

CANADIAN

November/December 2014

Meat Business

The Beef, Pork & Poultry Industry Magazine

NAMI: Speaking with One Voice

**A Brief History of Canadian
Meat Processing – Part 2**

**James Bezan MP
– The Rancher on the Hill**

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20



19



29



22

In this issue

November/December 2014

- 5** Canada Beef continues work with IMS Human Nutrition Committee
by Karine Barlow, RD
- 6** NAMI: Speaking With One Voice
by Scott Taylor
- 8** Processing Industry History - Part 2
by Scott Taylor
- 10** The New Meat Buyer's Guide
by Scott Taylor
- 13** Five Reasons to Attend Banff Pork Seminar 2015
- 14** Realities of Farming in Canada
by Mandy D'Autremont
- 16** Sustainable Beef Part 3: Toward an Actual Product
by Scott Taylor
- 19** FCC report shows Canada is world's top per capita ag trader
- 20** Ritz responds to COOL appeal denial
- 20** Restaurateur and chef Donna Dooher named interim CEO of Restaurants Canada
- 21** Restaurant survey shows optimism
- 22** Candace Brown: The Heritage Chicken Lady
by Cam Patterson
- 24** Responding to Consumers Critical for Growth of Cattle Industry
by Ted Power
- 25** Calorie-Posting for Restaurants not as Simple as it Appears
- 28** Indoor Air Quality: Preventing bacteria, mold in meat, food storage... a new approach
by Carlos Gendron
- 29** Canada-South Korea Trade Agreement to Benefit Canadian Pork
- 30** Open Farm Pet Food Receives Certified Humane® label
- 31** James Bezan – The Rancher up on the Hill
by Cam Patterson



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By: *Karine Barlow, RD*

Canada Beef continues work with IMS Human Nutrition Committee to pump up positive story for red meat

IN EFFORTS TO increase positive messaging around beef in human health and wellness, Canada Beef is pleased to continue its work with the International Meat Secretariat's (IMS) Human Nutrition Committee.

With an exciting nutrition story to share, Canada Beef's participation with IMS is a highly valuable addition to advocacy and education work done by Canada Beef to promote beef's role in a healthy diet. Backed by science and a global platform of experts, coordinating efforts with the IMS Human Nutrition Committee makes an important contribution towards ensuring attitudes and policies regarding beef consumption reflect scientific fact.

Nutrition is a core piece of our brand story. Canadian beef is packed with essential nutrients and is an anchor to healthy eating, and we need to leverage opportunities like collaboration with the IMS Human Nutrition Committee to advocate for positive beef messaging.

Safeguarding beef's place in a healthy diet is the singular focus of Canada Beef's Health and Nutrition program. The purpose of the IMS Human Nutrition Committee is to ensure that the red meat story is properly told around the world.

The committee is a collaboration of global nutrition professionals involved in providing current, evidence based information about the nutritional qualities of red meats and their role in healthy, sustainable diets.

In addition to ongoing work with IMS, Canada Beef was pleased to attend the 2014 IMS Nutrition Committee gathering in Orlando, which tabled the most current food and nutrition issues impacting red meat.

A recurring theme at the gathering was the growing overlap between nutrition and food skills. With food skills on the decline globally, this poses a threat to keeping red meat on the tables of the consumer, as knowledge about selecting and cooking red meat is tightly linked to consumers' skills in food preparation.

Canada Beef's Joyce Parslow, Director, Consumer Marketing, was asked to address both the Marketing and Human Nutrition Committee at the Orlando meeting on the food skills topic as a marketing opportunity for beef. The presentation was also delivered earlier this year at the 21st IMS General Assembly on June 14, 2014 in Beijing.

Parslow's presentation highlighted the links between food skills, food literacy, food security, family economics and health, and how beef can play a role in the discussion of food skills.

The buzz about the lack of food skills as it relates to public health creates an opportunity for the meat industry and it needs to be our 'ah-ha' moment. Meat is a wholesome, single ingredient staple and research has shown that as a part of 'from scratch' meals, meat anchors a healthy plate and encourages a wider use of vegetables and healthy eating habits.

The IMS Human Nutrition Committee will focus attention on two themes in the upcoming 2015 meeting – red meat and cancer, and the nutrient density of red meat as a key strategy to defend meat's value as a sustainable part of healthy diets.

Canada Beef has held an active role with the IMS Human Nutrition Committee since 1997.^M

NAMI: Speaking With One Voice

By Scott Taylor

In April, the general members of the American Meat Institute voted unanimously to merge with North American Meat Association. Now there is one voice representing the interests of packers and processors of beef, pork, lamb, veal and turkey products and their suppliers throughout North America. Welcome to the 21st Century.

THE CEO AND the co-presidents of the new voice for the Meat Industry in North America believe in exactly the same thing.

The merger between the American Meat Institute (AMI) and the North American Meat Association (NAMA), a merger that was ratified by AMI's members back on April, 16, 2014, is the best thing that's happened to the industry in decades. Now known as the North American Meat Institute (NAMI), this singular voice will provide better service to its members and promote the industry from a positive and uniform position.

"A united association means an expanded array of opportunities for members, and North American Meat Institute will focus its efforts on enhanced services, including hands-on help with regulatory issues," said NAMI CEO Barry Carpenter. "Importantly, NAMI will also be able to provide a unified voice to proactively promote a positive industry image for all of North America."

This merger, a joining together that seemed inevitable two years ago, will officially take place on Jan. 1, 2015. At last, the meat industry in North America will speak with one unified voice. Even the co-presidents – the temporary co-presidency goes back to the 2012 merger of NAMA and North American Meat Processors Association – agreed wholeheartedly.

"The NAMA Board feels strongly that the members will be best served by the merger," said Tony Gahn, Jr., NAMA's co-president.

"The time has come for the industry to speak with one voice," added Mike Hesse, NAMA's other co-president.

While it's obvious that getting from two lobbying groups to one was essential for the industry, getting there took both a long time and a short time all rolled into one. Confused? Don't be. While the 108-year-old American Meat Institute has

been around, virtually, forever, and the two-year-old North American Meat Association is the big new kid on the block, the amalgamation of the two major organizations was pretty much inevitable.

"The General Membership's unanimous vote makes possible the formation of a new and stronger organization, well-positioned to meet the challenges of the future," said AMI Chairman Greg Benedict, chief operating officer and president of American Foods Group, who served on the merger committee. "Our two organizations now will create a transition committee to begin the process of merging our two organizations' operations and governing structure. This is a positive development and one that stands to serve our industry well."

The merger actually began more than two years ago when the North American Meat Processors Association (NAMP) and the National Meat Association (NMA) began talking merger. That talk ended in a marriage of the two groups and the new name of that larger – but not the largest – lobbying and food safety organization would be the North American Meat Association.

Not long after, the two big dogs – Washington, D.C.-based American Meat Institute and the Oakland, Calif.-based North American Meat Association – started to talk merger. But at first it was only talk. The man at the head of AMI, J. Patrick Boyle, really didn't want to see the 118-year-old king of the meat industry folded into a two-year-old upstart from California.

After all, within the industry, AMI was considered the representative of the big packers, the major meat processing corporations that process about 95 percent of the red meat and 70 percent of the turkey in the U.S. NAMA, meanwhile, was the representative of the small Western packer groups and some of the smaller Eastern and Midwestern packers.

Since 1906, on the heels of the publication of *The Jungle* by Upton Sinclair, AMI was the voice of the meat industry in America. (As an aside, if you haven't read *The Jungle*, you should, simply because it is so important to the history of the meat-processing industry on both sides of the border. A review by the writer Jack London called it, "the Uncle Tom's Cabin of wage slavery.")

As a result of the publication of *The Jungle* – and President Theodore Roosevelt's subsequent reading of the book – AMI was formed as Congress was passing the first Federal Meat Inspection Act and the Pure Food and Drug Act. Amazingly, a book that was published to show the hardships of immigrant workers in America wound up creating food safety legislation.

After the creation of AMI, there were a number of organizations started in the United States to speak for members of the Meat Industry. Because Chicago dealers of value-added meats had problems with price controls and rationing during World War II, they joined together as the National Association of Hotel and Restaurant Meat Purveyors.

