

# Canadian Grain

A Newsletter from the Canadian Wheat Board

Volume 2, 2005

## CWB supports international flour fortification initiative

**F**or many people in the world, getting enough essential nutrients from their food source is a daily challenge. The Flour Fortification Initiative (FFI) is an international network of public health agencies, private industry and civic organizations working to promote the addition of nutrients back into milled flour as a way to get people the vitamins and minerals they need.

A diet that lacks essential nutrients, in particular iron and folic acid, is known to cause serious illness in adults, youngsters and unborn babies. Unfortunately, many people don't have access to high-quality foods and vitamin supplements. While grain contains a number of essential nutrients naturally, the process of milling kernels to flour strips some of these nutrients from the final product. Fortification involves using special "feeders" to add

nutrients back into flour before it leaves the mill. Flour is one of the most common food ingredients in the world, and products made with fortified flour retain these added nutrients. When food made with fortified

flour is ingested, these nutrients can then be used by the body to maintain and improve health.



### Why fortify flour:

- Flour provides a convenient way to deliver vital nutrients to large populations
- The milling process partially strips flour of its natural nutrients, including B1, B2, niacin, B6, vitamin E, iron and zinc
- Fortifying allows these essential nutrients to be added back in
- Fortifying helps prevent iron deficiency, the most common nutritional disorder in the world
- Adding folic acid to flour helps prevent birth defects
- Fortifying flour is simple and inexpensive and only costs about 45 cents US per tonne, on average
- The technology needed for fortification is readily available
- Scientists estimate fortification can increase a country's productivity by one per cent of its GDP

Launched in 2002 through a joint initiative between public health agencies based in the U.S. and Canada, FFI aims to encourage governments and the flour-milling industry to add, at a minimum, iron and folic acid to flour. The list of organizations supporting FFI is impressive and includes the CWB, the United Nations, the Canadian International Development Agency, grain marketers and mills around the globe, as well as the Canadian International Grains Institute (CIGI).

The CWB has been involved in FFI since 2002 and brings information on the initiative to customers through presentations and speeches. Graham Worden, CWB senior manager of technical services, currently serves

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## A BRIGHT IDEA



Mexico's largest bakery, Grupo Bimbo, has added a new product to its bread line-up.

The company is making the most of targeted marketing by developing a new bread baked specifically for kids. Bimbo "Kids" is a pan bread that contains 10 vitamins and minerals needed by growing children.

The famous "Bimbo Bear" logo features prominently on the bright blue bread bag as an added attraction to young children. In fact, the name "Bimbo" was originally chosen by the company to represent a shortened version of the Italian word for small child, "bambino".



Grupo Bimbo was established in Mexico City in 1945 by Don Lorenzo and Don Roberto Servitje, Jaime Jorba, Alfonso Velasco, Jaime Sendra and José T. Mata. Now the company and its subsidiaries produce over 4,500 products each year, including sweet and pound breads, buns, pastries, cookies, confectioneries, salty snacks, tortillas, tostadas and "cajeta", or goat milk candy.

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on the FFI Communication Group. The group works to identify key contacts, develops FFI communications strategies and provides information on FFI activities. It also developed and maintains a database on each country, which houses information on levels of iron and folic acid deficiency, production and consumption of wheat, current fortification levels and types of mills and infrastructure available. Ashok Sarkar of CIGI is a

member of the FFI Education Group, which provides detailed information on the flour fortification process to mills.

In 2005, CWB President and CEO Adrian Measner accepted an invitation from the FFI for the CWB to serve as a founding member of the FFI Leadership Group. The Leadership Group will provide on-going strategic input for all FFI activities, with a focus on building and supporting international action for increased fortification. ■

## CWB serves up a blend of information to Chinese maltsters and brewers

**M**ore than 400 of the CWB's valued malting barley customers turned out to hear about western Canada's latest crop during a series of seminars held in eastern China's major malt and beer production regions.

Staff from the CWB, with assistance from the Canadian Malt Barley Technical Centre (CMBTC) and the Canadian International Grains Institute (CIGI) hosted full-day information sessions in the Chinese cities of Guangzhou, Shanghai, Dalian and Beijing in late November.

Participants heard presentations on the world market outlook, information on current western Canadian crop quality and availability and processing and brewing requirements for this year's crop and for new varieties. Emphasis was placed on the commercial launch of CDC Copeland, following successful product development testing of this variety with specific Chinese customers in recent years.

"These visits are essential to the CWB's ability to market malting barley to China because they give us the opportunity to interact directly with customers," explained Michael Brophy, CWB senior program

manager and one of the seminar's main organizers.

"Answering questions in person and offering specialized technical support increases their confidence in purchasing western Canadian malting barley," he added. "Customers know the CWB and our support organizations, such as CMBTC, will do everything possible to help them make the most of the grain they buy."

This year, China is the largest export buyer of western Canadian malting barley, purchasing over 500 000 tonnes. The country's rapidly expanding economy indicates that China will become an even higher-volume buyer in the near future, as disposable incomes increase and per capita beer consumption continues to climb.

