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September/October 2014

Meat Business

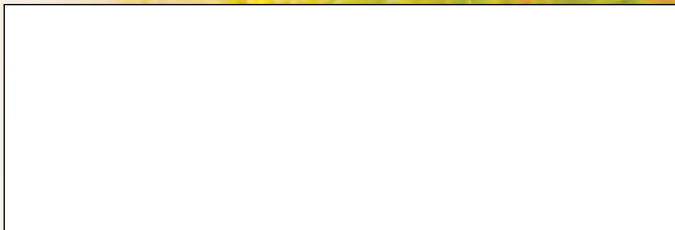
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Burger Wars

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A Brief History of Canadian
Meat Processing – Part 1

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6

COUNTRY OF ORIGIN

18



22



30

In this issue

September/October 2014

- 5** Is Back to Basics the Way Forward?
by Cam Patterson
- 6** A Brief History of Canadian Meat Processing
by Scott Taylor
- 8** Olds College Contracts Experts to Drive Agri-Business Cluster, Asset Development
- 10** New President of International Association for Food Protection Announced
- 11** Canada Hungry for Aussie Beef?
- 12** CPC Discusses Korea FTA
- 12** Animal Health Week emphasizes responsible use of antibiotics
- 14** Burger Wars
by Scott Taylor
- 18** COOL Getting Hot Again
by Cam Patterson
- 20** Restaurants Canada Supports TFWP Reforms
- 21** North American Pork Industry Leaders Meet to Discuss Trade
- 22** Pre-Injury Reporting Practical advice on how to reduce the level of repetitive stress injuries in pork processing plants
by John Niemic
- 24** Canada's Free Trade Needs Some Work
by Dan Kelly
- 25** MythCrusher Videos Address Common Misperceptions
- 26** IAFP leading food safety conferences globally
- 27** New App takes the mystery out of buying and cooking beef
- 28** CETA with a Little Less Sugar
by Cam Patterson
- 30** Book Review "Defending Beef"
by Cam Patterson



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Is Back to Basics the Way Forward?

By Cam Patterson, Digital Media Editor

IN THE JULY/AUG issue of *Canadian Meat Business*, we focused on Beef Sustainability, the grass roots movement to reduce our carbon footprint and enforce humane animal handling from farm to retail. Add to that Verifiable Beef Product's announcement to introduce new modules based around the sustainable framework and the Growing Forward 2 campaign and this has grown into a multi-billion dollar paradigm change in Canada alone.

Public demand for more ethically and ecologically responsible supply chain systems have pushed the industry into action for its products being sold through fast food and grocery store chains. As a result, the large meat processors and distributors watch as their stock valuations rise or fall depending on the image of their sustainable awareness. Make no mistake this path to better tasting meat, safer practises and a more holistic food supply is a long overdue overhaul of our industry. This now raises two important questions - can this de-industrialized path sustain us for the long run? Are we moving too far left in this endeavor?

The switch to free range and grass fed livestock is well intentioned and makes us feel better about the animals' health and quality of life. Yet nearly a third of the earth's ice-free land surface is already devoted to raising the animals we either eat or milk. Roughly 30% of the crops we grow are fed to animals. The latest UN Food and Agriculture Organisation reports suggest livestock are responsible for 14.5% of man-made greenhouse gas emissions - the same amount produced by all the world's cars, planes, boats and trains. Deforestation in favor of pastures will increase carbon emissions, and increased livestock production will raise methane levels and wider fertiliser use will further accelerate climate change. Bottom line is we just don't have the free space or free ozone to produce the free range meat with the demand we're facing, even by reduced meat eating ratios.

Some farms opt for corn feed mixes and even though that could be more eco-friendly, corn is singled out as the culprit for the rise in various forms of cancer. The overuse of this crop that is just another side effect of a burgeoning food industry reaching for quick solutions to keep up with billions of mouths to feed.

With the recent Russian ban we've been reminded we need exports to keep our industry out of the red. The COOL debacle and the effect that will have on the Canadian industry is still being litigated, but it represents a credible threat to our exports. If we add to that the free range, sustainable concept, is it possible to fulfill the quota and keep our industry profitable? Pork producers are still reeling from PEDv but at least the chicken and turkey producers continue to be favored by nutritionists and dieticians. All in all, the balancing act is a tough one.

That being said, there is a positive side to this issue. Canada's meat industry has among the highest processing and humane farming standards in the world combined with some of the best bio security on the planet. We are leading the sustainable charge and we're at the forefront with the Cattle Genome project and countless other sciences. All we're really talking about here is how to traverse the line between perception and practicality when it comes to eco-friendly meat practices and keeping the shelves full.

We're still sorting that one out.^M



A Brief History of Canadian Meat Processing

Part 1: In the Beginning, ‘Canada’s Most Regulated Industry’

By *Scott Taylor*

Canada’s slaughtering and meat processing industry has always played a major role in the development of our nation. It might not be as sexy a history topic as the Voyageurs, the Battle of the Plains of Abraham or the Riel Rebellion, but without the meat processing industry, Canada would not have grown at the rate it did. In Part 1 of a three-part series, we look at the industry up until 1870 and the Industrialization of Meat Packing.

IT BEGAN AS simple village work. However, almost from the moment the first pig was butchered in New France -- a newly discovered region in the world that would, one day, become part of the Dominion of Canada -- governments placed rules on the industry.

In fact, it is known that as early as 1706, the Superior Council of New France established laws to regulate and control the butchering and sale of meat in each of the four different seasons.

In fact, according to author Bernard Audet in his book *Se Nourrir au Quotidien en Nouvelle France* (2001) these regulations “required butchers to advise a colonial official prior to the slaughter of an animal.” In the 18th Century, livestock was a precious commodity and it seemed as if the need to take a constant inventory was always in the minds of the members of various levels of government. Officials needed to know how many animals were being raised and they needed to know every one that was slaughtered and why it was being slaughtered. After all, winter was coming. Winter was always coming.

Audet wrote: “Inspection was required to ensure that the animal was healthy and that its meat would be fit for sale.”

It might have been local work. It might have been done in small butcher shops or farm houses by individual craftsmen -- there were certainly no mass processing plants in the early 1700s -- but it was one of the most important jobs of the century within the young nation, a nation that was still dominated by vast stretches of wilderness. The fact is, everyone needed to know how much meat would be available for winter.

By 1805, Lower Canada (Quebec today) was already regulating beef and pork packing. Legislation had been passed that required all butchers to record the weight and the quality of the cuts of meat. But it didn’t stop there. Government officials also wanted to know the quality of the barrels in which the meat was packed as well as the amount of preservative that was required to keep the meat as “fresh and edible” as humanly possible.

In the early 19th century, almost all the meat in any community in “the colonies” started with farm slaughter and was the purvey of village butchers.

However, the world was opening up, meat packing for export had not only begun but was growing rapidly and butchers were always looking for new ways to ramp up production scales. Not only were butchers selling fresh meat for their consumers in the town or village, but they had come to realize that the meat being produced on North American farms was often superior to the meat produced in Europe and if they could cure and pack meat, they make large sums of money selling to the upper class back home. In fact, they could sell cheap cuts of North American beef and pork and find that it was still more flavorful and appealing than the meat produced on the continent.