It was an alliance that attempted to cut through government rationing schemes and indeed, created ways to sell meat to hotels and restaurants at a price that was considered fair to everyone involved.

This group eventually became the National Association of Meat Purveyors and then became the North American Meat Processors Association (NAMPA), reflecting a growing membership, not only in the United States, but also in Canada and Mexico.

Two years ago NAMPA merged with the National Meat Association (NMA), another alphabet association that dates

back to World War II. In its first incarnation, it was called the Western States Meat Packers Association. At the same time, there existed the Pacific Coast Meat Association. Those two groups joined forces in 1982 as the Western States Meat Association. The name was changed to the NMA then in 1996 when the WSMA merged with the Mountain/Plains Meat Association.

In 2012, when the NMA and NAMPA merged, the North American Meat Association was formed and almost immediately, CEO Barry Carpenter and executive director Phil Kimball started to negotiate with AMI. Carpenter is a former USDA executive while Kimball is an expert in agricultural exports and association management who began his career in the industry as a Capitol Hill staffer on agricultural appropriations. By September of 2013, discussions between NAMA and AMI got serious. On March 21, 2014, NAMA's board of directors voted to merge with AMI and a month later, AMI's members ratified that merger.

A big reason for the merger was the change in leadership at AMI. When AMI's longest-running president (1990-2013) and chief executive, J. Patrick Boyle, retired at the end of 2013, it was obvious AMI's power and influence was about to decline. Boyle wasn't particularly well liked but he was strong and powerful. According to AMI's own records, Boyle left AMI with a membership that included 95 percent of the nation's beef, pork, lamb, and veal processors and 70 percent of the turkey production. That was significant.

The new North American Meat Institute maintains four offices: Washington, D.C.; Oakland, CA; Ottawa, and Mexico City. 



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Processing Industry History - Part 2

William Davies, Patrick Burns and the Creation of Burns Meats and Canada Packers

By Scott Taylor

AS THE WILLIAM Davies Co. began to dominate the pork processing industry in Ontario, Patrick Burns was already supplying beef to the employees of our national railroad. In the late 19th Century the meat processing industry in Canada was growing by leaps and bounds and soon the Cattle Kings of the Alberta and the pork processors in “Hogtown” would soon control the game.

In the 1860s, William Davies was the tall timber of Canada’s meat processing industry. In fact, in the late 1860s, he 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 every year. This is the man who also created Pea meal bacon, which is not only a staple of breakfasts all over the world today, but Pea meal bacon sandwiches are considered the “signature snack” at Toronto’s St. Lawrence Market, the same market where William Davies started selling pork in 1854.

According to A Glimpse of Toronto’s History, “In 1879 Davies built a new plant on the south side of Front Street, right 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.”

Meanwhile, in Alberta, “The King of Cattle,” Patrick Burns, was building his own empire.

Burns was born in Oshawa, Ont., in 1856, the fourth of eleven children born to Irish immigrants Michael and Bridget O’Byrne. Patrick grew up in Kirkfield, Ont., and the family changed its name to Burns (more British than Irish). He had very little schooling and spent most of young life working hard, saving his money and dreaming of heading West.

One summer, he had been chopping wood for farmers around Kirkfield and one of his more steady employers did not have the \$110 that Patrick was owed for his labour. Instead, the farmer gave him two oxen. The oxen had a re-sale value of only \$70, but on his own, Patrick figured out an alternative. By slaughtering the animals himself, he was able to sell the meat and the meat by-products for a total of \$150. He now had a skill, an entrepreneurial spirit and enough money to head west.

In 1878, at the age of 22, he and his brothers, John and Dominic, took a steamer to Rat Portage (Kenora today). Realizing they were running out of cash, they decided not to pay another dime for transportation, so they bought some bread and cheese, kept their guns loaded and walked to Winnipeg. In Winnipeg, they took advantage of the Homestead Act of 1872, made a claim and walked to their new homesteads, just east of what is now Minnedosa.

While homesteading in Manitoba, he bought a cow on credit for \$2 and sold it for \$4. He began driving his neighbors cattle to the stockyards in Winnipeg and with the money started buying his own cattle, butchering it in his shop and selling the meat. By 1885, Patrick Burns was a cattleman.

In 1887, Burns got his big break. A friend of Patrick’s back in Kirkfield, William MacKenzie, had secured, with three partners, a railway construction contract to build a line from Quebec, through Maine to the Eastern seaboard of the United States.

MacKenzie had always liked Burns and he’d heard about his exploits as one of the Winnipeg stockyards most highly regarded

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meat processors. MacKenzie gave Burns the contract to feed the railway workers. According to author Simon Evans, "Burns learned to establish a mobile slaughtering facility which could move easily as the railhead was extended. The success of the contract in Maine led to a whole succession of other contracts with Mackenzie and Mann."

By 1890, Burns had sold the homestead in Manitoba and moved to Calgary. There he built his first large slaughterhouse and then, according to the Canadian Encyclopedia, he built packing houses in Vancouver, Edmonton, Prince Albert and Regina.

"He then turned to ranching on a large scale and acquired large tracts of land," according to the Canadian Encyclopedia. "His company, P. Burns & Co. (later Burns Foods) became western Canada's largest meatpacking company."

At the grand opening of his second abattoir in 1899, built to replace the first that had burned down, the Calgary Herald wrote, "This event is the passing of yet another milestone on the road to Calgary's full measure of prosperity."

In 1902, Burns purchased The Bow Valley Farm and it became the headquarters of his cattle empire. Eventually the Burns Ranch at Bow Valley included 20,000 acres bounded on the north by what is now Stampede Park, on the east by the Bow River, on the south by 146th Avenue, and on the west by MacLeod Trail. It was a huge piece of property by any standards, but it was only a small segment of Burns' ranching empire.

Meanwhile, back in Ontario, William Davies was building, what is now, the modern pork industry.

The William Davies Co. was doing extremely well. His pork products were a hit in the British market and because they were perceived as "being of the highest quality," commanded higher prices than American pork products.

By the 1890s, William Davis Co. was supplying more than half of the Canadian bacon trade with Britain.

In 1891, Joseph Flavelle joined the company and by 1917 had bought most of the public shares of the company. He reorganized it as the William Davies Company Limited. Flavelle was now in charge and the company continued to flourish.

Meanwhile, William Davies, the founder of what would become one of the most important businesses in the country, died in 1921 as a result of injuries he suffered after being head-butted by a goat.

By 1921, however, Flavelle was in charge and he'd had already established the first chain of retail meat and grocery stores in Canada and his marketing plan was brilliant. He would open stores in fast growing areas along the streetcar lines. Flavelle was once quoted as saying "Where the trolley goes it's fair to assume that we shall follow shortly."

The William Davies Co. Ltd., was becoming a monster and during the Great War, as many packing houses began to fail, Flavelle had an idea: Get bigger and stronger. So in 1927, Flavelle and J. Stanley McLean, president of Harris Abattoir Co., agreed on a merger. They also convinced the Canada Packing

Co. and Gunns Ltd. to join them, and together, the four major packing houses in Ontario, created Canada Packers Ltd.

+

By 1890, Burns had sold the homestead in Manitoba and moved to Calgary. There he built his first large slaughterhouse and then, according to the Canadian Encyclopedia, he built packing houses in Vancouver, Edmonton, Prince Albert and Regina.

Canada Packers Ltd., was now one of the largest companies in Canada. The old William Davies slaughterhouses were all destroyed and the enterprise moved to West Toronto. Make no mistake, Canada Packers was one of the businesses that turned Toronto into the commercial centre of the nation.

And yes, it's true: The millions of pigs that passed through Canada Packers' doors did give Toronto its nickname: "Hogtown."

