



It is wonderful to see the enthusiasm and obvious skills of the two emerging leaders in our Industry featured in this newsletter. As an Industry it is important we foster those that will come after us and it is great to see that our Industry will be in good hands going forward.

On behalf of the Baking Industry Research Trust, I would like to thank Tania Watson and Jane Petrie for the work they have done to make our website informative for both us as an Industry and the wider consumer community. With many people using the internet as a source of information it is important that we have a NZ based site that we can direct consumers to as

quite frankly much of the information about baked goods on international sites is incorrect when applied to NZ baking. This site is a real credit to those who have developed and maintain it so I would encourage you to use it as much as possible.

Finally, I would remind you that as an Industry we continue to oppose mandatory fortification of folic acid and so will be using some of our research funds to further our research into this area so we can be prepared to debate this issue once again early next year. In the meantime, I would congratulate those companies who provide some fortified products to consumers – it certainly makes our voluntary approach stronger.

- Annette

New Zealand's Young Bread Baker of the Year 2011 - Kyle Tainsh

The NZ Young Bread Baker of the Year competition is run by the New Zealand Association of Bakers and is open to all bakers in New Zealand who have at least level 3 NZQA in Baking discipline and are no more than 2 years from completion of their qualification.

Participants are tested on their practical baking skills as well as completing a written exam, research and a presentation over the course of two days. The judges' panel is made up of people from within the baking industry.

This year's winner was Kyle Tainsh from Goodman Fielder's Ernest Adams Bakery, Palmerston North. Kyle began working in the baking industry while still at school by taking a job at Breadcraft in the Wairarapa. He started in the bull ring, and packing bread, then progressed through the plant to work on the flat bread lines. Kyle's interest in baking grew into a passion while he was at Breadcraft, enjoying the pressure of the plant environment, while still producing a top quality product.

Kyle began his apprenticeship under the guidance of Thomas Thomas, who is the owner of The Windmill Quality Cake Shop, in Paraparaumu. Here he learnt a huge amount about the craft baking side of the industry. He was taught how to make Bread, Cakes (including wedding cakes and gateaux) Croissants and Danish pastries, Sweet buns, Doughnuts and chocolate work (runouts and Easter eggs). Everything was done from scratch and prepared fresh each day. This was when Kyle decided that Baking was definitely his passion and so he started to plan his career. Kyle moved to Quality Bakers in Palmerston North, going back into the Plant Bakery, before moving to Ernest Adams. Here he completed his apprenticeship working on lines including large pasty, cake as well as cookie and slice lines.

Kyle still works for Goodman Fielder, but these days his job title is Product Development Technician. In this role Kyle learns a huge



amount about the technical side of baking, while developing new products for customers in an ever changing market. As winner of the competition, Kyle received a \$10,000 research grant, which he is going to use to attend courses at American Institute of Baking, in Kansas.

Kyle would like to thank everyone that helped him leading up to this competition, especially the Goodman Fielder Baking R&D team, Joe Jarkiewicz, and Ralph Thorogood.

At the start of 2011, The Baking Industry Research Trust (BIRT), was pleased to announce the relaunch of their website www.bakeinfo.co.nz.

Through the website BIRT aims to offer access to baking information, research and events happening within the NZ baking industry and an interactive service where your bakery questions are answered. The new website has been reorganised into six sections to make it more user friendly and provide more services to the user.

The About Us section outlines the roles of BIRT and its committee. Previous newsletters from BIRT are easily accessed here and you can choose to subscribe to future issues of the BIRT newsletter. The newsletters focus on events, news items and activities of interest to bakers.

In Ask Us you can email bakery queries to our expert through the website. Questions can be on any bakery topic and we receive a range of questions, including processing issues and functionality of ingredients. There is an online Library, which includes Information Sheets that list relevant and specific information on bakery topics, including breadmaking and bakery products.

The largest section of the website is Facts, which contains detailed information on topics including wheat, milling and flour through to



bread making and bakery products. Additional sections are Nutrition, Gluten and Food Regulations.

For bakery news, access the Hot Topics section which is regularly updated with articles from food news websites around the world. The articles cover bakery and food related topics including new ingredients, processing techniques, conference reviews and industry news. There is also an Events Calendar, which lists bakery and food events which will take place in New Zealand and overseas. If you have an event in 2011 that you would like promoted please email us the details.

Please take the time to access the [bakeinfo website](http://www.bakeinfo.co.nz) - www.bakeinfo.co.nz or email info@bakeinfo.co.nz.



L A Judge Award - Wahid Yosofi

After being the runner up at the Young Bread Baker of the Year Competition, Wahid Yosofi was nominated to represent New Zealand in Australia's L A Judge Award for baking apprentices. Established in 1967, the L A Judge Award is a prestigious national annual event which recognises the best young baking apprentices in Australasia.

