens, including E. coli, salmonella, staphylococcus and shinglla.
- Rodents carry salmonella in their intestinal tracts, and can contaminate food through bacteria in their saliva, droppings or urine.
- Cockroaches carry a number of micro-organisms and allergens that can cause foodborne illnesses such as diarrhea and dysentery. Cockroaches typically pick up these micro-organisms by walking into contaminated environments and then spreading them to food directly or onto food preparing surfaces.

It is essential to protect your supply chain against any potential foodborne illness outbreak. An effective pest management plan can fortify your defenses against the potential for pest-carried contamination or disease. The best method for doing this is through an integrated pest management (IPM) program.

IPM uses a series of proactive methods and techniques to prevent pest issues, in an environmentally responsible and low impact way. If you do not already, work with your pest management partner to provide training to your staff, establish proper sanitation practices and implement preventive pest management practices to strengthen your supply chain.

If you have an IPM program in place, take time to review the specifics with your pest management partner to make sure it is as efficient and effective as possible.

## Invest in your staff

Your staff is the biggest asset in preventing pest-related issues in your facility. As the eyes and ears of your processing line and first line of defense, they can be the most effective preventive measure you can implement into an IPM program.

Your pest management partner is well versed in pest



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etymology and ecology so educate and empower your staff through IPM training sessions. A few topics for him or her to address may include incoming and outgoing shipment inspections, good storage and housekeeping practices, pest activity monitoring and identification, and basic pest biology.



Your pest management partner is well versed in pest etymology and ecology so educate and empower your staff through IPM training sessions.

Most importantly, if any signs of damage, pest activity, or pest themselves are found, staff should notify management immediately so that appropriate steps and corrective action can be quickly implemented immediately.

#### Stay clean

IPM relies heavily on sanitation for the overall success of the program. Your pest management partner can establish proper sanitation practices to alleviate pest concerns in your processing facility.

Basic practices such as routinely cleaning shipping


and receiving areas, sanitizing food preparation and packaging surfaces prior to use, establishing regular deep clean schedules, and monitoring storage areas for buildup of debris and food spills, can greatly help in preventing pest activity.

A clean work environment eliminates hiding places and feeding spots for pests.

#### Be proactive

Develop a cooperative relationship with your pest management partner. The closer both of you are to your facility's unique conditions and needs, the more successful your IPM program will be. Through regular inspections and communications, your program will be seamlessly integrated to your facility's day-to-day operations.

Furthermore, an open partnership will lead to an effective and efficient IPM program. A few proactive measures to consider for your facility are electronic reporting and scanning devices, ultrasonic technology and electronic trap monitors. Implementing technology in your IPM program allows you to work smarter, not harder, while providing the convenience and accuracy of electronic documentation.

Finally, speak with suppliers to determine how they monitor for pest activity and their pest preventive plan of action. Working with your suppliers and customers, and through implementing an IPM program, can help ensure a safe food product from farm to table. 

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*Alice Sinia is a quality assurance manager – regulatory/lab services for Orkin Canada focusing on government regulations pertaining to the pest control industry. For more information email Alice Sinia at [asinia@orkincanada.com](mailto:asinia@orkincanada.com) or visit [www.orkincanada.com](http://www.orkincanada.com)*



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# Agri-Business Succession

A train coming down the track.

By Marilyn Braun-Pollon

**WHERE HAVE THE** years gone? It's a question we often ask ourselves. The topic of saving for one's retirement and the baby boomer generation that is fast approaching has been getting a lot of media attention lately. If you find yourself in this group, you are probably questioning whether you are ready for retirement. Do you have a formal succession plan for your agri-business?

If your answer is no; you are not alone. The Canadian Federation of Independent Business (CFIB) recently released a report, *Passing on the Business to the Next Generation*, which estimates a massive transfer of Canadian small business assets in the next decade – worth at least a trillion dollars, but only nine per cent of business owners have a formal, written succession plan.