By 1930, the red meat industry in Canada was dominated by The Big Three integrated meat-packers – Canada Packers, Burns Foods, and Swift Canadian. In Part 3, our final installment, we'll look at the history of Swift Canadian and the building of the modern meat processing industry in Canada.^M

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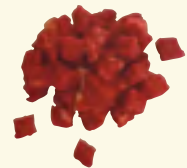


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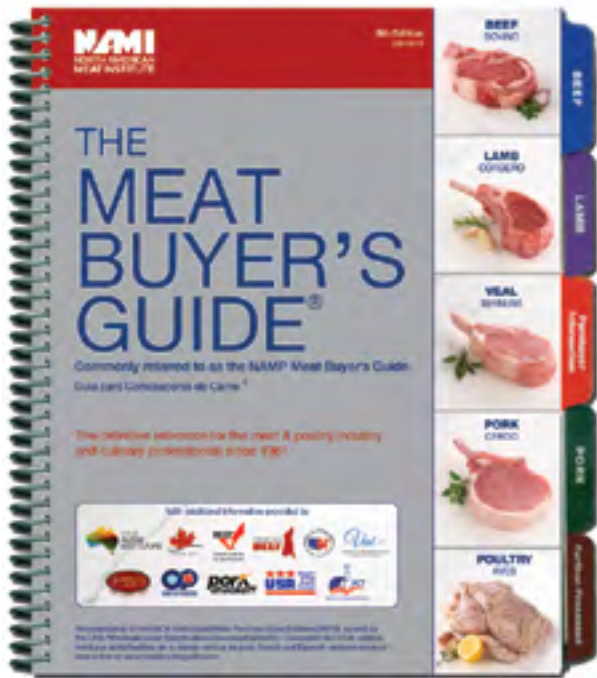
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The New Meat Buyer's Guide: What Cooperation in the North American Meat Industry Can Produce

By Scott Taylor

JOHN DEBENEDETTI MAKES no bones about it. He is proud of the brand new 2014-15 Meat Buyers Guide® . In fact, he'll even call it "a significant achievement," for the industry in the United States and Canada.

"The new Meat Buyer's Guide being released by NAMA represents a significant achievement in the harmonization of meat nomenclature between the U.S. and Canada," said DeBenedetti, the Del Monte Meat and Meat Buyer's Guide Revision Committee Chairman. "A new format makes the book more compact and user-friendly, too.

"NAMA is grateful for the hard work of the many members and industry partners who spent significant time providing input and discussion to make the IMPS and the Meat Buyer's Guide

true industry consensus resources that will facilitate meat trade in North America and beyond."

Indeed, the Meat Buyers Guide® has always been the industry's most important publication, but this newly-revised Eighth Edition is the first universal meat-cut reference for the U.S., Canadian and Mexican markets.

However, for those new to The Guide, the bible of the meat industry has a long history.

The North American Meat Producers and the North American Meat Association have written and produced The Meat Buyers Guide® since 1961. It is still used today as the premier resource publication for the meat and poultry industry, foodservice purchasers, educators, and students.

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“This is a tool that is owned by every major restaurant and meat packing plant in the United States and most of them in Canada,” said Phil Kimball, a member of the revision committee, during an exclusive interview about the release of The Guide with Canadian Meat Industry Magazine. “It has been the premier resource for the people who buy, sell, cut, cook, eat and even enjoy meat for more than five decades. It’s not just a high-quality publication now, a publication that covers beef, pork, lamb, veal and poultry, but it also has all the government regulations for both Canada and the United States. It also includes all the wholesale marketing specs. It sets the standard for guidance on meat nomenclature.

“This new edition is endorsed by 33 industry and foodservice associations.”

According to a release sent out by the North American Meat Association, the new edition features:

- 40 new cuts of meat
- 84 major specification revisions
- New item names and descriptions to reflect current industry practices
- Processing options that reflect industry innovations
- Updated nutritional information
- A compact layout that makes the book 22 percent lighter than the previous edition
- More than 50 new photos
- QR code links to 18 cutting videos
- Product facts from 10 producer groups in the U.S., Canada, Mexico, and Australia
- Culinary guidance from the American Culinary Federation (ACF)

“For American users,” Kimball added, “The Eighth Edition of The Guide includes a complete update of all of the U.S.

Institutional Meat Purchase Specifications (IMPS), making all of them current.

“For those you in Canada, this latest edition of The Guide represents the official Canadian government adoption of the same nomenclature for wholesale cuts and specifications, making it fully applicable to the Canadian meat trade. The online version will include French translations of the meat cuts.

“And this year, because we can’t forget our partners in Mexico, The Guide includes Spanish translations of meat cut names for the Mexican meat, foodservice and restaurant trades, and a complete Spanish translation in the online version.

According to Kimball, NAMA’s predecessor, the North American Meat Processors Association (NAMP), started The Guide’s North American perspective in the previous edition four years ago. It included Canadian names for cuts where they were different from names in the U.S., and it added Spanish translations of the meat cut names. NAMP also published an English/Spanish edition and an online version.

“NAMP also fostered the concept of making the specifications the same in the U.S. and Canada, starting five years ago,” Kimball added. “The idea gained government backing in 2011 when it was adopted by the U.S.-Canada Regulatory Cooperation Council. The RCC was established in 2011 by U.S. President Barack Obama and Canadian Prime Minister Stephen Harper, and aims to reduce or eliminate unnecessary trade barriers.


“The NAMA organized the meat industry to work with USDA’s Agriculture Marketing Service (AMS) and the Canadian Food Inspection Agency. A NAMA-USDA-CFIA group worked for more than two years, receiving input from all parties involved in both the U.S. and Canada (government, industry, trade groups), and finding agreement on the items and terms in the beef, pork, lamb, veal, and poultry sections of the IMPS and The Guide. Last February, USDA and the CFIA started a joint pilot program in harmonizing 22 of the most commonly trade wholesale meat cuts. NAMA featured those cuts in its online version of The Guide.”

The USDA has already announced its extensive revisions while the CFIA’s new Wholesale Meat Specifications Document (WMSD) will include the same meat cut names and specifications as the IMPS and The Guide. In Mexico, NAMA is working with the meat, retail and foodservice trade associations to suggest they consider the IMPS as a framework for a specifications system, with flexibility for including cuts specific to Mexico.

Mexico does not yet have a formal system, and many in the meat trade see a major benefit to having the same system for all three NAFTA trading partners.

According to its mission statement, “NAMA serves the business and professional needs of its members and the North American meat and poultry industry through a variety of services and educational programs, meetings and seminars. Its members are center-of-the plate experts who satisfy their customer’s needs with quality products, professionalism and reliability.”

How to Order NAMA’s Meat Buyer’s Guide®

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Five Reasons to Attend Banff Pork Seminar 2015



WHEN SEVERAL HUNDRED swine industry players gather for the Banff Pork Seminar January 20 to 22, 2015, they will carry on a tradition that spans 44 years.

This Seminar will bring together the best speakers on the core topics of the day and providing an unparalleled networking opportunity with people from across Canada and around the world.

Here are five key reasons to attend BPS 2015:

Better understand the battle for consumer trust. Two professionals will lead this important plenary session. Charlie Arnot, from the Center for Food Integrity in the U.S., will look at "Restoring and maintaining trust of pork consumers" and Glynn Tonsor of Kansas State University will tackle the question "What will consumers really pay for happier pigs?"

Get the latest on where pork markets are today and where they're going tomorrow. Kevin Grier of the George Morris

Centre and Howard Hill of the U.S. National Pork Producers Council will break down the key factors driving current market conditions and help anticipate where they are headed.

Tap the best knowledge from nine breakout sessions on the hottest topics in pork production.

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Enjoy the nightlife and location. Banff is recognized as one of the natural wonders of the world, simply a beautiful backdrop to an enjoyable opportunity to socialize with people from across the industry.

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Realities of Farming in Canada

By Mandy D'Autremont

TODAY, CANADIANS ARE further away from agriculture than ever before. Singing Old MacDonald's Farm and reading Charlotte's Web are as close as many Canadians come to experiencing farm life. This disconnect has led to a variety of misconceptions about farming in Canada.

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—CFIB Member, Livestock & Animal Farmer

51% of farms are adopting new innovative technologies and practices



increasingly controlled by corporate multinationals. They don't think of farmers as innovators, and don't think farmers care about the environment. Nothing could be further from the truth.