By the mid-19th Century, packed cured meat products were selling very well in various overseas markets. It was a simple process at the time: Over the winter, hogs were slaughtered, the carcasses were dressed and the pork was cured and packed in barrels filled with brine. Frederick William Fearman, who left Norfolk, England with his parents in 1825, and settled in Hamilton, was the son of a shoemaker who received most of his education in Ontario. In the spring of 1856, with very limited capital, he set himself up as a commission merchant and produce dealer who cured pork on the side. Despite a scarcity of pork in Upper Canada in the 1860s, he continued to operate his pork business and by 1871, Fearman's Pork was one of the most successful processing operations in the region.

Fearman's Pork now operates out of Burlington, Ont., and despite numerous changes in ownership, it is Canada's oldest pork processor.

However, despite the long-term success of F.W. Fearman's processing business, the man who is considered by many to be the Godfather of the Canadian meat processing business is William Davies.

According to the historical website, lostrivers.ca. "Davies was born in England and apprenticed to a provisioner. In 1854 he came to Canada and tried farming, but he decided that he liked provisioning better and set up a stall in the St. Lawrence Market, where he cured hams and bacon."

It was Davies who came to the quick realization that Canadian pork was of a very high quality and would sell well in England and across the European continent.

According to the book, A Glimpse of Toronto's History, Davis wrote home to his brother in 1960: "I think you will say that the quality of the meat I send is as good as you ever saw."

Davies soon opened a two-storey pork-packing plant at Front and Frederick in Toronto and by 1875 he was shipping millions of pounds of salt-cured pork cured every year. He also created Pea meal bacon, which is still a staple of breakfasts all over the world.

According to A Glimpse of Toronto's History, "In 1879 he built a new plant on the south side of Front at the Don River. He also built a huge ice house to keep ice taken from the Don River and the harbour. At his new plant, he began slaughtering and processing hogs. He was the first person in Canada to install an artificial refrigeration unit in 1891. He developed an export market for his cured meats by shipping them to his brother in England, and this side of the business continued to grow. He built the first continuous hog-slaughtering facility in Canada. At one time, William Davies Co. was the largest pork packer in Canada."

Today, the William Davies Co. is known around the world as Maple Leaf Foods. How it became Maple Leaf Foods, will be the subject of a future installment.^M

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Olds College Contracts Experts to Drive Agri-Business Cluster, Asset Development

OLDS COLLEGE PLANS to continue its entrepreneurial approach for its future, by way of its latest major project that will maximize their asset base to ensure the capacity to provide the most unique learning opportunities for students and the industries they will join.

Aligning with the Board of Governors approved 2014-2017 Comprehensive Institutional (Business) Plan, Olds College will fully develop its assets to drive the ancillary revenue required to future-proof the college. Senior leadership began to engage local, provincial and federal stakeholders over nine months ago. This harnessing of insight from key agricultural, industry, community and government stakeholders at all three levels led to a concept paper which they are ready to mobilize. Such mobilization will require a high level of full-time, centre of plate execution and support.

Consistent with its origins and their first 100 years, the College has a vision for its 2nd Century specific to agriculture and agri-food leadership aspirations. The Global Agri-Business Commons (GABC) will aggregate and cluster a significant number of Western Canadian Agricultural entities - public,

private, not for profit - into one hub; to re-purposing existing buildings like Frank Grisdale Hall, this project needs a “boots on the ground” team with a clear understanding of the end goal. To achieve this vision will entail significant community, government and industry engagement and investment.

To this end, Olds College recently announced that respected post-secondary veteran Phil Allen and infrastructure experts Stantec Consulting to the College each on term-certain, performance-based contracts. Allen and Stantec emerged from a competitive Request for Proposals process as the individuals that had the knowledge, skills and abilities to get the job done.

“The College is very excited to align with the kind of people who will build on our vision and focus our efforts to maximize our return on our considerable assets,” beams Dr. H.J. (Tom) Thompson, President of Olds College. “This project will need to boldly capture the imagination and buy-in of significant community, government and industry partners, and our newest human resource acquisitions are positioned exceptionally well to do just that.”

Phil Allen comes to this role as an external consultant with a wealth of experience in business and fund development, stakeholder relations; and will commence his duties on October 1, 2014. Allen possesses a stellar track record as a winner in everything he has done, at three different post-secondary educational institutions - as a fundraising executive, a student recruitment and enrolment expert, and even as one of the winningest coaches in the history of the ACAC.

“I am very excited to be joining Olds College to drive forward its next great big idea.” states Allen. “I believe my work ethic and history in asset development projects will assist me greatly in moving this project forward.”

Stantec will commence their important role in this project on November 1, 2014, by bringing to this project a true understanding of rural community infrastructure enhancement. Stantec brings 60 years of success as a global design, consultancy and engineering firm. They are leaders in horizontal and vertical infrastructure projects that improve the quality of life in communities in central Alberta and around the world.

“Stantec is proud of our track record of helping to build communities,” claims Daniel Johnson, Principal, at Stantec. “It is our promise to design, plan and execute the College’s vision in a truly sustainable way. We are committed to ensuring that the vision of Olds College and needs of central Alberta are met with the Global Agri-Business Commons, the repurposing of Frank Grisdale Hall and the maximization of the College’s assets to their full potential.”

For more information, visit www.oldscollege.ca



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New President of International Association for Food Protection Announced

THE INTERNATIONAL ASSOCIATION for Food Protection (IAFP) has announced that Dr. Donald L. Zink as their new president at the conclusion of IAFP 2014 in Indianapolis, Indiana.

President Donald Zink is the Senior Science Advisor for the U.S. Food & Drug Administration's Center for Food Safety and Applied Nutrition (CFSAN) in College Park, Maryland. Prior

to his current position, he served as a Senior Food Scientist in the Office of Food Safety with CFSAN.

Dr. Zink has been an IAFP member since 1996 and a member of the Capital Area IAFP Affiliate since 2010. He is a past member of the European Symposium Organizing Committee, has been a member of several Professional Development Groups, and served on several IAFP awards selection committees, including the Black Pearl Award Selection Committee. In 2003, Dr. Zink gave the Ivan Parkin Lecture at the IAFP Annual Meeting and has been an invited speaker at numerous meetings, both in the U.S. and internationally.

Dr. Zink holds a B.S. from Abilene Christian University and an M.S. in Microbiology and Ph.D. in Biochemistry and Biophysics from Texas A&M University.

In addition to Dr. Zink, other members of the Executive Board include:

- President-Elect, Alejandro Mazzotta, Ph.D., Chobani Inc., Medford, NJ Vice President, Linda Harris, Ph.D., University of California- Davis, Davis, CA Secretary, Mickey Parish, Ph.D., U.S. FDA, College Park, MD
- Past President, Donald Schaffner, Ph.D., Rutgers University, New Brunswick, NJ Affiliate Council
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The International Association for Food Protection is a non-profit educational association of food protection professionals. The Association is dedicated to the education and service of its members, specifically, as well as industry personnel. The Association provides members with an information network and forum for professional improvement through its two scientific journals, Journal of Food Protection and Food Protection Trends.^M

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Canada Hungry for Aussie Beef?



AUSTRALIAN BEEF EXPORTS to Canada continue to grow, with 24,331 tonnes slaughter weight received so far this year, up 109% on the same period last year.

The annual Australian quota is 35,000 tonnes swt. Not constrained by quotas, the U.S. is the only larger source of beef entering Canada.

The increase in Australian exports comes on the back of a 20-year low domestic Canadian cattle herd. As of July 1, total cattle numbers were 13.33 million head, a size not seen since 1993.

Over the past ten years cattle slaughter has also declined, from 4.45 million head in 2004 to 3.04 million head in 2013, with a forecast 3.01 million head for 2014.

