

Contact



A Newsletter from the Canadian Wheat Board

Volume 2, 2005

CWB supports international flour fortification initiative

For 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. ■

"feeder

Western Canadian wheat and barley among world's

Canada has earned a reputation as a supplier of safe, high-quality wheat and barley. Western Canadian farmers and the agricultural and food processing industries benefit from some natural advantages. For example, Canada's cold climate provides a less hospitable environment for insects, compared to warmer countries. Consequently, there are very few pest problems in Canada and lower levels of pesticides are required, compared to crops grown and stored in warmer areas. Even with this climatic advantage, regulations governing the approval and use of pesticides in Canada are the most stringent in the world.

The Canadian industry also has unparalleled regulations to monitor and control any safety issues that might arise. The Canadian Grain Commission (CGC) has developed a program for grain safety assurance that consists of five fundamental goals: avoiding and

preventing contamination, identifying and controlling suspect parcels, monitoring grain safety, research and development and providing technical assistance. The CWB works in cooperation with the CGC to ensure western Canadian wheat and barley is grown, harvested and marketed according to these stringent regulations.

The Canadian grain and oilseed industry recognizes that in the future, accreditation programs, such as those based on Hazard Analysis Critical Control Point (HACCP) principles, may be useful to satisfy customer needs. The Canadian government has been supportive of efforts to implement enhanced food safety programs throughout the agriculture industry and has made funding available for some initial work.

The CWB is working with its farmer and industry partners to develop a food safety recognition





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safest



system in Canada. Under the coordination of the Canada Grains Council, good management practices have been developed for both on-farm and post-farm activities.

The CWB is involved in several pilot projects to test these models and to determine the ability of the Canadian industry to comply.

The pilot projects have shown that the Canadian industry is already following the necessary food safety practices. Nonetheless, more information is required to assess the value and cost implications of implementing new food safety measures. The Canadian industry continues to work to determine the best way to deliver a food safe recognition system and to assist customers in meeting food safety requirements they may face. ■



We want to hear from you.



As a reader of Contact, 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 Contact? _____

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?

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.

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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.

Contact is a publication of the Canadian Wheat Board (CWB). Contact is designed to keep our Latin American and Caribbean 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.

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