Canadian producers are amongst the most tech savvy, environmentally conscious entrepreneurs in Canada. They are excited about growing their farms and maintaining, what is for many of them, a family tradition that spans decades. The Canadian Federation of Independent Business (CFIB) recently reached out to producers across the country to see what is actually happening in their fields. The resulting report, Realities of Agriculture in Canada – A sector of innovation and growth, debunks the misconceptions commonly held by many Canadians and shines a new light on the sector.

While many Canadians believe agriculture is stuck in the mud, innovation is actually the watchword of the industry. Farmers are harnessing new technologies like never before to help their businesses produce more with less. GPS tracking systems to improve efficiency of planting and spraying, drone aircraft to inspect crops and robots to milk cows are just some of the fascinating advances that Canadians wouldn't expect on a farm. Fifty-one per cent of farmers have plans to adopt even more new technology in the coming years. The possibilities are endless.

Adopting new technology and becoming more efficient is allowing the industry to grow and contribute more to the Canadian economy. The agriculture and agri-food industry contributes about \$100 billion annually to the Canadian economy, about 6.5 per cent of GDP. That's a number that has grown every year since 2010 despite record floods, disease outbreaks and poor weather that affected many parts of the country. Nearly 45 per cent of farmers plan to

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“Adopting new technology and becoming more efficient is allowing the industry to grow and contribute more to the Canadian economy. The agriculture and agri-food industry contributes about \$100 billion annually to the Canadian economy, about 6.5 per cent of GDP.”

further grow their business.

While in some industries business growth leads to IPOs and corporate takeovers, agriculture is bucking the trend. Only 28 per cent of producers are thinking about selling their business within the next three years. Of these individuals, more than 8-in-10 plan to transfer the business to a family member. For the foreseeable future, farms will continue to be owned by Canadian entrepreneurs, people who are invested in their local communities.

These agri-entrepreneurs also want a healthy environment. As stewards of the land, the livelihood of their families is directly related to the ability of their fields and pastures to produce strong crops and livestock. That’s why 95 per cent of producers have taken action to protect the environment. Nearly two thirds of farmers took steps such as investing in more fuel efficient machinery or adopting more safely protocols to handle hazardous products. Over 60 per cent have protected water sources. These steps not only improve their ability to produce, but safeguard the environment for wildlife and our urban cousins.

The reality of being a 21st Century farmer is far different than what many Canadians believe it to be. Today’s agricultural sector is one we should all be proud of – an innovative and growing industry owned and operated by environmentally conscious entrepreneurs. It’s a positive story that bears repeating to shatter the myths and misconceptions some Canadians hold about our food production system. [M](#)



Mandy D'Autremont is a Senior Policy Analyst, Agri-business with the Canadian Federation of Independent Business. She can be reached at mssask@cfib.ca

Established in 1971, CFIB is Canada’s largest association of small- and medium-sized businesses, CFIB is Powered by Entrepreneurs™. CFIB takes direction from more than 109,000 members (including 7,200 agri-business owners) in every sector nationwide, giving independent business a strong and influential voice at all levels of government and helping to grow the economy.

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Sustainable Beef Part 3: Toward an Actual Product

By Scott Taylor

THE WORLD'S BEEF production chain has been waiting with baited breath for a simple definition. When it comes to the entire concept of “Sustainable Beef,” the immediate question that comes to mind is: What the heck is sustainable beef?

We know what McDonald’s wants. We know what the Global Roundtable for Sustainable Beef (GRSB) has envisioned. But what exactly is Sustainable Beef?

On Nov. 3, 2015, the GRSB released its long-awaited Principles and Criteria for Global Sustainable Beef production, processing and retail sales. The definition is based on the Vision and Mission of the Global Roundtable:

THE GRSB’S VISION

We envision a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.

THE GRSB’S MISSION

The mission of the Global Roundtable for Sustainable Beef is to advance continuous improvement in global beef value chain sustainability, through leadership, science, and multi-stakeholder engagement and collaboration.

With that, we were given this:

We define sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes Planet (relevant principles: Natural Resources, Efficiency and Innovation, People and the Community); People (relevant principles: People and the Community and Food); Animals (relevant principle: Animal Health and Welfare); and Progress (relevant principles: Natural Resources, People and the Community, Animal Health and Welfare, Food, Efficiency and Innovation).

Ultimately, it would appear the message to Canadian producers is simple: Just keep doing what you’re doing.

Fawn Jackson, the manager of environment and sustainability for the Canadian Cattlemen’s Association would not likely disagree. Jackson, who doubles as staff support for the Canadian Roundtable on Sustainable Beef (CRSB), says Canada is prepared to follow the lead of the GRSB. In fact, at the CRSB’s first annual general meeting in late September at Duncan Lake Ranch in Kelowna, B.C., Canadian producers agreed to follow the GRSB’s definition.

“The GRSB helped the CRSB get started in terms of advising on the multi-stakeholder approach, governance etc.,” said Jackson. “The CRSB will be using the GRSB Principles and Criteria to develop indicators for Canada.”

Just to take a quick step backward, here is a brief history of Sustainable Beef in Canada: At the organizing meeting of the CRSB, a group of eclectic partners, including the Canadian Cattlemen’s Association, McDonald’s Restaurants, the World Wildlife Federation, Loblaws, Nature Canada, Costco, Cargill, the Manitoba Beef Producers, the Royal Bank, Walmart, the Barley Council of Canada, Merck Animal Health, the Saskatchewan Cattlemen’s Association, the Alberta Beef Producers, the Beef Farmers of Ontario, A & W Restaurants, the Alberta Conservation Association and Ducks Unlimited 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. 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.”

This should come as no surprise to anyone in the industry. McDonald’s, along with Cargill, JBS Foods and a slew of other multinationals, was at the forefront of the creation of the Global Roundtable for Sustainable Beef back in 2011 and at the global level, there are “The Three Pillars” that guide the GRSB: “That Sustainable Beef is (1) Environmentally sound, (2) Socially Responsible and (3) Economically viable.” Period.

Of course, it’s important to note that The Global Roundtable for Sustainable Beef was not created by some eco-conscious committee at the United Nations. Instead, it’s an initiative of McDonald’s Restaurants, Cargill, Elanco Animal Health, Merck Animal Health, Walmart, JBS Food, Solidaridad (a Dutch organization that believes in fair and sustainable trade) and the World Wildlife Fund.

As a result of its influence on the GRSB, McDonald’s chose Canada – specifically Alberta – over Australia and Europe in May of 2014 as the site of its first pilot project in its somewhat ambitious goal to serve only “Sustainable Beef” in its restaurants around the world. In many ways, Alberta

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is the perfect choice: The province is home to about 40 per cent of Canada's cattle herd and about 80 per cent of the country's beef processing. It also has more experience in beef production than most regions of the planet.

At the recent CRSB AGM in Kelowna, Jackson indicated that the stakeholders focused on a number of priorities for 2015:

1. Establishing CRSB as a functioning organization.
2. Completing the Sustainability Assessment which will be a benchmark for sustainability in the Canadian beef industry as well as help set an action plan on how to reach future goals.
3. McDonald's Pilot Project liaison – McDonald's goal is to bring verified sustainable beef to market beginning in 2016, they have chosen to start a pilot project in Canada to help meet this commitment. McDonald's project is developing draft indicators to source verifiable sustainable beef. McDonald's is liaising with the CCA and CRSB to help inform the process.
4. Communication with members and stakeholders (e.g. newsletter, website) and engaging with the GRSB.

They don't sound like particularly lofty goals, but when one considers how vague the demands were at the beginning of the race to a Sustainable Beef industry in Canada, the CRSB is miles ahead of where it was six months ago. In fact, the CRSB is even working on a consumer education program to ensure that the people who buy meat in our country know exactly what it is they're buying.

"It is imperative that consumers are aware of what we are working on in regards to sustainability so that we don't go far beyond their expectations, but also so that we don't create something that doesn't meet their expectations," Jackson said. "The program Beef Advocacy Canada has become a great tool for producers and really anyone else in the supply chain to use to help educate consumers on the Canadian beef industry.

"Also, the CRSB is a multi-stakeholder initiative, with experts from a variety of different backgrounds, which is extremely important to the success of us being able to effectively and appropriately deliver and communicate on Sustainable Beef in Canada."

One other important thing to note is that sustainability does not become a Trade Barrier.