Over the same period, Canadian beef imports have increased 131% to 173,767 tonnes swt in 2013.


With the U.S. also experiencing low cattle inventories, Canadian beef imports, and imported beef prices, have continued to trend higher year-on-year each month up until August.

For August, prices for imported 90CL were C\$6.6/kg, up 51 per cent year-on-year, and 80CL averaged C\$5.79/kg, up 47pc.

Domestic Canadian beef supply may continue to tighten, with low feed costs and good pasture conditions, producers are reportedly gaining confidence to hold onto cattle.

In Alberta and Saskatchewan, which account for roughly 60% of the beef herd, cattle placements on feed were lower year-on-year in July (29%) and August (30%); most of the decline was made up by fewer heifers entering feedlots, as producers prepare to rebuild their beef cow herd.

Between June and August, feedlots in Alberta and Saskatchewan had 24,867 fewer heifers (25% year-on-year) placed on feed.

With the U.S. limited by their own supply problems and Uruguay (the fourth largest exporter into Canada after New Zealand) already filling the majority of its export quota, Australia is currently well positioned to continue meeting Canadian demand. 

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CPC Discusses Korea FTA

THE CHAIR OF the Canadian Pork Council (CPC), Jean-Guy Vincent, and CPC's Executive Director, Martin Rice, recently appeared before the House of Commons Standing Committee on International Trade as witnesses to the committee's study on Bill C-41, An Act to implement the Free Trade Agreement between Canada and the Republic of Korea. The Canadian Pork industry has a strong interest in the Can-Korea free trade deal and spoke to the committee on the impact this deal could have on the Canadian pork markets.

"We are pleased that this free trade agreement is nearing the end of its long journey and close to being implemented," stated CPC's Chair Jean-Guy Vincent. "We are confident that Canada obtained the best available result for our sector, which is to achieve the same five-year tariff phase-out period for frozen

pork as was awarded to the United States and the European Union in their FTA deals."

CPC's representatives emphasized to the committee that the trade agreement is needed to re-establish conditions of competitive access to one of the world's most important pork import markets. Canada at one time was South Korea's most important pork supplier and the gradual loss of this market in recent years has seriously affected Canadian pork exporters from achieving the best returns available for the range of products derived from Canadian pigs.

"Stable market access can further strengthen the industry by encouraging a new generation of producers and existing producers to invest in their operations so that processing plants have sufficient throughput to keep their plants viable and competitive versus our competition," added Vincent. "Market access will not fall into our laps but with the confidence being provided from speedy implementation of the agreement, the Canadian pork export community can work to fully restore our business relationships with the Korean meat industry." 

For more information, visit www.cpc-ccp.com


Animal Health Week emphasizes responsible use of antibiotics

THE CANADIAN FOOD Inspection Agency (CFIA) and the Canadian Veterinary Medical Association (CVMA) recently recognized Animal Health Week by drawing attention to the important role played by veterinarians in keeping animals, and, in turn, humans, healthy through the appropriate use of antibiotics.

"Not all illnesses will require an antibiotic prescription. Testing may be required in order for a veterinarian to determine whether or not an antibiotic is required. When antibiotics are required, they must be administered exactly as prescribed by a veterinarian. That includes completing the entire recommended dose," states Dr. Jean Gauvin, President, Canadian Veterinary Medical Association.

The CFIA regulates veterinary biologics such as vaccines so that they are safely used and sold in Canada as well as monitors drug residues in food and verifies that medicated livestock feeds meet federal standards. So, in keeping with the agency's mission, this year's Animal Health Week theme is "Our Role, Our Responsibility."

The CFIA and its veterinarians understand that these drugs should be administered exactly as prescribed in order to preserve their effectiveness as well as protect animal and livestock health. Their potential misuse contributes to the development of resistant bacteria which poses a risk to people and animals. The fight against antimicrobial resistance is one of the priorities of the World Organisation for Animal Health (OIE) and its member countries, including Canada.

"Antimicrobial resistance is a significant public health concern. The CFIA and its veterinarians support the prudent use of antibiotics and other antimicrobial drugs as they relate to animal health and welfare and livestock feeds," says Dr. Harpreet Kochhar, Chief Veterinary Officer for Canada and Executive Director, Animal Health Directorate for the Canadian Food Inspection Agency. 

For more information, visit www.canadianveterinarians.net





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Burger Wars: Sustainable Beef Part 2

The Ongoing Burger Wars Go Bigger and Yet Sustainable and Organic: You Figure it Out

By Scott Taylor, Managing Editor

THE BURGER WARS have now raged unabated for decades. A winner was probably declared many years ago, but the smaller, often more aggressive rebels didn't stop attacking the giant, assumed dictator of all that is fast and beefy.

These days, the rebels' strategy is a two-pronged attack: (1) creating the biggest skyscraper of beef on the block and/or (2) shaming the big guy with claims of "steroid-free, organic and sustainable."

In North America, and in emerging markets around the world, burgers are now a staple. No question about it, we eat 'em. Billions of 'em. We want 'em fast and we want 'em cheap. And the burger burghers will fight each other to the last dollop of mayo for their share of what is now, a gigantic international market.

Historians say the Burger Wars began about 30 years ago when Burger King took on the Supreme Leader, McDonald's, in a head-to-head advertising war that has never really subsided. In fact, while McDonald's would have the public believe there is no war at all, Burger King and its minions – every fast food outlet from Wendy's and Sonic to Dairy Queen, A&W, Checkers, Hardees, Carl's Jr. and Five Guys etc – have entered the fray at various levels of claim and commitment and created an advertising landscape that has attempted to combine green farming with the largest patties on the planet. Yes, I know it's an oxymoron, but it's the oxymoron of hamburger advertising and isn't going anywhere soon.

Which, of course, brings the discussion to you and me. I'm old and skeptical. I wonder, is all this marketing out of control? Are the claims and the products really made as advertised? With all the meat scares and the stunning rise in beef prices that directly impact these fast-food giants, is it all real beef from real cattle?

Let's take a little inventory. What's new among the industry's leaders? What's new is what's big:

1. How about a Double Big Mac®? Here's how McDonald's describes it: "One of a kind, Double Big Mac®, made with four 100 per cent Canadian beef patties, special sauce, crisp lettuce, processed cheddar cheese, pickles and onions on a toasted sesame seed bun. Nothing compares to the taste." It has 700 rock solid calories with 1,520 Mg. of sodium. Hold me back. Then again, maybe I'll have a Double Quarter Pounder With Cheese® After all, it has 750 calories and 1,280 Mg. of sodium. Tough decision.

2. Maybe I'll have a Cheddar Bacon Uncle Burger® at A&W. It comes complete with "a large beef patty, A&W seasoning, sesame seed bun, cheddar cheese, bacon, ketchup, mustard, pickles, mayonnaise, lettuce, tomato, onion slice." It has just 720 calories and 1,170 Mg. of sodium. I'll be a minute with my lunch, dear.

3. Then again, there is the Burger King Triple Whopper®. Really. I'm, not kidding. It boasts "three quarter-pound savory fire-grilled beef patties topped with juicy tomatoes, fresh cut lettuce, creamy mayonnaise, crunchy pickles, and sliced white onions on a soft sesame seed bun." Did you know that the daily recommended intake of fat is 65 grams? Well, that's exactly the amount that's jammed into Burger King's Triple Whopper. Add on 23 grams of saturated fat and this burger exceeds the daily-recommended intake by three grams. It has 1,020 calories and 1,090 Mg. of sodium. Yeah, OK, my mouth is watering.

