



BAKING INDUSTRY
RESEARCH TRUST



Bulletin

Winter edition

Greetings All

Included in this edition of the bulletin, I have a follow up report from Ricky Aston, our Young Baker of the Year; a review of the healthy eating project conducted by Selena Chan, an update on progress on one of our key research projects- Future Energy Efficiency. I hope you enjoy this update on your Industry.

To start, as you are aware, Ricky Aston from Goodman Fielder (he is the one on the right in the photo below) recently represented New Zealand at the L.A. Judge competition in Australia where he came a credible 2nd – well done. Ricky wrote a report on this competition and some of his observations are included below.

Annette



Report by New Zealand Contestant Ricky Aston



I became the New Zealand contestant for the L.A Judge Award competition by competing in the first 2007 Young Baker Of The Year Award and winning this competition. For me, this was a great achievement as I was the first person to win this award and I can now encourage others to enter as it is a great learning experience.

I learned that the L.A Judge competition is named after Mr Les Judge. Mr Judge was very active in the baking industry and is best remembered for persuading wheat growers to listen to the pleas of bakers and grow better quality wheat. He changed farmer's attitudes not by talking to them, but by going to them and baking bread. Today the L.A Judge Award is the most prestigious baking industry award in Australia and New Zealand.

After some intensive training in New Zealand, I headed to Sydney for the competition. On Sunday we met at the hotel where we were all staying. The first part of the competition was to do a personal presentation about ourselves which could be no less than 3 minutes and no more than 5 minutes.

On Monday the 14th of May, which just happened to be my 22nd Birthday, we had to meet at BRI at 8am. We went through the Pilot test bakery to learn about the equipment we would have to use in the big bake off on Tuesday. After lunch there were two theory tests to complete. After the theory we were then given two pieces of dough and had 20 minutes to make 3 three strand plaits, 6 buns and 6 knots. After this we then had 2 hours to complete a dead dough plaque on celebrating 40 years of the L.A Judge Award.

Tuesday 15th was the big bake day. For this part of the competition there were 3 work stations where we had to produce three different varieties of breads.

On the Biplax station we had to produce a brown dough and make 39 Sandwich loaves and 6 half married loaves in 45 minutes. On the Tweedy station we had to 8 Vienna loaves, 4 Cob loaves and then from a 2.1kg piece of dough even size buns which would be topped with cheese and bacon.

Finally, on the Eberhardt station we had to produce 6 high-top loaves, 3 tank loaves and 3 cob loaves, not cut, so they could see the internal



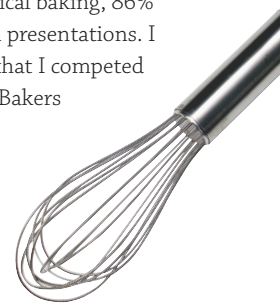
texture of the cobs. These products were to be made from a rye meal dough that had added grain.

Then there were a total of 9 theory papers to complete over the 2 days. The topic for my final presentation was "How to manage cost whilst maintaining a consistent product that meets our quality specifications". I felt very comfortable with this topic as managing a consistent high quality product is what we aim to achieve with Goodman Fielder. The part which makes the final presentations more exciting is that we only get our topic the day before so there is not a lot of time to prepare for it.

After our presentations we were given a tour of BRI and the different areas they work on. We then visited Tip Top's new bakery in Sydney.

Wednesday night was the big presentation award dinner. There was a very big crowd this year with 200 people attending as this year being the 40th Anniversary of the competition. We were introduced into the room following a bag piper. Every one was watching us and this was such a great moment for me, and I would say the others as well, as this was when it really set in what we have achieved and at such a high level. The winner was then announced. It was Aaron Lucas from Western Australia. Aaron is great person and a great competitor. I wish Aaron all the best for the future.

