



Welcome to the winter edition of the Baker's Bulletin.

In this newsletter we feature Robert Reihana, winner of the 2013 Young Bread Baker of the Year competition. It is great to see such talent coming through.

The long awaited Nutrition, Health and Related Claims standard has finally been released providing manufacturer's

with clear guidance on what claims can be made and what criteria must be met to make those claims. In mid June Food Standards Australia New Zealand will hold an update on their work programme for the Food industry, which I encourage you to attend. Details can be found later in the bulletin.

- Tania

2013 Young Bread Baker of the Year announced

Judging for the top young bread baker in New Zealand took place in Auckland in February with Robert Reihana from Quality Bakers in Nelson winning the award of 2013 "Young Bread Baker of the Year".

In winning this award, Robert demonstrated to the judges an ability to excel in three key areas: practical baking, theoretical knowledge of baking technology, and presentation of research into consumer attitudes to packaged bread and their changing purchasing habits.

As winner of this year's award, Robert will have the opportunity to broaden his industry knowledge and experience through a \$10,000 research grant.

This year the judges also awarded a \$2,000 research grant to Sean Jackson from New World Centre City in Dunedin, who was runner up in the competition. The "Young Bread Baker of the Year" award is sponsored by the NZ Association of Bakers and is designed to promote excellence in people emerging from their training.

Robert Reihana 2013 Young Bread Baker of the Year

Robert Reihana found his passion for baking at an early age when he attended cooking and home economic classes at school. At the age of sixteen Robert left school after being offered a craft baking apprenticeship at his local Fresh Choice Supermarket. In April 2009 he completed his Craft Baking apprenticeship, which took him a little over three years.

On completing his apprenticeship Robert moved to a small craft bakery in Motueka called "The Rolling Pin Bakery". He worked there for just over a year before being accepted for a job at Quality Bakers in Nelson, where Robert was interested to see how the Plant baking side of things worked.

Robert has worked at Quality Bakers for approximately three years now as a baker and completed his Plant baking apprenticeship in February 2012. Robert works as a nightshift supervisor, ensuring all work is completed correctly and safely.

For the Young Bread Baker of the Year (YBBOY) competition Robert's research topic was to conduct a survey with at least 30 people in a wide range of age groups. The research looked into how consumer attitudes have changed towards packaged bread and their changing purchasing habits.

As winner of the YBBOY award Robert received a \$10,000 research grant which he is looking to use for attending the International Baking Industry Exposition in Las Vegas later this year and he is also considering attending a Sour dough course in San Francisco. However he says the fact he won the competition is still sinking in so he will take his time to carefully consider the best conference to attend.





New food regulations require manufacturers to prove claims

Misleading nutrition and health claims about food will be stopped with the introduction of new labelling regulations. Australian and New Zealand ministers responsible for the regulation of food have signed the new standards to regulate nutrition and health content claims on food labels and in advertisements.

The changes mean claims made by manufacturers must be backed up with evidence. Currently claims can range from nutritional, such as “low fat” or “high fibre”, to general health claims, “calcium is good for healthy bones and teeth”, to the high level, “calcium reduces the risk of osteoporosis”. With the new regulations, manufacturers making such claims must be able to provide scientific proof and meet specific criteria. Food manufacturers cannot claim health or nutritional value on their labels unless they meet standards set by the Ministry for Primary Industries.

Under the new system, the only health claims allowed will be 200 pre-approved standards. For example, a product labelled ‘beta glucan reduces blood cholesterol’ must meet several requirements. These include the food containing one or more of oat bran, wholegrain oats or barley and at least 1g/serve of beta glucan from these grains. Alongside these requirements are the context claims which for this example require a diet low in saturated fat which contains 3 grams of beta glucan per day.

Products will be given an overall “nutrition profile score” which takes into account a range of nutritional factors, not just isolated benefits. For example, a toasted muesli, while high in fat, could potentially make health claims as it is high in protein, fibre and fruit. Alternatively potato chip manufacturers are unlikely to make health claims because their products are high in fat and sodium.

The changes are designed to help consumers to choose healthy foods from shelves, and is expected to prevent many companies from making dubious or misleading claims about a product’s benefits.

The changes come after more than a decade of work. From 18 January 2013 food businesses have three years to make changes to ensure they are following the new rules. During this time, health claims must comply with either the new Standard (1.2.7) or the Transitional Standard (1.1A.2) but not both. At the end of the 3 year period, Standard 1.1A.2 will cease to operate. There is no stock-in-trade period at the end of the 3 years.

Click the following link to read the new [Standard 1.2.7](#)

FSANZ to Update Food Industry

NZ Food Grocery Council (FGC) has arranged for Food Standards Australia New Zealand to address food sector representatives in Auckland on June 13.

FSANZ CEO Steve McCutcheon, along with some of his leadership team from Canberra and Wellington, will give an update on their work programme and seek feedback on important issues from stakeholders. The event will be supported by FSANZ, the Institute of Food Science and Technology, Juice and Beverage Association, Retailers Association, and the Association of Bakers. It’s at Novotel Ellerslie from 9am to 12.15pm.

This is a great opportunity to get the latest developments from the regulator as well a chance to give some serious feedback You can register by emailing Kira.mikelatos@fgc.org.nz



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