4. But that's just kid's stuff. Why not try a Dave's Hot 'n Juicy three-quarter pound Triple from Wendy's®? Now this is a man's burger. It has three-quarters of a pound of "100 per cent real North American beef and more of the fresh premium toppings you crave—all on warm, toasted buns, to keep your hamburger hotter and juicier." In fact it has more of everything than even Burger King's Triple Whopper. There are more calories (1,090 vs. 1,020), more calories from fat (620 vs. 580), more saturated fat (29 grams vs. 23 grams), and more sodium (1,990 mg. vs. 1,090 mg.) than the Triple Whopper. Momma, book me in for that blood transfusion tomorrow.

5. And finally, we now have the Social Media-driven Arby's Meat Mountain. It is, evidently, an off-menu item that includes eight types of meat—chicken tenders, roast turkey, ham, corned beef, brisket, Angus steak, roast beef, and bacon. Even though it's off-menu, I'm told it sells for \$14.70 in most Arby's Restaurants in the United States. Christopher Fuller, Arby's vice president of brand and corporate communications, told the Washington Post – after a Post story on the Meat Mountain went viral – "Arby's had started displaying a poster featuring a stack of every single meat they serve," Fuller claimed, "and people started coming in and asking, 'Can I have that?'" I guess I believed him, but after an investigation, the Post determined that the Meat Mountain didn't come to the company as a result of viral social media. The Post concluded, "While the Meat Mountain was allegedly the unexpected outcome of a whimsical advertisement, Arby's distributed the recipe and added it to computer registers before some of its employees

had ever gotten an order for it.”

That’s marketing, baby. And that’s the war that the Fast Food Giants are fighting on your TV set, right in the middle your living room, every day.

However, on the one hand, burgers are going to get big, bigger and biggest. And, for people who like the meat sweats that sounds great. Trouble is, we’re also going green, organic and sustainable. In fact, it would appear that the sway of a hungry consumer index that is also demanding healthier alternatives, has forced the fast food fighters to create product lines that boast grass-fed and organic beef, to go with ridiculous portions that entice more consumers.

It is, again, the oxymoron, of the fast food industry in the 21st Century.

Remember McDonald’s, the health leader in the industry with that tiny 700-calorie Double Big Mac? Well, it’s also become the leader in the industry when it comes to “sustainable beef.”

“The market appears to be sending a strong signal that consumers want sustainable products, and furthermore, they want proof,” said Fawn Jackson, the manager of environmental affairs for the Canadian Cattlemen’s Association. “McDonald’s has announced a commitment to source verified sustainable beef by 2016. A&W currently claims its beef has been raised by producers at the leading edge of sustainable production practices and Walmart continually promises to deliver more sustainable agricultural products. That’s the direction we have to go.”

A&W would certainly agree with Ms. Jackson’s assessment. Last September, A&W launched an advertising campaign that claimed its beef had “no steroids, antibiotics or added hormones.”

“We were hoping that we’d be able to deliver on the product that most of our customers were asking about,” Susan Senecal, chief marketing officer of A&W Food Services Canada told CBC News. “That is beef without any added hormones or steroids.”

The first question that came to mind was this one: Where can a multi-nation conglomerate selling that high a volume of beef find a completely green, organic beef producer. Evidently it can. On its website, A&W featured three ranchers from whom it bought its organic beef.

However, Rich Smith, the executive director of the Alberta Beef Producers told the CBC in Calgary that he was concerned A&W in Canada was buying beef from producers in Montana and Australia to meet the demand.

“We’re disappointed that a large Canadian food-service chain would launch a marketing campaign that has them serving significant amounts of imported beef to Canadians,” Smith told the CBC. “Producers will produce to serve market needs. And if there is a demand for beef from cattle that are raised this way, the producers would meet that demand.”

Smith’s concerns have merit. After all, when these large fast food giants buy beef, they buy significant amounts of it. So much, in fact, that when McDonald’s announced that it wanted to source nothing but “Verified Sustainable Beef” by 2016, the entire beef industry in Canada took notice.

As we explained in Part 1 of this series in our July/August issue: On Sept. 24 and 25 at Duncan Lake Ranch in Kelowna, B.C., the Canadian Roundtable for Sustainable Beef held its first major meeting since the group was formed back in June of 2014.

At this meeting, a growing number of eclectic partners, including the Canadian Cattlemen’s Association, McDonald’s

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Restaurants, the World Wildlife Federation, Loblaws, Nature Canada, Costco and Walmart came together to clearly establish the Sustainable Beef industry in Canada.

Why? Because it will probably be the most important thing Canadian beef producers do for the next two years even though many aren't sure what it is they're supposed to be doing. After all, McDonald's Canada purchased 70 million pounds of Canadian beef last year and McDonald's has made it extremely clear that by 2016, the company will purchase only "Verified Sustainable Beef."

According to Fawn Jackson at the Cattlemen's Association, most of what McDonald's will demand is what beef producers are doing now, but if indeed, A&W has to go south for the product it covets, the question is, can Canada produce enough for McDonald's?

Here are some numbers worth considering:

According to the international environmental organization, The Worldwatch Institute, which claims to "work to accelerate the transition to a sustainable world that meets human needs," in 2008, "Meat production remained steady at an estimated 280 million tons world wide. Experts predicted, however, that by 2050 nearly twice as much meat will be produced as today, for a projected total of more than 580 million tons. For more than a decade, the strongest increases in production have been in the developing world – in 1995 more meat and dairy products were produced in developing nations than in industrial countries for the first time and this trend has continued ever since. In 2008, at least 60 percent of meat was produced in developing nations."

For developing nations, this can be an environmental problem. Even in the United States and Canada, there is a

chance that true Sustainable Beef ranching is going to be an expensive proposition. Especially if the people who are buying the majority of the product continue to make their own beef concoctions exponentially larger.

According to globalissues.org: "More than one third of the world's grain harvest is used to feed livestock; the total cattle population for the world is approximately 1.3 billion, occupying some 24 per cent of the land of the planet; some 70 per cent to 80 per cent of grain produced in the United States is fed to livestock; half the water consumed in the U.S. is used to grow grain for cattle feed; and a gallon of gasoline is required to produce a pound of grain-fed beef."

That's a lot of space, a lot of energy and a lot of resources.

Still, mankind is going to eat beef - by the truckload. The fast food world determines the meat industry just like dying fish are the clue that there is a pending environmental disaster. At the meeting on Sept, 24 and 25, the members of the Canadian Roundtable for Sustainable Beef had to be asking each other: How are the fast food giants and general beef retailers like Walmart, Costco and Loblaws substantiating what they're selling and how is the meat industry rising to that challenge?

Because the fast food giants aren't going to stop advertising new, bigger and more organically produced food items anytime soon. In fact, the food industry now spends \$4.6 billion in the United States and Canada on advertising and promotion to persuade people to eat more meat, according to the Yale Rudd Center for Food Policy & Obesity. The Rudd Center also pointed out that, on average, U.S. preschoolers viewed 2.8 fast food ads on TV every day in 2012; children aged 6-11 years viewed 3.2 ads per day; and teens viewed 4.8 ads per day.

And don't worry, even though there are people who have actually sued some fast food restaurants for contributing to obesity and heart disease, big burgers and more meat mountains aren't going away. It's extremely obvious that people are paying attention to fast food advertising, not the occasional lawsuit.