"Western Canadian malting barley is unique, not only because of its consistent high quality, but also because we offer this personalized marketing and technical support package," said Brophy.

"It's what gives us an edge against our competitors as sellers in a country that is positioned to purchase more malting barley from western Canadian farmers in the near future." ■

# COFCO signs MOA with CWB

The CWB signed a Memorandum of Agreement (MOA) with the China National Cereals, Oil and Foodstuffs Corporation (COFCO) for the sale of one million tonnes of western Canadian wheat on January 21, 2005.

The MOA was signed in Beijing by Bill Spafford, the CWB's Vice President, Marketing and Haiguang Shi, General Manager of the CWB's Beijing office, with Mr. Yu Xubo, Vice President of COFCO and Madam Yang Hong, General Manager of COFCO's Wheat Division.

"China is an important market for the high-quality milling wheat produced by western Canadian farmers," explained Spafford, noting China was the largest foreign buyer of Canadian Prairie-grown wheat in 2003-04, with imports of 1.8 million tonnes.

The CWB's trading relationship with COFCO began in 1961 with a long-term sales agreement for Prairie wheat and barley to China. Since that time, China has become one of the CWB's largest customers, importing more than 120 million tonnes of grain. ■

**"China is an important market for the high-quality milling wheat produced by western Canadian farmers."**



## We want to hear from you.



As a reader of Canadian Grain, your opinion is important to us. We want to make sure our newsletter continues to offer you the kind of information you want to read.

Please take a few minutes to fill in this survey and mail it back to us. We'll send you a full size CWB polar bear poster as a thank you for helping us with this important task.

The poster features one of Canada's most well known symbols, a white bear that lives in the cool Canadian arctic.

Don't forget to include your return mailing address so we can send your poster. Please allow six to eight weeks for delivery.

**1. I am a**  Miller  Baker  Pasta maker  Trader/broker  
 Scientist  Brewer/malster  Grain buyer  Government

Other (please describe) \_\_\_\_\_

What region and country do you work in? \_\_\_\_\_

What is your return mailing address? \_\_\_\_\_

**2. How long have you been reading Canadian Grain?** \_\_\_\_\_

**3. The information I am most interested in reading about is**

Please circle one (1=not very important to me 5=extremely interested)

Crop development and growing conditions in Western Canada	1	2	3	4	5
Harvesting conditions and crop quality in Western Canada	1	2	3	4	5
Grain industry developments in Canada	1	2	3	4	5
Grain industry developments in the rest of the world	1	2	3	4	5
New technologies affecting the grain industry	1	2	3	4	5
Grain industry and food processing trends	1	2	3	4	5

**4. The sections I find most interesting are:**

Please circle one (1=least interesting/never read 5=most interesting)

Bright idea (new products, new applications for grain products)	1	2	3	4	5
Faces and places (photos of meetings and special events)	1	2	3	4	5
Crop development updates	1	2	3	4	5
Harvest quality updates	1	2	3	4	5

**5. Are there topics not presently covered by the newsletter that you would like to read about? What are they?**

\_\_\_\_\_

\_\_\_\_\_

**6. Do you like receiving a printed newsletter? Would you prefer to receive an electronic newsletter instead?**

I prefer printed  I prefer electronic

**7. Other comments or suggestions?**

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# Bakery honours former CWB commissioner



**A** large maple leaf marks the location of a Japanese bakery named in honour of a memory that spans more than three decades.

Kennosuke Mori, owner of the Kimuraya Food Company in Osaka, Japan, named his bakery the “Vogel Kimuraya” after G.N. Vogel, Chief Commissioner of the CWB during the 1970s.

Place  
Postage  
Here

**Editor of Canadian Grain**  
P.O. Box 816, Station Main  
Winnipeg, Manitoba, CANADA  
R3C 2P5

During that era, the CWB arranged for Mori to spend six months studying baking in Winnipeg at the Grain Research Laboratory of the Canadian Grain Commission (CGC) and also at the Canadian International Grains Institute (CIGI). As a result of the time he spent studying in Canada, Mori became a life-long fan of western Canadian wheat and wanted his Japanese bakery to pay tribute to his positive experiences in Canada and his memorable relationship with the CWB.

Mori also marks his bread packages with a maple leaf to indicate that high-quality western Canadian wheat is the main ingredient in his bread.

Readers who have an interest in linking their product or business with the CWB and Canada can contact the CWB head office at (204) 983-0239. ■



(Left to right) Kennosuke Mori, his wife Keiko and David Iwaasa, general manager of the CWB's Tokyo office.

Canadian Grain is a publication of the Canadian Wheat Board (CWB). Canadian Grain is designed to keep our Asia-Pacific grain industry partners informed about the Canadian system of grain marketing, CWB initiatives and factors that influence the marketing of western Canadian wheat and barley.

**Readers are invited to submit questions and comments to:**

Linda Deger, editor, The Canadian Wheat Board,  
P.O. Box 816 Station Main,  
Winnipeg, Manitoba, Canada, R3C 2P5  
Telephone: (204) 983-8620, Fax: (204) 983-4678,  
linda\_deger@cwbc.ca