I feel the results that I received after the competition were a good indication of how I did. I scored 89% for the practical baking, 86% for baking theory and 94% for the communication presentations. I am extremely happy with these results, and I feel that I competed to the best of my ability and did the New Zealand Bakers Association proud. ▶▶



Baking Healthier Bakery Products – a BIRT research grant project

From Christchurch Polytechnic Institute of Technology New Zealand Baking Training Centre

Over the last decade, there has been an up swell in the New Zealand consumers' interest and knowledge about nutrition and the role of a healthier diet in improving life quality and expectancy. New Zealand bakers need to up skill themselves in their understanding of the role that bakery products play in helping consumers to attain healthier eating and living goals. The purpose of this project was to provide both commercial and home based bakers with the knowledge and skills to adapt existing traditional New Zealand bakery products into healthier lower fat / lower / sugar /higher fibre products.

The New Zealand Baking Training Centre used its expertise in applied baking research to carry out the following:-

- Test baking of a range of traditional New Zealand bakery products that have been modified to reflect a nutritional sound profile.
- Consumer testing this range of products to establish the lower limit of the range i.e. how much can fat and sugar be reduced before the product no longer meets its existing visual, tactile and flavour profiles.
- Sourcing a simple nutrition calculator that is easily accessible by commercial bakers and the average consumer.
- Calculating nutritive values of the products produced.
- Producing a recipe book (hard copy) to be distributed to the NZ baking industry that includes simple recipe balance information, recipes, pictures of each product and nutritive analysis tables before and after recipe modification.

The recipes covered a range of popular and iconic New Zealand baked products. These included bread, biscuit, cake and pastry products. We found maintaining the flavour and eating qualities to be the most important aspect of producing lower fat, sugar and higher fibre products. However, the consumers who tested our products tended to put weight on rating products on taste, flavour and mouth feel. Therefore healthier products need to taste good and eat as close as possible to the normal product.

Consumers were more likely to accept a healthier product that looked slightly different if they knew that the product would be a nutritionally better choice. We found that consumers who were provided with the nutritional profile of a healthier product were more likely to accept slight differences in appearance, eating texture and flavour.

To ensure that the flavour profile of products is not compromised, use of flavourful ingredients like butter, brown sugar and wholemeal flour have been used in many of the recipes developed. Judicious use of spices, herbs and flavourings are also recommended to lift the flavour profile of low fat, low sugar and high fibre bakery products.

Providing consumers with correct and pertinent information about the nutritional composition of a product is an important aspect for marketing healthier bakery products. This information has to be provided to the consumer in a clear and unambiguous manner so that the consumer is able to see, at a glance, that a product does have less fat, sugar or more fibre.

Selena will circulate details of the recipe book when completed.



► *Rick's Report continued from page 1*

I would finally like to add that this was a great experience and great opportunity, as I learnt so much about the baking industry and met many knowledgeable people through all of my training and at the competition. I would like to express my sincere thank you to the New Zealand Bakers Association and Goodman Fielder who made it possible for me to compete at this event and a special thank you to Joe Jarkiewicz who helped a tremendous amount in preparing and organizing my training for this competition. I would also encourage others keen to progress to give the Young Baker of the Year competition a go.



Research update – Future Energy Efficiency

The Baking Industry Research Trust is delighted to announce that Ricky has accepted the opportunity to oversee the Future Energy Efficiency project on their behalf. Ricky will work part-time for the Trust (the rest of his time with GF) alongside Arran Wilson from Crop & Food to progress this important project. In particular Arran and Ricky will follow up some of the preliminary work conducted on oven efficiency that appears to show more than 50% of the energy used to heat the ovens is not actually required. They will also seek to understand and record some of the key design elements of NZ ovens by working with some of the highly experienced engineers we have in this country – most of whom are not known from their own written records!

Final words

You may be interested to know that some of the information found on our Bakeinfo web site was reprinted (with our permission) in a Middle–Eastern bakery journal & they were very impressed by the contents. You may also be interested to check out some of the activities of the BIANZ group especially their Bakery of the Year Challenge at: <http://www.bakeryoftheyear.co.nz/net/best-bakery/gingerbread-video.aspx>

As always, I welcome any queries or ideas re research grants or projects.



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