Even in Japan, where portions have always been smaller, on Sept. 19 Burger King launched a new product for the entire Japanese market: The Kuro Burger. Kuro translates into "black" in Japanese and it is, in reality, a black hamburger in every sense. It features a black bun, black sauce and black processed cheese. The bun and cheese are coloured using bamboo charcoal. The sauce is coloured with Squid ink. Its midnight black.

And if you think this is just a fad in the Japanese market (Burger King says it is unlikely it will come to North America), this is actually not the first time Burger King has sold black burgers in Japan. The Kuro Burger has been brought back because, like the McRib in the southern United States, it was so popular in its first incarnation in a regional Japanese market that Burger King just couldn't help itself.

As Fawn Jackson from the Cattlemen's Association likes to say: "We have a product people already love."

That's true, but for future generations will there be enough of it, what will it cost and will it be organic? Those are the issues facing the industry today.^M

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COOL Getting Hot Again

By Cam Patterson, Digital Media Editor

WE SEEM TO be caught on the appeals treadmill when it comes to the push and pull waged over the Country of Origin (COOL) debacle. I know COOL has some valid points but shouldn't have taken these twists and turns considering the NAFTA dependency we share with the United States.

After what has become the interminable merry-go-round of WTO lobbying and US Supreme court appeals, the reality is no matter what side of the NAFTA fence you're on, you're sitting in the cheap seats like a nervous spectator. When I started digging into the streams of documents surrounding COOL, the only conclusion I was left with was this could've been resolved. The decision to go the appeals route has just prolonged the ambiguity and turned the whole label question of COOL into a money pit. It has cost untold billions that no one on either side of the trade delegation will ever recoup, regardless of what is printed on the labels.

The whole COOL issue has been like watching a pot slowly boil over since 2002. Last year the fuse that spurned the anti-COOL coalition into action happened when the USDA implemented a more stringent label that was nothing more than a passive aggressive counter mandate against the WTO ruling in favour of the coalition. And this is a strong group including the North American Meat Association, American Meat Institute, livestock groups and meatpacker conglomerates on both sides of the border as well as the Canadian Cattlemen's Association and dominate meat processors like Tyson and Cargill, agencies from

the Canadian and Mexican governments and the list goes on.

It is not clear what is really gained as reports from various consumer groups do not suggest an increase in purchases of "U.S. Beef" labelled product manipulated any additional consumer buying. As this is the root of the COOL standoff, you'd think this would alone would make the whole escapade a moot point. Sounds like the fear of influencing consumer spending was a reaction and not based on any statistical information. Nonetheless, the ugly side of retaliatory tariffs resulted in arrows being slung back and forth across the border. It wasn't long before the non-food industries even got scared because U.S. ranchers and their pro COOL group could threaten everyone's current trade relations. It's a delicate situation to be sure.

So let's look at this from a simplistic point of view because while all this is stirring up the beef industry, one has to wonder what's really at stake on a NAFTA level over these labels which I bet the majority of grocery shoppers probably can't be bothered to read as often as we think.

Canada and the U.S. enjoy the world's largest and most comprehensive trading relationship. Millions of jobs on both sides of the border are generated with bilateral goods and service trades totalling more than \$781 billion alone in 2013, that's \$2 billion daily, more than \$1 million a minute. Canada supplies \$100 billion in oil, natural gas, and electricity to the U.S. annually. We share mutually benefiting economic trade initiatives including Beyond the Border action plan, The Regulatory Cooperation Council, Keystone XL pipeline and the Detroit River international crossing to name a few. So, given these facts, when you look at it from a broader view, you have to wonder why we're even having the COOL argument. Why would the USDA contravene the WTO ruling, and why would the U.S. Supreme Court back it? We should just stop scratching our heads and just say, "Let's go get some burgers and work this darn thing out."

But no, the pro-COOL side is selling the public on the "better quality" notion – the whole market share protectionism masked as patriotism, while the anti-COOL side digs in their heels and says enough is enough. Not being one to point fingers, I still have to admit I'm on the anti-side and call it what it is, trade discrimination and our Canadian government is ready to play hardball.

"The WTO process has repeatedly declared that COOL discriminates against Canadian cattle and hogs," Canada's Agriculture Minister, Gerry Ritz said when we contacted his Ottawa office. "The U.S. administration, with its support of mandatory COOL, is effectively legislating its own citizens out of work by disrupting the highly-integrated North American meat industry supply chain."

Ritz drove it deeper when he spoke at a recent Ag event stating, "Canada would enforce tariffs on everything from wine to mattresses, so now those industries that have nothing to do with cattle or even food industry, could face annihilation in the wake of the COOL debate."

This is serious business. The ripple effect could have far reaching implications that would put our open border trading in jeopardy which would mark the point of no return and then no one wins.

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“Our Government will continue to stand with our farmers and ranchers, and we will take whatever steps may be necessary, including retaliation, to achieve a fair resolution,” Ritz concluded.

How do we resolve this issue before we spend countless billions more waging a paper war? Who could step forward and be the non-partisan voice of reason to remind all the lawmakers and ranchers and politicians that trade borders must remain fair and equitable? What is it really saying when the WTO can pass a ruling, then the USDA can enforce a mandate basically ignoring that ruling, and then the whole fragile idea of free trade goes out the window?

“The purpose of trade sanctions would be to make it clear, particularly for certain members in the U.S. Congress, that continued non-compliance with the U.S.’s trade obligations will have economic consequences for key U.S. exports beyond the meat and livestock sector,” James Watson of Agriculture and Agri-food Canada (AAFC) said.

The AAFC is currently analyzing the final WTO report and will be ready to act once it has been released publicly which is expected to be sometime this fall. “We have a very strong case and we are taking every opportunity to defend Canadian producers,” Watson stated. His comments fit the tone of everyone’s rhetoric, they’re getting ready to dig their heels in.


At this point for us nervous spectators way up in the cheap seats, we are basically stuck much the same as we have been since COOL was implemented in 2009. It is interesting to think that since this uproar became news, the American meat eating public hasn’t really changed their spending habits, and very few – maybe even less than might be worth on this hubbub – is not even aware of the label rules let alone the country of origin information. I’m going to go so far as to say much has probably not changed since November 2012 when Kansas and Oklahoma State University researchers released their report that provided statistics supporting that reality.

All in all, from my perspective, COOL is a failed initiative in several ways and I’m not the first to go on record and say so. It’s

pretty safe to say it has failed to really provide consumers with COOL information that they’re actually demanding to have or even increase consumption of U.S. meat. But it most certainly has failed to comply with international trade agreements.

What would give us the light at the end of the debacle? How about the pro-COOL side yields to the anti-COOL side because according to the AAFC, imposing trade sanctions against countries that refuse to comply with international law is consistent with WTO rules.

The bottom line is trade obligations must be complied with on all sides, otherwise the concept of free trade turns is lost, and then we’re really going to be in trouble from the standpoint of an integrated North American meat industry.

I’m just saying. . . 

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Restaurants Canada Supports TFWP Reforms



Restaurants Canada is calling for prompt, fair and comprehensive reviews when businesses are accused of abusing the program.

RESTAURANTS CANADA HAS announced their support for graduated penalties for businesses that intentionally break the Temporary Foreign Worker Program (TFWP) rules, provided they match the severity of the violation.