"Everyone has been approaching sustainability in much the same way we approached food safety in the past," Jackson explained. "It is beneficial to everyone when it is improved and so it is a pre-competitive issue."

At the September AGM of the CRSB, the stakeholders set up a list of priorities for 2015:

1. Undertake development of Sustainability Indicators (see: http://grsbeef.org/Resources/Documents/GRSB%20Principles%20and%20Criteria%20for%20Global%20Sustainable%20Beef_091514.pdf for a definition of the difference between principles, criteria and indicators).
2. Continue to build and coordinate the Canadian beef industry's sustainability delivery mechanisms such as Verified Beef Production™ (VBP) program.
3. Focus on utilizing the existing programs in Canada to help verify sustainable beef [VBP, Beef InfoXchange System (BIXS), Environmental Farm Plans, etc.).
4. Communicate with targeted external stakeholders

Communicating what is and what is not, officially, Sustainable Beef will be one of the cornerstones of the program. A question that will definitely be asked by consumers is, "How do I really know that the beef I buy is sustainable?"

"One of the reasons that McDonald's chose to do the pilot project in Canada was because of the foundation pieces we already have in place, such as BIXS, Environmental Farm Plans and VBP," Jackson said. "Certainly one of our biggest challenges in Canada is transferring the information from one side of the supply chain to the next. In our liaisons with McDonald's and Loblaw's we are looking at how we can use these existing tools.


"The great thing about pilot projects is that we can try a number of different options or tools. One of the tools we highly anticipate to try out in the pilot is BIXS, although that may not be the only information transfer system eventually used. The CCA will continue to encourage McDonald's to use existing tools wherever possible and wherever practical."

So what steps will McDonald's take next?

"Currently McDonald's is working with a test group to try out the draft indicators and to try to find ways to verify them," Jackson explained. "This is a learning process for everyone involved as verifiable sustainable beef has not yet been sourced, so it's important to move in stages. The next step will be to take what we've learned from the first group and broaden the scope of those involved.

"McDonald's has developed a steering committee for the project with people from a multitude of backgrounds, and they will be engaged throughout the pilot project.

"McDonald's has been very clear throughout the pilot project that they hope this will help inform the future development of indicators for Sustainable Beef in Canada. Over the next year the CRSB will be undertaking the development of indicators for Canada, utilizing the lessons from the McDonald's pilot project."

The next major meeting of the CRSB is slated to be held in late summer or early fall of 2015. By then, Sustainable Beef should be a verified product of the Canadian Beef industry. At least, that's obviously the plan. 



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FCC report shows Canada is world's top per capita ag trader

CANADA IS THE WORLD'S top agriculture trader when compared to all other countries on a per capita basis, according to Farm Credit Canada's (FCC) annual report on global trade.

"When viewing Canada's agriculture trade numbers through the lens of this country's population, a clear picture emerges," said J.P. Gervais, FCC's chief agricultural economist, in releasing the FCC Ag Economics: A 2014 Look at Global Trade report. "It shows the agriculture sector is more important to Canada than all other countries, including the United States, Australia and the European Union. This is significant because it points to strong opportunities and a bright future for Canadian agriculture." The report takes the combined value of all agriculture exports and imports from each of the major agriculture trading countries and divides that number by each country's respective population.

In 2013, the value of Canada's agriculture imports and exports was more than US\$2,100 per person, followed by Australia at about US\$1,900 per person. While China and India don't rank high on the per capita agriculture trade spectrum, the significance of these emerging economies – with huge and growing populations – should not be ignored, "The combination of rising household incomes and population growth in India and China present major market opportunities for Canadian exports of beef, pork and pulse crops," Gervais said. "Canada appears well positioned as an important agriculture trader in the world and the expansion of trade relations will only help to sustain and build on that."

The report shows Canada as the fifth largest agriculture exporter in the world – behind the European Union, United States, Brazil and China – and the sixth largest agriculture importer. Canada's imports are mainly driven by relatively high household incomes and a year-round demand for fresh fruits and vegetables, which is partly met by foreign exporters. "This report confirms that agriculture is and will continue to be a major contributor to Canada's growth and prosperity," Gervais said.

FCC has produced a four-part video series on international agriculture trade and Canada's place in the world markets. To view these videos and read the full report, visit www.fcc.ca/GlobalTrade. 



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Ritz responds to COOL appeal denial

IT SEEMS LIKE every day brings us new developments in the COOL debate. The meat industry in North America waited with anticipation to hear the WTO standby their position that the USDA and National Cattlemen's Beef Association led fight to legislate discriminatory country of origin labeling is a contravention of the U.S.'s trade obligations. In following up, the U.S. Supreme Court denied the appeal, ruling in favor of the COOL label.

"Canada is deeply disappointed that the U.S. has so far been unwilling to make the changes required to respect their trade obligations," Agriculture Minister Gerry Ritz said when Canadian Meat Business contacted his office prior to the minister leaving for a China trade mission. "This ruling has no impact on the WTO process which has repeatedly declared that COOL discriminates against Canadian cattle and hogs," Ritz stated. "With its support of mandatory COOL, the U.S. is effectively legislating its own citizens out of work by disrupting the highly-integrated North American meat industry supply chain."

Where does it leave Canada as we still have beef to sell and the trade contract that is supposed to protect our quotas? Not to mention Canada, on its side of the supply chain, is spending more money segregating livestock needlessly in order to adhere to label requirement; and let's not forget how much it costs to get the WTO ruling.

This is not Canada and Mexico alone concerned with the Supreme Court decision. Cargill and the American Meat Institute don't want what is coming any more than the Canadian meat industry does. "The last thing we need in North America is a trade war, and unless this is addressed, it is where we may be headed," Cargill spokesman Mike Martin said in an email statement to the U.S. media.

"It is clear that mandatory COOL is a discriminatory barrier to trade, hurting hard-working Canadians and Americans alike," Ritz said. "But the Canadian Government continues to stand with our farmers and ranchers, and we will take whatever steps may be necessary, including retaliation, to achieve a fair resolution." 

Restaurateur and chef Donna Dooher named interim CEO of Restaurants Canada

CELEBRATED CHEF AND restaurateur Donna Dooher is the new Interim President and CEO at Restaurants Canada, the largest business association in the country for foodservice owners and operators.

Dooher, who is owner of Mildred's Temple Kitchen in Toronto's Liberty Village and a frequent guest on CTV's *The Social*, will be at the helm of the association until a full-time replacement can be found.

In her new role, Dooher will be working closely with well-known Prince Edward Island restaurateur Liam Dolan. Dolan is currently Chair of the association and owns Claddagh Oyster House, Peak's Quay Restaurant and Bar, and the Olde Dublin Pub.

Dooher has been on the Board of Directors of Restaurants



Canada for nearly a decade. She is a leading restaurateur, chef, and cookbook author. Her newest venture, Mildred's Temple Kitchen is admired for using locally sourced, seasonal ingredients to make simple yet sumptuous dishes.

"Having been a food service operator myself for more than 25 years I know first-hand the demands restaurant owners face," says Dooher. "Providing exceptional customer experiences are not enough to keep a business profitable and sustainable. That's why I'm proud to be part of Restaurants Canada - an organization that provides important support to make things a bit easier for foodservice business owners who have so much on their plate."

Dooher recently shared her story in the video *I am a Restaurant*, produced by Restaurants Canada.



Restaurant survey shows optimism


SIGNS OF AN improving economy are cautiously driving optimism in the restaurant industry, as 84% of operators expect sales to grow steadily or accelerate over the next six months. Restaurants Canada's latest Restaurant Outlook Survey shows these expectations follow a strong third-quarter performance, where nearly 40 per cent reported higher sales over the previous year.

"The economic uptick and fast-approaching busy holiday season has put restaurateurs in better spirits," says Garth Whyte, President and CEO of Restaurants Canada. "This optimism bodes well for employment, as 80 per cent of operators plan to maintain or grow their staff levels."

While operators may want to hire more people, they could be hard-pressed to find suitable employees.

"For the first time since our survey's inception in 2011, the shortage of skilled labour is one of the top three concerns for operators," says Whyte. "Finding lower-skilled labour is also a major challenge for restaurateurs."

