



BAKING INDUSTRY
RESEARCH TRUST



Bulletin

Spring edition 2007

In this edition of the bulletin, I give an update on the various fortification projects the Trust has been involved in over the last few months, outline some of the interesting trends in food identified internationally and give a brief update on the on-line weight loss study conducted as part of the lifestyle foods programme.

As I write, our Young Baker of the Year winner for 2007 is just back from Florida and the IBA Bakery expo – the trip paid for by the Trust using the Research Grant won. The next competition is early next year so I suggest you start thinking about entering this competition now so you can prepare in time to perform well.

Annette



Fortification update

FOLATE

As most of you will know the mandatory fortification of bread with folate has now been legislated and all breads sold in New Zealand apart from Organic lines will need to have folate added by September 2009.

The New Zealand Association of Bakers has accepted this decision with some disappointment as it is still our view that this approach is not the best one for New Zealanders. However, we felt that we had presented the case for consumer choice very clearly and believe, as a result, should there be any adverse public reaction we can assure our consumers we did our best.

Concerns highlighted in our final submission included:

- Mandatory fortification was not identified as the preferred option for reducing the incidence of NTD in New Zealand by the independent expert used by the Ministerial Council
- Mandatory fortification has been demonstrated to expose segments of the wider population to unknown risk.
- Mandatory fortification did not provide consumers with choice and robbed them of the opportunity to purchase natural breads

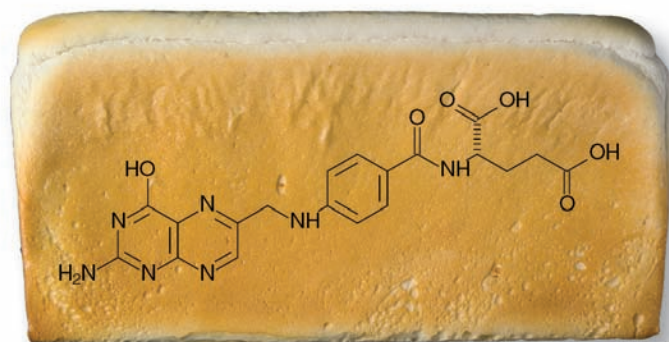
We suggested that to achieve the objective of reducing the incidence of NTDs in Australia and New Zealand, a multifaceted approach was required that included:

- Providing women of child-bearing age with information about the importance of folic acid (in the form of supplements or folic enriched or fortified foods and beverages).
- Increasing the range of voluntary folate fortified foods and beverages that are consumed by women of child bearing age.

It will be interesting to see if there is any public reaction when this decision finally becomes law.

SELENIUM

After completion of a long research project, (initially commissioned by the Ministry of Health and conducted by the Wheat Growing, Flour Milling and Baking Liaison Committee) which aimed at increasing the selenium levels in South Island wheat crops, it is also disappointing to report that when the Industry sought Ministry of Health endorsement for compulsorily including selenium addition on all SI wheat contracts that they have come back with the following “summarized” comments.



The current MOH position is that:

- they will not endorse any compulsory selenium addition of crops,
- they do not believe there are any clear health benefits from increasing selenium levels given there does not appear to be any health implications from the current levels,
- there is evidence to suggest that selenium status of NZ adults and children is increasing, and
- if the Industry wanted to pursue this project the MOH would require a substantial clinical trial to prove effectiveness.

Quite clearly this is outside the scope of the Liaison Committee so they have reluctantly agreed to no longer pursue this project. However they note with interest no clinical trial in NZ was required for the folate fortification.

The mandatory fortification of bread with Iodine through the addition of iodised salt will be finalized in the next month or so and is also likely to be law by September, 2009.





Aspire update

You might be interested in an update on one of the consumer orientated projects happening within the lifestyle foods programme called aspire.

This study aimed to evaluate whether:

- an on-line weight management approach could be successfully used to promote weight loss in a free living population and,
- if the University of Otago's low GL weight loss management approach could be successfully transferred into an on-line application.

Included in the study were a number of well known baked goods with low glycaemic load and the Baking Industry saw the success of this study as a possible way to market foods with controlled glycaemic load to motivated consumers.

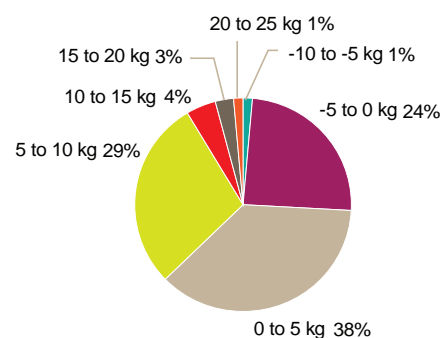
The study used 104 people recruited from Christchurch. Inclusion criteria was that they had to be over 18 years, have a BMI >28 and access to the internet.

The on-line approach offered the participants:

- Diet, exercise and motivational advice
- Recipes
- Fortnightly newsletters
- Twice weekly chat room
- Access to dietitian via e-mail
- Dietitian contact monthly via e-mail

Food advice was based on a simple food pyramid that gave numbers of serves per day of certain food groups and recommended sizes of these serves.

Results of the study are now undergoing analysis but even at this point it appears successful with over 70% of the participants participating for the entire 6 months (quite a long time with contact only via the net) and 75% of those people losing weight. Of those who lost weight there was a significant number who lost more than 5 kilos as shown by the graph, a great result.



The researchers were also pleased to see a marked increase in exercise and more fruit & vegetable eating by the group. Full study results will be available by the end of the year and the approach is now going through the next phase prior to full commercialisation.

International Trends in Food, Health & Nutrition

It is always good to take note of what is happening internationally as often these trends turn up on our shores and we need to make sure our own research is relevant. Two of the trends I have noted from my reading material in the last few months are:

There is strong focus on the elimination of trans fats in the US and some Asian countries. The Pan American Health Organization (PAHO) is calling for the elimination of industrially produced trans fatty acids from food. Most trans fats consumed are industrially created by partially hydrogenating plant oils, making them more saturated. These more saturated fats have a higher melting point making them attractive for baking, and extending shelf life. Unlike other dietary fats, trans fats are neither required nor beneficial for health. Eating trans fats increases the risk of coronary heart disease. Health authorities worldwide recommend that consumption of trans fat be reduced to trace amounts.

The Weight – management market is becoming increasingly a mainstream food focus and many food producers now have weight management foods in their major food categories. This is no surprise in light of the huge focus the media has placed on the obesity epidemic facing the western world. This trend is particularly relevant to us, in the Baking Industry, from both a lifestyle foods perspective and in terms of the products we offer our consumers on a daily basis.

As Bakers we need to offer our consumers the ability to pick foods from our range that meets their needs for great taste yet does not unnecessarily spike their blood glucose levels and lead them into the spiral of obesity and diabetes.

The Lifestyle Foods programme is making excellent progress in terms of identifying both the novel ingredients and processes that will allow us to meet this consumer need over the next few years and it's great to know the Baking Industry is using cutting – edge science to keep their products relevant.

Until next time...



Annette Campbell
Chair



225 Mt Pleasant Rd, Mt Pleasant,
Christchurch, New Zealand

Tel (03) 384 3639
Fax (03) 384 3461
Mob 021 653 056
Email annette.campbell@extra.co.nz



Marcia Dunnett
Secretary



Level 6, Lumley House, 3-11 Hunter St,
P O Box 1925, Wellington, New Zealand

Tel (04) 496 6555
Fax (04) 496 6550
Mob 021 714 560
Email mdunnett@businessnz.org.nz