“We have concerns about proposed sanctions for unintentional mistakes that have been corrected and voluntarily reported by businesses, but we support the overall move toward stronger enforcement,” said Joyce Reynolds, Restaurants Canada’s Executive Vice President Government Affairs. “Since 2008, we have pushed government for better monitoring and enforcement of rules to protect the long-term integrity of the TFWP, and make sure the actions of a few don’t tarnish the entire restaurant industry. We hope the government will revisit the drastic program changes introduced in June, once these new compliance procedures are in place.”

Restaurants Canada is also calling for prompt, fair and comprehensive reviews when businesses are accused of abusing the program.

“When allegations are proven untrue, they should receive the same public recognition as the allegation itself,” said Reynolds. “It is not acceptable to vilify a business and then ignore it when it is found innocent.”

The TFWP changes introduced in June severely limit access to the program, and are already hurting business owners and their Canadian and foreign workers, particularly in western Canada where the labour shortage is significant. Productive foreign workers who want to remain in Canada are sent home and businesses are becoming unsustainable as their remaining staff burn out. **M**

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North American Pork Industry Leaders Meet to Discuss Trade

THE CANADIAN PORK Council (CPC) recently hosted a meeting of North American pork industry leaders, finding several areas of common interest and concern. The meeting took place in Montreal where representatives of the CPC met with their counterparts from the National Pork Producers Council (NPPC) and the Mexican pork producer organization, the Confederación de Porcicultores Mexicanos (CPM).

“It is quite clear to me from our discussions that pork farmers from all across North America share the same abiding commitment to providing consumers a nutritious, safe and affordable food supply”, said Jean-Guy Vincent, Chair of the Canadian Pork Council. “I’m pleased that we have a common interest and commitment to trade negotiations such as TPP and recognize that maintaining pork markets and opening up new markets to pork is important to the North American hog industry. We agreed that herd health is a critical component to the success of the industry and I’m pleased that we have a common interest in preventing a resurgence of PEDv as well as a need to keep this virus in control.”



The meeting took place in Montreal where representatives of the CPC met with their counterparts from the National Pork Producers Council (NPPC) and the Mexican pork producer organization, the Confederación de Porcicultores Mexicanos (CPM).


The Mexican, U.S. and Canadian producer representatives also discussed several other areas of common interest including the potential for Trans Pacific Partnership (TPP) negotiations to open up additional export opportunities for the North American pork industry, a desire for the United States to come into compliance with WTO rulings on Country-of-Origin Labelling (COOL) and to thus avoid retaliatory actions by Canada and Mexico, and the need for science-based food safety and animal health regulations that avoid unnecessary disruptions to trade.

“The single most important commercial issue before our producers is the elimination of the

gate price in Japan and all tariffs on pork in every TPP nation,” said Howard Hill, President of NPPC. “We appreciate the importance of working together with our colleagues in the North American pork industry to attain these objectives” said Hill.

José Cervera, CPM’s Treasurer and who led the Mexican delegation, added “The Mexican pork industry has made tremendous progress towards achieving the international health status which, together with TPP and other trade agreements, allows us to participate in the rapidly growing international pork market”.

The next meeting will be take place in the spring of 2015 and be hosted by the National Pork Producers Council.

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, our organization’s purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. 

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Pre-Injury Reporting Practical advice on how to reduce the level of repetitive stress injuries in pork processing plants

By John Niemic, President, Beacon Inc.

THE CANADIAN PORK industry is one of the world's largest and most respected due to its high quality product and reputable client service. As one of the leading pork exporters, the Canadian pork industry has seen consolidation into a smaller number of larger slaughter houses and processing plants including the very large plants that can process more than 1 million hogs per year. Advances in pork processing equipment and their consequent increase in line processing speeds have allowed the industry to increase efficiencies and output. But with success comes challenges. It is well known in the industry that higher pork processing line speeds can lead to higher rates of repetitive stress injuries (RSI) among workers if not managed properly with a complete occupational safety program designed and managed by the plant.

In terms of injuries, the farm is a safer work place than the plant. A Statistics Canada census showed that only 3.5% of every 100 employees on the hog farm suffered injuries. This

is compared to 30% for beef and 10.3% for dairy, only poultry and eggs were lower at 1.6%. But, when we move up the chain to the slaughter houses and processors we see that the meat processing industry still has one of the highest injury rates among all manufacturing industries.

This reality exists despite the fact that there have been significant advances in the design and implementation of ergonomic occupational health and safety programs designed to reduce the risk of work place injuries. These programs have shown success. Yet, there is plenty of room for improvement by implementing a simple program called Pre-injury reporting or more generally called Early symptoms reporting. What is this program and how can it help?

This article will answer these questions by discussing Pre-injury reporting in the form of a participatory ergonomic intervention program and recommend certain guidelines to help reduce the risk of repetitive stress injuries at the pork processing plant.

Some of the most frequent but preventable injuries that occur in the pork processing plant are speed of line related such as repetitive stress injuries often due to the fast and often pressured work at the line. Repetitive stress injuries include carpal tunnel syndrome and tendinitis. It is estimated that a worker will make more than 20,000 cuts in an 8-hour shift. This large number includes thousands of repeated or similar motions causing elevated rates of this often debilitating condition. To reduce the risk of these types of injuries, plant management have developed and implemented ergonomic and work safety programs.

Professional ergonomic consultants are often called in to train the management and develop training programs where the employees are trained on how to perform their job activities in a way that diminish the chances of an injury. These programs do work, yet sometimes their results are not optimized due to employee fears to express themselves. To explain, studies have shown that all too many employees are afraid to even mention that they are working in pain at the line and in the process of developing a repetitive stress injury. They are afraid that they might be fired or demoted to another position not to their liking. Thus, they all too often stay at their posts until they get seriously injured and are forced to stop.



This article will answer these questions by discussing Pre-injury reporting in the form of a participatory ergonomic intervention program and recommend certain guidelines to help reduce the risk of repetitive stress injuries at the pork processing plant.

This process of degradation from initial symptoms (pain, tingling feeling, heaviness, etc.) to a full-fledged serious illness can take anywhere from a few more minutes to a few days of continuing to work with the symptoms. Once seriously injured, the worker may have to be off work for several months doing physiotherapy and other therapies that do not guarantee a return to their original state or workplace. Studies show, that this worker would have had a faster and more effective rehabilitation and return to work if they had stopped working at the early symptoms stage and reported the early symptoms to a management that had in place an early symptoms intervention program that incorporated an early diagnosis and treatment start.

This concept is supported by OSH of New Zealand among other occupational health and safety boards. Yet for this program to be effective it imperative that the workers feel motivated and free to report their pre-injury symptoms as soon as they feel them. To enhance this reporting of symptoms it is recommended that:

Employers communicate to their employees and management

in writing and in person that a participatory Pre-injury reporting Ergonomic Intervention program has been instituted, and that it is a top priority for the firm that it be well implemented and managed.


Management be aware of and support the program and be given the tools to make it a success.

The program be explained to all the workers with training sessions explaining what symptoms to keep an eye out for and how to report them.

Management emphasize to the workers that they will not be upset by their reports nor will they be risking their jobs.

Anonymous surveys or open honest discussions be regularly initiated in the early stages of the program to gauge the actual openness or fear level to report the symptoms.

Lastly, management should evaluate the results on a regular basis including measuring the rates of injury reporting and actual rates of repetitive stress injuries and get open feedback from management and workers so as to fine tune the program.

If properly implemented, an early symptom reporting program should result in lower rates of repetitive stress illnesses, less employee turnover and happier more committed plant employees. 