The labour shortage is most pressing in Western Canada, where nearly two-thirds of restaurateurs are struggling to find workers.

For more information, visit www.restaurantscanada.org 

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Candace Brown: The Heritage Chicken Lady

By *Cam Patterson*

CANDACE BROWN DIDN'T exactly think she was going to venture into Heritage Chicken Farming when she was searching for farmland south of Winnipeg a couple years ago. She'd grown up with chickens on a hobby farm and it was the yearning for that simpler, wholesome lifestyle that compelled her move back to rural life. What she didn't expect was her little piece of heaven and backyard chicken dreams would eventually become Breezy Bird Farms.

Before the brand came to be, she just wanted chickens again. She didn't care what the breed was just so long as she got eggs. She craved that morning stroll to the chicken pen, cracking her own farm eggs with the aroma of fresh ground coffee wafting in the kitchen, and free range birds for divine gourmet dinners - the perfect country life.

"When you throw a bale of straw in the pen and they start scratching, pecking, and sunbathing, it's the best stress reliever you could have," she admits. "I understand now why farmers who tend herds or flocks and work with them hands on, as naturally as possible, why that feels so rewarding. We all should do that at least once."

She soon discovered a lot of people were online, searching for rare chickens like Black Copper Marans, English Orpingtons, Breda, Blue Isbar and Coronation Sussex to name a few. As it turned out there was a demand out there and very little supply.

She formed Breezy Bird Farms even though the venture was not something she actually set out to brand. She had enough previous experience with flocks that she felt confident she could manage a farm the way it should be done. And that philosophy would set the brand apart. "I really believe we are doing something differently in the way we keep our poultry," she says. "Even though we have numerous breeds, we keep small flocks so the birds live a more natural lifestyle. They have the room to scratch, soak up sunlight so

important to the quality of the bird and eggs. So when I started Breezy Farms that was my goal.”

Candace was already a successful businesswoman with a home cleaning company in Winnipeg as well as being a professional photographer and producer of her own soap line. She knew how to market the birds that she was so passionate about.

“I not only conserve and breed poultry but we breed towards breed standards and key points of the species as well.”

Breezy Bird Farms ships across Canada and in 2015 will be exporting to the U.S. “We have grown and I’m fortunate because there is a very good feeling in providing Heritage chickens to people who have come back to simpler food choices,” Candace says.

She did try her hand at the generic, grocery store breeds but soon decided they weren’t for her. “I just wasn’t enjoying them the same way. I can’t raise something I don’t enjoy. That may sound a bit strange but it’s why I got into heritage birds and I feel it’s why my clients keep coming back. “

She is always on the search for more and more exotic breeds. The process is expensive and the quarantine time could be several months but according to Candace, well worth it. This past October she imported the Mottled Ameraucana, a bird that lays blue eggs, and a breed she longed to have on the farm.

“Take for instance the Ayam Cemani, originally from Indonesia, is a very rare and endangered chicken and it’s completely black; black comb, feet, meat, eggs, and bones. And I have one!”

She reiterates that if you seek out these rare breeds to stock your backyard pens, it is a clear choice to conserve the species. “I really feel because of how common chicken has become in our everyday lives, the fact some breeds could even be on an endangered species list must seem prosperous. But this is what is happening. And at Breezy Farms we feel it’s important to not just be aware of current trends in natural foods and sustainable livestock management, but to proactively participate in preserving these birds we are ultimately dependent upon. I think I’ve become a bit of a conservationist,” she says with a quip. “I really like that I’m able to give back like that.”

The attention and care is also evident in the fact Breezy Bird Farms provides a sort of after-care philosophy to clientele. The quality of her birds is paramount but good customer service doesn’t just end with the sale. “This is more than just selling livestock to people,” she explains. “My clients will call if their birds are sick or other problems have arisen they didn’t anticipate.”

She is also regarded for fielding inquiries from non clients on how to start up their own heritage farm and she doesn’t mind passing along valuable knowledge. “Of course I hope they buy from me in the future but it still comes down to spreading some of that happiness and good will around.”

And she has some knowledge to spread. Connecting with buyers was half the battle and required some thinking outside the box. Candace opened her own forum that has grown into a national meeting place for people seeking to purchase heritage birds or start their own farm. And her client base continues to grow. “You have to remember, I’m mostly selling to people who just want backyard birds. They want some diversity and color in their flock. There are some really beautiful breeds out there.”


You can browse the birds available for sale on the Breezy Farms website, a feature Candace takes great pride in. “I’ve heard stories from clients who went to buy a particular chicken breed, only to find out they’re not what they’re getting. So, at Breezy



Bird Farms, our clients know that if they’re buying Japanese Silkies then that is what they’re purchasing.”

So for those seeking an alternate poultry choice, the heritage bird is a delicacy that has to be savored. The meat is more succulent and robust. “It’s more than just dinner but rather a gourmet feast,” Candace says. “But if you’re going to try these birds as an alternative, you have to learn how to cook them properly. It’s a different culinary experience, but I promise more rewarding because it’s eating more responsibly.”

Candace quickly points out Breezy Bird Farms is not a meat processor. “I’ve been asked to process chickens but I’m not in this to mass market. I enjoy raising and selling the birds and keeping it simple. I like the backyard chicken and don’t want to lose sight of why I created Breezy Bird Farms and why I enjoy what I do so much.”

For more information visit www.breezyfarms.ca 

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Responding to Consumers Critical for Growth of Cattle Industry

By Ted Power

NORTH AMERICA'S LEADING tracking and tracing software company is calling attention to the need for the beef industry to more adequately respond to growing consumer demand for reliable information about their beef—how it was raised, and what chemicals or drugs were used to create it.

Even though the use of RFID ear tags to identify cattle is mandatory, in some areas of Western Canada, where most of the cattle herd exists, compliance ranges near 50%. It's been over ten years since the Bovine Spongiform Encephalopathy (BSE) crisis, and despite the size and significance of the cattle industry, true traceability throughout the supply chain is still a distant dream in Canada.

"Consumers want to know more about what they're putting in their mouths and feeding their families," says Ted Power, President of Edmonton-based ViewTrak Technologies Inc., which supports over 50 million head of livestock worldwide annually. "The beef industry is falling behind in responding to this demand—and they have no time to lose. Soon, all retailers will demand the full animal history of birth and care as A&W, Loblaw's and McDonald's are already at various stages of doing."

He adds that without more reliable information about the history of their beef, consumers lack vital information about food safety and animal health, and the industry is missing out on an enormous opportunity for growth and access to world markets.

Despite their smaller size, pork and lamb producers are well ahead of the cattle industry. Canada's pork industry is one of the few in the world to offer a nation-wide traceability system—PigTrace. And the Canadian Lamb Producers Cooperative is also creating a system for true traceability of their meat from the farm, through processing, to the retailer, right to consumers' plates.

"Like other livestock sectors, the cattle industry needs an integrated information exchange system that reliably traces Canadian beef from farm to plate," adds Hubert Lau, ViewTrak's Executive Vice-President. "Traceability provides for the kind of collaborative economics that is vital for the industry's long-term sustainability and growth, and is critical for maintaining and enhancing consumer confidence."

With entrepreneur W. Brett Wilson as a strategic advisor and co-founding investor, ViewTrak is the most widely used tracking and trading software in North America. The company is helping producers respond to growing industry and consumer demand for high quality, safe, and responsibly produced products. It produces China's number one pork grading tool and is a partner in the Canadian Lamb Cooperative Grading Program.

This article courtesy of Troy Media. For more information visit, www.troymedia.com

Calorie-Posting for Restaurants not as Simple as it Appears

THE PLAN ANNOUNCED today by the Ontario government to require calorie posting in restaurants will require complex regulations that will take time and industry collaboration to be successful.

“As we have seen in the U.S. and U.K., the many variables when it comes to preparing and serving restaurant meals make calorie posting regulations very complex,” said James Rilett, Vice President Ontario for Restaurants Canada. “The United States FDA has been working on regulations for five years. This calls for a collaborative effort between government and industry to get the complex regulations right.”