Not unlike other sectors, the aging Canadian population will significantly impact the agriculture landscape. Since, according to Statistics Canada's 2011 Census of Agriculture, the average age of Canadian farmers is 54 years old, we are expecting a large, fast-moving train of retirements to hit the agriculture sector in the next 10 years. In a survey conducted among CFIB agri-business members, 66 per cent of farmers with a plan to exit their business expect to retire in this timeframe.

So how prepared are farmers? When CFIB asked its farm members whether they have a succession plan to sell, transfer or wind down their business, nearly half (47 per cent) say they do not have a succession plan, 40 per cent have an informal succession plan, and only 13 per cent say they have a formal, written plan.

The top reason farmers say they do not have a business succession plan is that it is too early for them to make plans, followed by having no time to plan, succession planning is too complex, and some don't even want to think about leaving their business.

Those who have made succession plans have identified several barriers to planning, including business valuation, finding a buyer/suitable successor, conflicting business vision of family members, and access to cost effective business advice.

Given the train of retirements coming down the track, how do we encourage the next generation of entrepreneurs to enter the agriculture sector? A key part lies in making sure existing agri-businesses are prepared with a formal succession plan. CFIB research shows that business owners need to start planning earlier for succession and include proper professional advice where possible. The good news is there are also many professionals specializing in succession (accountants, legal advisors, consultants) and tools available to help in the development of a succession plan. These advisors can help develop the "how to" for solving common issues related to succession planning among family businesses, including family farms. Financial institutions can also play a role by adopting

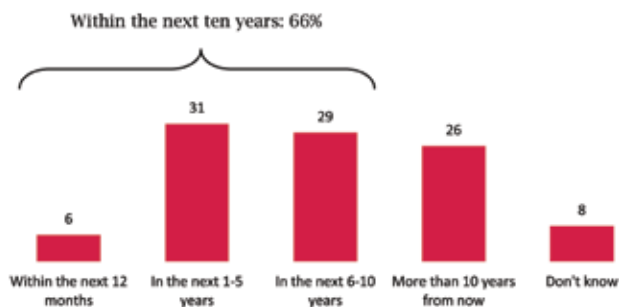


more flexible lending practices that take into consideration the financing needs related to business succession.

The second part lies in government policy which can help remove the barriers to entry and growth. While we recognize there is little governments can do to solve many of the global market issues facing farmers, they can certainly take steps to improve the regulatory and tax environment. The Lifetime Capital Gains Exemption (LCGE) is a very important tax measure because for many business owners, the sale of their business is their retirement income. The LCGE threshold was increased from \$500,000 to \$750,000 in 2007. We are counting on the Harper Government to live up to its 2008 election

## Plans to exit business

*Approximately when do you plan to exit (sell, transfer, wind-down) your business? (Asked among those who have a plan to exit their business) (% response)*



Source: CFIB, Business Succession Planning Survey, Agri-business results, Mar. - May 2011, 602 survey responses

commitment to index the LCGE to inflation. Unlike those working for government, very few small business owners have a pension and instead rely on the value of their business to help fund their retirement. Let's hope we see some progress on this issue in the 2013 federal budget.

Attracting new entrepreneurs to agriculture and the successful transfer of Canadian farms to the next generation of producers is one of the most important issues facing the industry today. The key is to get started. If handled properly, there are great opportunities to be realized for current agri-business owners, the next generation of entrepreneurs, their employees, and for the Canadian agriculture sector as a whole. **M**



*Marilyn Braun-Pollon is vice-president, prairie and agri-business with the Canadian Federation of Independent Business (CFIB), Canada's largest association of small- and medium-sized businesses. She can be reached at [mssask@cfib.ca](mailto:mssask@cfib.ca).*



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No matter what colour-coding plan is implemented, Remco Products from The Yes Group provides significant added value at no additional cost. From scoops to squeegees, from brushes to shovels, we have the products and the colours to enhance any professional quality assurance program.

**2013**  
**MEAT INDUSTRY EXPO**  
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# REMCO

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