John Niemic is President of Beacon Inc., a leading manufacturer of meat processing equipment and a pork industry expert. He can be contacted at 1-800-445-4203 or visited at www.beaconmetals.com.

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Canada's Free Trade Needs Some Work

AS CFIB'S PRESIDENT, I recently joined Prime Minister Harper and International Trade Minister, Ed Fast, as part of a trade delegation to Great Britain. With the Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union set to take effect in 2015, this trade mission aimed to explore some of the opportunities that will open up when that happens.

As a group that represents 109,000 small and medium-sized businesses (7,200 agri-business members), the Canadian Federation of Independent Business (CFIB) has been very supportive of CETA. Small firms trading with Europe now report their major concerns are the value of the Canadian dollar, the costs involved in trade – such as shipping, high tariffs and duties, and differing rules and regulations. CETA has the potential to make significant progress on many of these issues.

The timing of the trip certainly was interesting, particularly given the renewed discussion in Canada regarding the difficulty of doing business from one Canadian province to another. I suppose that in the excitement over CETA and other free trade deals that are opening up all kinds of foreign markets, one can't help but wonder why Canadian provinces seem to be much more protectionist with each other than with the rest of the world. In the midst of this new day of free trade between nations, it is precisely the right time to take a close look at our own back yard, and frankly, it needs some work.

There is so much cost and red tape involved in selling beer and wine from province to province in this country, that many restaurants that would like to feature Canadian beverages on their menus find themselves unable to do so. Whether it is selling New Brunswick lumber and wood products in neighbouring Nova Scotia or marketing Alberta's provincially inspected meat in other locations in Canada, small business owners have encountered a laundry list of problems.

There is no one source of the problem. Some of the barriers to inter-provincial trade are related to federal regulations, some to a lack of coordination between the different provincial regulatory regimes. Sadly, we hear about these things all too frequently.

The current Agreement on Internal Trade (AIT), which was a good start in its day, is dramatically out-of-date, and does not go nearly far enough in addressing key trade barriers that are holding Canadian small businesses back from exploring opportunities next door.

In my meetings with provincial politicians from across the country, there appears to be more energy on the file than I've seen in over a decade. Manitoba's NDP Jobs and Economy Minister, Theresa Oswald, seems very committed and is chairing the group of provincial ministers on the file. The government in Quebec appears to be both more pro-small business and more engaged with the rest of Canada than we've seen in a long, long time. Federal Industry Minister



“The current Agreement on Internal Trade (AIT), which was a good start in its day, is dramatically out-of-date, and does not go nearly far enough in addressing key trade barriers that are holding Canadian small businesses back from exploring opportunities next door.”

James Moore is working very hard to build some momentum. Also, the New West Partnership between BC, Alberta and Saskatchewan gives us some practical principles – like mutual recognition of the other province's regulations.

And of course, modern free trade agreements, like CETA, give our provincial leaders a model for a new - or at the very least substantially improved – AIT.

CFIB is encouraged by the premiers' recent commitment to strengthen and modernize the AIT, and conclude these negotiations by March 2016. We will be watching closely to ensure these commitments on behalf of the premiers turn into concrete action.

I'm hopeful that significant progress can be made on both reducing barriers to trade among Canadian provinces and cutting obstacles to international trade. It really shouldn't be easier or less expensive for a company in London, England to do business with a firm in Manitoba than it is for a company in London, Ontario.

With provinces having already agreed to CETA, we have one of these rare opportunities to improve how Canada works. Allowing small firms greater access to growing their businesses both inside and outside of Canada will pay huge dividends for entrepreneurs, their employees and our country. Here's hoping our political leaders put away their partisan and regional differences and do something big for the nation.

A version of this column appeared previously in the [Huffington Post](#).^M



Dan Kelly is President of the Canadian Federation of Independent Business (CFIB). In this capacity, Dan is the lead spokesman and advocate for the views of CFIB's 109,000 small-and medium-sized member businesses across Canada. Follow Dan on Twitter @CFIB and learn more about CFIB at www.cfib.ca.

MythCrusher Videos Address Common Misperceptions



- 80% of Antibiotics are Used in Animals
- Antibiotics are Used in Animal Agriculture to Cover Up for Unsanitary Conditions
- Antibiotics are Primarily Used for Growth Promotion
- Animal Agriculture is the Biggest Contributor to Antibiotic Resistance
- Denmark has Eliminated Antibiotic Resistance by Banning Use of Antibiotics for Growth Promotion

MEAT MYTHCRUSHERS SOUNDS like a reality show but you need to check out www.meatmythcrushers.com. The American Meat Institute hosts the website and it has a variety of meat related web videos, even a series with Temple Grandin.

The American Meat Institute (AMI), in association with the American Meat Science Association (AMSA), recently released a series of five new videos that address the common misconceptions surrounding antibiotic use in livestock and poultry production and antibiotic resistance.

“It is unusual for us to devote so many Meat MythCrusher videos to one topic,” said Janet Riley AMI Senior Vice President of Public Affairs and Member Services. “But antibiotic use and resistance is such a complex issue where so much confusion exists. We felt it was important to address the myths in a series with several different leading experts.”

Some of the myths discussed in the latest videos include:

In addition to the videos, AMI offers several other resources on antibiotic use including a brochure on the facts about antibiotics in livestock and poultry production and a Media MythCrusher document addressing many of the common myths incorrectly shared in the media.

The new series of videos kicks off the fifth year of the Meat MythCrusher partnership between AMI and AMSA. The series seeks to bust some of the most common myths surrounding meat and poultry production, processing, safety and nutrition. Altogether there are now videos addressing more than 40 different meat myths with several more to come over the next few months. [M](http://www.meatmythcrushers.com)

Check them out at www.meatmythcrushers.com

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IAFP leading food safety conferences globally

THIS HAS BEEN a banner year for the International Association for Food Protection (IAFP). In August the association held its most successful three-day meeting with a record-breaking international audience of more than 2,800 attendees representing 49 countries, 51 states, and six Canadian provinces. The meeting has earned recognition as the leading food safety conference.


Recently IAFP announced they will be the Global Host for the 8th Annual China International Food Safety and Quality Conference + Expo (CIFSQ) in Shanghai, China, November 5–6, 2014.

The CIFSQ Conference is an important top-level event that brings together more than 800 food safety professionals across China and from around the world for two intensive days of learning and networking.

An educational program features a distinguished faculty of regulatory, scientific, academic and industry leaders who are putting food safety into action. The CIFSQ Conference program is also packed with useful information for developing new skills and discoveries about the latest food safety best practices, methods, trends, developments, products and services. It is also the year's best networking opportunity, the ideal venue for exchanging ideas and cultivating new relationships.

Featured speakers at CIFSQ will include:

- Michael Taylor, Deputy Commissioner for Food, U.S. Food & Drug Administration;
- Al Almanza, Deputy Under Secretary for Food Safety, U.S. Department of Agriculture;
- Ge Zhirong, Honorary Conference Chair; President, China Entry-Exit Inspection & Quarantine Association; Counselor of State Council;
- Yan Zuqiang, Director General of Shanghai FDA, Deputy Director General, Shanghai Municipal Food Safety Committee, Secretary of the CPC Shanghai FDA Committee;
- Zhang Zhiqiang, Deputy General, Division of Food Safety, China National Health & Family Planning Commission;
- Xu Jinghe, Director General, Department of Legal Affairs, China Food and Drug Administration;
- Camille Brewer, Director, International Affairs Staff, Office of Food and Veterinary Medicine & CFSAN, U.S. Food & Drug Administration;
- Samuel Godefroy, Director General, Food Directorate, Health Canada;
- David Tharp, IAFP Executive Director; and
- Donald Shaffner, IAFP Past President, Distinguished Professor and Extension Specialist, Rutgers University

IAFP is a non-profit educational association of food protection professionals, dedicated to education and food safety improvement through its two scientific journals, *Journal of Food Protection* and *Food Protection Trends*. 