Ontario’s restaurant industry has worked to provide calorie information to their customers for many years, in various formats. In addition, many restaurants have changed recipes and introduced healthier options, and several chain restaurants voluntarily participated in a national program to provide nutritional information to all customers in a standard format.

“There are some unique challenges in a restaurant environment,” said Rilett. “Calorie counts can only be provided when there is a high degree of standardization. While this is common in food manufacturing, it’s the exception in a restaurant setting.”

A typical breakfast menu offers a good example of the challenge of calorie posting. A “breakfast special” offers the choice of scrambled, poached, fried or boiled eggs; white or whole grain toast, with or without butter, jam, peanut butter, or honey; ham, bacon, sausage or a fruit bowl; orange, grapefruit, cranberry, apple juice, coffee or tea with or without milk, cream, or sugar. All of these choices have an effect on caloric intake.

For more information, visit www.cms.restaurantscanada.org

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Indoor Air Quality: Preventing bacteria, mold in meat, food storage... a new approach

By Carlos Gendron

THE MEAT INDUSTRY'S biggest concern, whether on a smaller scale, such as restaurants and consumer retail locations, or on a larger scale, such as meat processing and storage, is its microbiological safety, i.e.: the prevention of the growth and contamination of meats by pathogenic micro-organisms (that are harmful to human health)..

Lack of serious control of this area can have disastrous consequences for the businesses that it happens to, not to mention the obvious serious consequences for the consumers harmed by it.

The meat industry's most basic, oft repeated mantra has always been "to keep them clean, cold and covered in order to maintain quality and protect against food poisoning and disease", as simplistic as it sounds.

In North America, traditional mitigation methods for control of pathogenic micro-organisms have involved primarily meticulous cleansing protocols, along with a combination of mechanical approaches, by combining dehumidification with maintaining very low temperatures (close to 0o). These mechanical solutions are expensive, both from a capital cost point of view, as well as their operational costs, due to high energy use to maintain such near-extreme conditions.

One of the unfortunate side-effects of very low humidity and very low temperatures is that it dries out stored meat. The consequence is that, once the meat has been stored for a period of time (for instance: to "age" it), when it comes time to trim and cut it into smaller re-sellable pieces, the dried out portion has to be trimmed off to get to the juicier, more attractive part. This loss can be as high as 10%.

The Europeans have taken a slightly different approach to meat storage over the last 30 years, by combining their mechanical

solutions (cold & dehumidification) with an air purification technology that originated in Europe in the 1950s called "bi-polar ionization" (BPI).

BPI technology leverages a discovery made by Albert Einstein in 1919 of how the earth keeps cleaning our atmosphere by "restoring" the atmosphere's pristine contaminant-free condition by generating natural bi-polar ionization (BPI).

In nature, lightning cleans the atmosphere by liberating electrons from Oxygen molecules. Oxygen which is in a negative ionization state, seeks out positive charges and, after lightning, the pollutants are left with a positive charge and oxygen seeks out the pollutants and reacts. This is why after a lightning storm, the air smells cleaner.

Without getting too technical (literature abounds that explains scientifically how bi-polar ionization actually works), BPI technology promotes oxidation reduction reactions at an increased rate to accomplish the same result as lightning. This reduces hydrocarbon pollutants into harmless carbon dioxide and water.

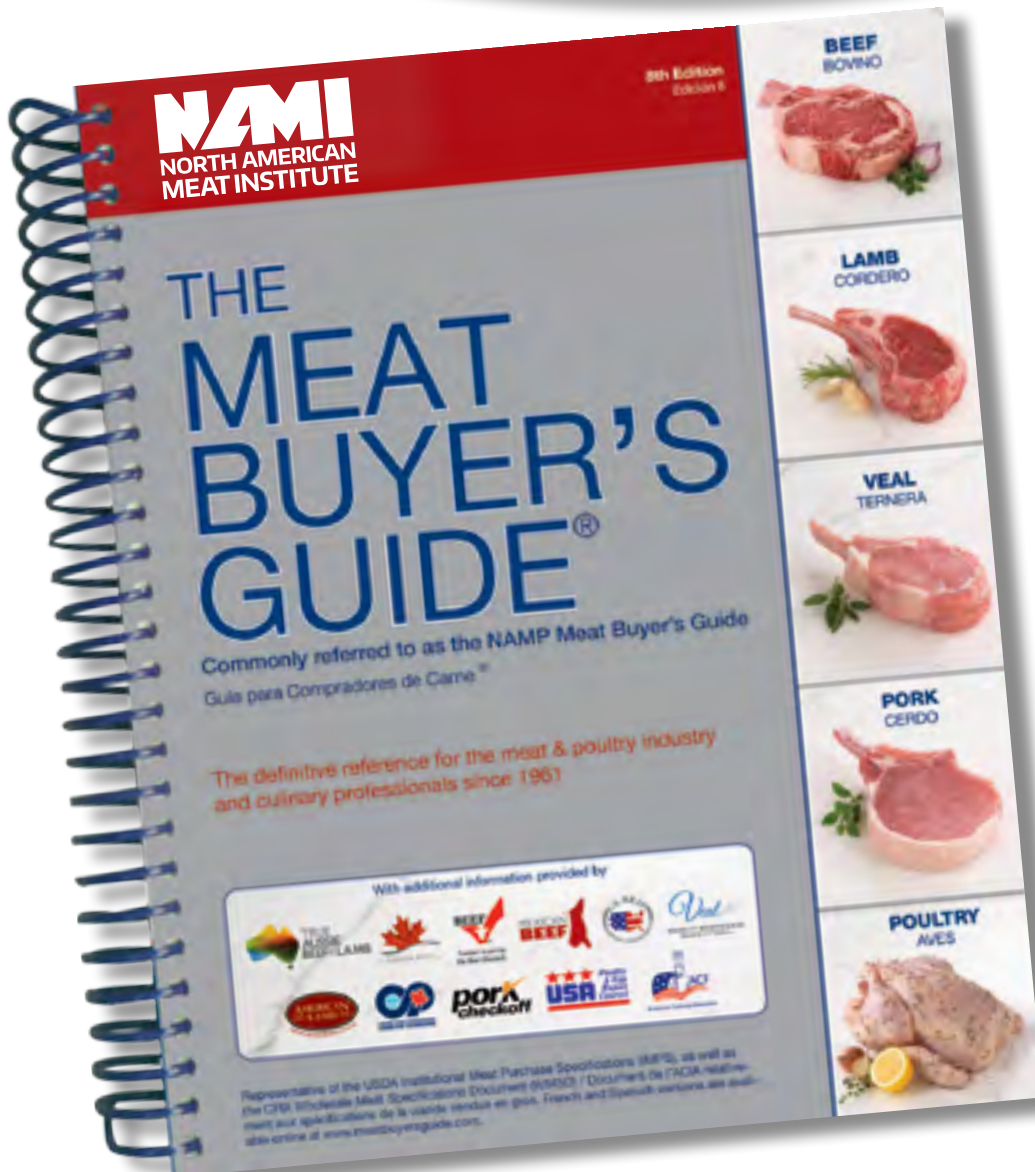
Bi-polar ionization technology differs from an electrical storm in that, instead of occurring when the weather permits, bi-polar ionization equipment is continuously reactivating these air-cleaning oxygen ions approximately 50,000 times a second. Groups ("clumps") of active oxygen ions attach themselves at the split-zone to any microbes within the localized environment, break it at its weakest point; thus instantly causing them to die.

Therefore, no mold, bacteria, fungus or other undesirable particle can live or replicate within the ionized environment. Room air is also enhanced when these ion clusters interact with the lingering stale air. The higher ion and active oxygen molecule count immediately starts to disinfect the air (kill

Continued on page 28

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bacteria) and neutralize odors without resorting to harmful means such as ultra violet, chemical additives or introduction of ozone as found in other so-called ion generators.

Where this technology becomes extremely meaningful to the meat industry is that, instead of relying on the costly mechanical application of de-humidification and very low temperatures, they can combine the air purification benefits of bi-polar ionization with higher temperatures (closer to 40F/4.5C) and higher humidity levels, closer to 40%, which allow the stored meats to retain the natural appearance much longer, without requiring significant trimming.