Wahid has always had an interest in and enjoyed baking. Wahid remembers as a child helping his Mum make Naan bread at home. Wahid began his apprenticeship in 2007 and completed it through Coupland's Bakeries, where he currently works as a Pie Machine Operator. Wahid works as part of a team and is involved in cooking meat for pie fillings, mixing and folding pastry and making pies and

savouries. For the LA Judge competition there were three areas tested: practical baking skills, technical knowledge and presentation/communication skills.

The three day competition was hectic with Wahid completing 9 theory papers, 2 presentations, and display plaque. In addition there was the practical in which he had to use three different dough's in three different stations producing a wide range of bread under extremely restricted timetable.

However Wahid found the experience very rewarding and would like to thank The New Zealand Baking Association, Coupland's Bakeries management and a special thanks to Annette Campbell.

Despite economic difficulties baked goods remain an affordable indulgence

A new collaborative report, **Baked Goods: Culinary Trend Mapping Report**, from **Packaged Facts** and the **Center for Culinary Development** highlights some interesting trends in the American market.

It would appear that despite the global recession, baked goods generally remain an affordable indulgence. The recession hasn't prevented sales of bakery goods from growing, as the market has been pushed by a variety of drivers: convenience, premium ingredients, global flavour twists, wellness and nostalgia/comfort.

Trends discovered by the report are highlighted below:

- **The Micropatisserie** - A newer, younger and hipper version of the traditional bakeshop, offering a select collection of baked goods made with artisan methods, gourmet or locally sourced ingredients, and global flavours.
- **Alfajores** - A sweet South American treat with a sandwich cookie form and gooey caramel filling making them appealing to the American audience. Alfajores are sold at farmers markets, online, and at local specialty markets.
- **Popovers & Gougères** - Restaurants are placing a greater emphasis on the pre-meal traditional bread basket, including anything from sophisticated French pastry puffs (gougères) to traditional American popovers.
- **Specialty Frozen Desserts** - From French grocery stores specializing in frozen foods to other specialty retailers, frozen baked goods are available in more varieties and flavours than ever. A number of high-end pastry makers see a virtue to going frozen: it's convenient, keeps longer and it allows customers to participate in preparation, even if that's just in the microwave.
- **Better Baking Mixes** - The days of basic-only baking mixes are over. As Americans cultivate more sophisticated palates, small companies with specialty tastes are putting out an increasing number of unconventional baking mixes with a widening range of concepts and ingredients.
- **Pretzel-mania** - Pretzels are undergoing an upgrade, having been rediscovered by creative bakers and entrepreneurs for their unique texture and salty flavour. This twisted treat is showing up everywhere from fine dining restaurants and swanky bars to specialty shops, and it's taking on new and better forms: as a bar snack, sandwich roll, crusting agent and ingredients in sweets.
- **Gone Gluten-Free** - A rapid expansion of gluten-free products - everything from pasta to breakfast cereal to pizza dough - has made it easier for consumers to try out this formerly niche dietary regime. While celiac disease sufferers must avoid all gluten, people with a hosts of other ailments are similarly giving up wheat to see if they are better off without. Now that the market place offers so many new selections, consumers can still have bread, pies, crackers and even doughnuts while they experiment their way to wellness.

Source: www.packagedgoods.com - Baked Goods: Culinary Trend Mapping Report April 2011



FOLIC ACID UPDATE

Project Timeline for the Folic Acid Review in 2012

Mandatory fortification is set to come into force on 31 May 2012. The Government will need to make a final decision in respect to mandatory folic acid fortification by late April 2012. To assist the decision making process two pieces of research work have been commissioned by the Ministry of Agriculture and Forestry (MAF). The first piece of research, which involves surveying women to ascertain their awareness of the need for folic acid in pregnancy, and their consumption of foods rich in folate or folic acid and folic acid supplements is now complete. The other piece of research is to monitor the effect of voluntary folic acid fortification of bread on the blood folate status of women of child-bearing age. This research is expected to be delivered to MAF by December 2011.

MAF will prepare a public discussion paper on 'the future of folic acid fortification in New Zealand', in December 2011. The consultation period is expected to run from late December 2011 to 24 February 2012.

Australian Research

In the meantime, a paper covering research on 'the impact of mandatory fortification of flour with folic acid on the blood folate levels of an Australian population' has been published in the Medical Journal of Australia Volume 194, Number 2. It's conclusion was that the introduction of mandatory fortification with folic acid has significantly reduced the prevalence of folate deficiency in Australia, including in women of childbearing age. While this is interesting, closer inspection of the study showed the researchers only used a very small sample of people who had already been identified medically with low levels of folic acid. This was not a full population study.



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