For more information, visit www.foodprotection.org and www.chinafoodsafety.com



New App takes the mystery out of buying and cooking beef

CANADA BEEF INC. recently launched its first ever phone app called Canada Beef's The Roundup™ Guide to Buying and Cooking Beef. The app is a new mobile tool designed to help enable consumers to make informed beef purchase decisions and also learn about the proper cooking method for a particular cut of beef. The Roundup App will ultimately help build affinity for high quality, nutritious Canadian beef and the Canadian beef brand.

The new app has also been identified as a tool to help train meat counter staff, participants in the Beef Advocacy Canada program, and others interested in beef.

The Roundup App was developed as the mobile version of Canada Beef's popular Consumer Buying and Cooking Cuts Chart poster, Beef 101 and Roundup booklet resources, with detail of the major cuts, tested and true cooking instructions, nutrition info, buying tips, The Canadian Beef Story and more. 

For more information, visit <http://makeitbeef.ca/meat-muddle-canada-beefs-got-roundup-app/>

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CETA with a Little Less Sugar

By Cam Patterson, Digital Media Editor

THE LATEST RE-ANNOUNCEMENT of the Comprehensive Economic and Trade Agreement (CETA) came last week when Prime Minister Stephen Harper, centre, celebrated with President of the European Council Herman Van Rompuy, left, and José Manuel Barroso, President of the European Commission.

We should take a step back and get a better look at the CETA situation with a bit of cynicism. After all, the Canadian meat industry needed some good news when it came to our import/export situation. The COOL issue threatens trade relations south of the border and the Russians have stop buying, so the idea of tariff free trade opening up the massive 28 member European Union sounds like a treasure trove in the nick of time. According to the Canadian Cattlemen's Association (CCA) and Canadian Pork Council (CPC), this is definitely the case with both touting the benefits for the Canadian meat industry.

CCA president Dave Solverson stated, "It is an outstanding agreement for Canadian beef producers." On the whole that statement is accurate as CETA text removes trade barriers and tariffs that finally open up the European beef market, as much as \$600 million per year is the projected target. And the CPC echoes that statement, endorsing both Canadian and EU pork industries compliment each other. This is good news and producers should be encouraged.

But the endless rounds of revisions could see CETA be a contract on paper and years before it becomes the successful Agreement its purported being. There is a down side and we should be cautious, as is the case with all wholly inclusive trade agreements with such wide, multinational and multi-industry scope, much like the hidden legal implications that were embedded in NAFTA. CETA contains bill of rights clauses aimed at penalizing government policy that impedes profitability. These are the kinds of clauses our trade negotiators need to really dissect because this is where Canada has been burned in the past.

At this point it is difficult to gauge just how directly or indirectly CETA will impact any of the industries that are included in the text, everything from autos to pharmaceuticals. Where does the meat industry fit into this Agreement and how real are our expectations is what we need be considering, making sure our herds are getting the trade deal deserved for being some of the best grades in the world. **M**

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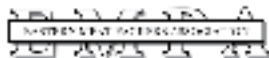
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Dr. Dayna Harhay, U.S. Animal Meat Research Center
Rachel Edelstein, USDA Food Safety & Inspection Service (FSIS)
Dr. Mohammad Koochmaraie, IEH Laboratories and Consulting Group
Dr. Kerri Gehring, International HACCP Alliance and Texas A & M University
Dr. Barb Masters, OFW Law
Norm Robertson, North American Meat Association (NAMA)
Robert Hibbert, Morgan, Lewis & Bockius LLP
Dr. Wendy Warren, AEGIS Food Testing Laboratories
Dr. Chris Braden, Centers for Disease Control and Prevention (CDC) (invited)
Dr. Dan Engeljohn, FSIS (invited)

FEATURED TOPICS:

Beef Pathogens and Human Illness
Microbiological Testing: Capturing the Right Data to Inform Your Process
Salmonella Research Update
FSIS Policy Update & 2015 Agenda
FSIS Field Operations Issues and Initiatives
Beef Safety and Regulatory Compliance: Situational Analysis
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Nicolette Hahn Niman's "Defending Beef"

By Cam Patterson, Digital Media Editor

"Author and Vegetarian turned cattle rancher churns out her second book all of us in the industry should be reading."

You may stumble upon this catchy title if you're Googling beef sustainability in the modern industrialized age of meat production. The book is called "Defending Beef" and could be one of the more aptly titled books you would open in a while because it does just that. Nicolette's second book is an enjoyable read from a good writer but what will really impress you is her eloquent and well thought out defense of beef. Regardless of the onslaught of negative media blaming meat eaters for livestock emissions deteriorating our planet, cattle could actually be the earth's environmental benefactors.

If you like your beef and find yourself intrigued with those words then order her book from Amazon or direct from her publisher, Chelsea Green, the foremost publisher of sustainable living topics.

What is particularly intriguing however is how this vegetarian lawyer became a sustainable cattle rancher in northern California and has now written two noteworthy books focusing on key issues facing the meat industry.

"I can't remember a time when nature was not a source of fascination and inspiration to me," Nicolette claims. "As a child I played outside, hours every day, then joined environmental organizations as a teenager, and majored in biology in college."

As a lawyer, she spent three years working for environmental organizations and maintains that if humans plan to continue living on this planet they must do it in ways that keep earth inhabitable. "Our food system is one of the biggest impacts we have on the planet, and it needs to work in ways that safeguard water and soil, and doesn't pollute. Moreover, food systems must be regenerative, not extractive."

With her first book, Righteous Porkchop, she explored the correlation between the industrialized poultry and pork industries and offered up practical conclusions of modern day livestock production. So, naturally her second outing focused

on the sustainable beef question and the fact she runs her own ranch with her husband gives her book real merit.


"The more I have learned about grazing animals the more important I see them in a global food system that is sustainable over time. So, writing a book about why beef can and must be a part of an ecologically sustainable food system was a natural for me."

What Nicolette claims to have found writing the book was what any of us paying attention to sustainability have heard in the past - if sustainability stands a chance, it begins in managing the pastures and this is where Nicolette's book argues cattle are not the public enemy they are being perceived in being, in fact, quite the opposite.

"The biggest surprise I had researching the book was realizing the importance of the biology of the soil," she states. "For most of the twentieth century scientists focused narrowly on the chemistry of the soil - what is its nitrogen, phosphorous, and potassium content - and the physical properties of the soil. Only in the past decade has a new understanding emerged that the soil's biology is the lynchpin to how it functions. And well-managed grazing is one of the best things that can be done to enhance a soil's biological properties."

Reading the book definitely gives you the impression she wants to inspire cattle producers to examine their own methods with an eye for ways to improve and safeguard soils, water quality, and air emissions. "Defending Beef" just may convince the most ardent non-believers that well-managed cattle greatly benefit our ecosystems.

"I hope everyone gets from the book that beef is an important part of the food system: it's not only ecologically important, it's delicious and highly nutritious," and with that Nicolette Hahn Niman is saying exactly what the meat industry has hoped to hear.

If you're in the beef industry, this book should be on your "must read" list. 



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