Additionally, by allowing your HVAC system to operate at higher temperatures and higher humidity levels, you can save considerable energy costs (15% to 25%0, which also positively impacts your bottom line

So, when you design your meat storage areas, consider adding bi-polar ionization to your HVAC system, to BOTH protect the value and quality of your meats, as well as reduce your energy-related operating costs.^M



Carlos Gendron is a Vice President at AtmosAir Solution (www.atmosair.com) in Fairfield, CT. The company markets and sells fresh indoor air quality products, which provide clean healthy air business offices and facilities while also reducing operating expenses.

Canada-South Korea Trade Agreement to Benefit Canadian Pork

THE CANADIAN PORK COUNCIL (CPC) has been following with great interest developments in trade negotiations between Canada and South Korea and welcomes recent news that the Canada- Korea Free Trade Agreement (CKFTA) will be implemented on January 1, 2015.

“The completion of the CKFTA was of critical importance for the Canadian pork sector. South Korea has long recognized the quality of our pork and we look forward to rebuilding market share lost in recent years,” stated CPC’s Chair Jean-Guy Vincent. «The absence of an FTA with Korea was causing substantial and growing prejudice to the Canadian pork industry due to tariff rate disadvantages arising from all of our key competitors – the United States, the European Union and Chile – already having FTAs with South Korea in place.»

The CKFTA will allow the pork industry the possibility of being on an equal footing with those competitors in what has at times been the industry’s third or fourth most important export market.

The high value of pork items sold there, such as shoulder cuts and bellies, is significant enough to have a major impact on Canadian hog prices and jobs in both the farming and processing sectors. An American study evaluated the benefits for the US pork sector of the FTA between US and Korea at US \$10 per hog and the benefits for the Canadian pork industry of a free trade deal with South Korea should be similar as those in the US.

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.

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

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Open Farm Pet Food Receives Certified Humane® label

HUMANE FARM ANIMAL CARE (HFAC), the leading international non-profit certification organization improving the lives of millions of farm animals in food production, recently announced that Open Farm will be the first producer of Certified Humane® Raised and Handled® pet foods in Canada.

Open Farm, a Canadian-based pet food company, launches their Certified Humane® dog food products in stores across Ontario, Quebec and the Maritimes this week. Open Farm works exclusively with farmers who share their commitment to exceptional quality and sustainable practices in order to make better food for pets while working for the betterment of family farms, farm animals and the environment.

“Since Humane Farm Animal Care launched in 2003, pet owners have been clamoring for pet foods with meat and chicken that were Certified Humane®,” said Adele Douglass, Executive Director. “We’re excited to see such a product finally hit the marketplace. It will give Canadian pet owners the opportunity to purchase pet food that reflects their humane values.”

Under the Certified Humane® Raised and Handled label, Open Farm will use only meat and poultry products in their pet foods that come from Certified Humane® farms and ranches. The Certified Humane® label assures consumers that farm animals are raised on farms where they can express their natural behaviors and are able to move around freely in their environments. The farm animals must also be raised without animal by-products and without the use of antibiotics.

“As an animal lover and ethical eater, it was very important that Open Farm work only with farmers who respect the animals under their care, raising them in accordance with strict ethical and humane standards,” says Jacqueline Prehogan, President of Open Farm. “The Certified Humane® stamp gives pet parents a high level of comfort in knowing where their pet’s food comes from and, for the first time, having the choice to buy humane pet food.”

Prehogan goes on to say, “Farm animals covered by Certified Humane’s® extensive standards are fed a healthy vegetarian diet, free of antibiotics and growth hormones, and live natural lives with space, shelter and gentle handling. Because of this, the

quality of meat produced under the program is exceptionally high, and pet parents can know that they are making a major difference in the lives of farm animals by supporting our brand.»

Open Farm plans to expand their Certified Humane® pet food product line into Western Canada and the United States in 2015.

For more information, visit www.certifiedhumane.org or www.openfarmpet.com.

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James Bezan – The Rancher up on the Hill

By *Cam Patterson*

YOU MAY WONDER why a Conservative Member of Parliament for the Selkirk-Interlake riding who has served as Parliamentary Secretary to the Minister of National Defense since 2013, and has received international awards for championing human rights, is doing in Canadian Meat Business magazine. It's simple. James Bezan has been a cattleman all his life. He and his wife, Kelly, still live on their cattle operation just outside of Teulon, Manitoba and agriculture has long been in his blood. Regardless of his duties up on the Hill, or political crisis that has him to unsettled regions over the globe, or the agriculture committees he continues to chair, or what bills and policies he tirelessly lobbies for his constituents, his eye is never far from the farm and the industry he was raised in.

So it's no surprise from his chair in the House of Commons that Bezan has an informed view of livestock producing and trading today. He had at one time, aside from ranching and prior to his decision to enter politics, ran his own agri-exporting and consulting company. When you add up all that experience, it easy to see he understands the industry from the farm to the shrink wrapped meat in the store and eventually our kitchens. One issue that is of particular interest to him is mandatory Country of Origin Labeling (COOL).

"It's an important issue for my constituents," Bezan says. "I represent a heavy livestock based region and we all want to see it resolved."

He has been to nearly all of the COOL hearings and we can assume that is not under the mandate of a Parliamentary Secretary for the Department of National Defense but of a rancher and politician who shares a keen interest with his fellow cattlemen in a favorable resolution.

He's particularly proud of the fact that despite Mad Cow setbacks and now the COOL issue, the Canadian cattle market remains robust and profitable. What makes COOL so frustrating is the overall size of Canada's free trade with the U.S, given the huge shortage of livestock in North America overall, is that Canadian producers should be capitalizing on the strong prices and profitability of the supply cycle. However, potential trade partners and non-COOL supporters are concerned with the artificial trade barriers and irritants that are happening with the Obama administration.

Now trade tension is mounting on the heels of the U.S Supreme Court denying the appeals following the WTO's second ruling in favor of Canada and Mexico, admonishing the Country of Origin Labels as nothing more than trade protectionism. Retaliatory tariff talk will have to go from threat to application, and many fear trade relations in a long list of industries will suffer irreparable financial losses.

"It's going to be a very interesting next few months where COOL is concerned," Bezan cautions. "We can always hope and dream that the results of recent U.S. elections will turn the tide on COOL once and for all. But, let's not forget we have a presidential veto that could put us back to square one. We're also dealing with the U.S. lobbying industry which is beyond the scope we experience here in Canada."


There is no doubt encouragement is hard to come by when it comes to COOL. Headlines and industries from all sectors and levels have kept their ears to the ground but the simple truth remains, no apparent solution is on the horizon that would both comply with the WTO's second ruling of unfair trade practices with respect to country of origin labels and the U.S Congress law upholding the pro COOL consortiums right to enforce them. How does Canada remain optimistic with a trading partner so clearly at odds with the WTO and within its own meat industry?

The U.S. agriculture minister Tom Vilsack all but put the onus back on Canada by stating, "Canada needs to tell the U.S. 'more clearly and more specifically', what, if any, variation of this will work for them." So if Vilsack is up against the wall in the U.S. House of Representatives, what can we do but go ahead with retaliating.

"We hope it sends the right message to lawmakers in Washington that their disregard for the WTO rulings has to change and the Country of Origin label repealed," Bezan says. "No one wants a trade war because ultimately their own processors and ranchers will hurt as well."

Bezan remains hopeful positive change will come with the recent wave of U.S. elections that could sway the COOL debate. "The elections spoke clearly about change," Bezan observes. "I think people are sick and tired of the politics and I really do believe with a new congress in Washington, the trade irritants could be resolved amicably so NAFTA functions the way it's supposed to."

Bezan will keep a close eye from his chair because he remains a rancher with particular interest in preserving the integrity of an agriculture industry he remains proud of being a member. He still runs his ranch when he can but the duties of office are his priority. But ask him about his farm and you understand he is still a rancher at heart.

"Now I just run grass cattle and do some custom grazing. There isn't the time to dedicate to the farm full time. But my heart and my soul will always be ranching. As much as I enjoy serving my community, and the privilege of being a legislator in the House Commons, be it working with the Department of National Defense, or what have you, how I'm wired is always agriculture based, always with the ranch." 



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