



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

In this newsletter we feature Annette Campbell, the immediate past Chair of the Baking Industry Research Trust.

Annette must be commended and thanked for the time and incredible enthusiasm she has put into Baking industry research.

We also pay tribute to Paul Harris from Goodman Fielder who sadly passed away at the end of last month.

He will be greatly missed as was a valued colleague and friend to all in the industry who knew him.

Finally, please be reminded that nominations for the 2014 Young Bread Baker of the Year competition close this Friday. Participating is a great opportunity for our up and coming bakers, but they've got to be in to win, so complete the required form (link found later in this newsletter) and send it in.

- Tania

Call for nominations for 2014 "Young Bread Baker Of The Year" award

The "Young Bread Baker of the Year" is an award presented annually by the NZ Association of Bakers for the best newly qualified bread baker in New Zealand.

The 2014 competition will be held in Auckland on the 19th and 20th of February. The Association of Bakers are now inviting nominations for the award competition, using the nomination form available online by [clicking here](#).

Completed forms should be submitted via email or sent to the address indicated on the form by **15 November 2013**.

The winner of the award will be presented with a cup and a research grant up to the value of \$10,000 for research such as overseas travel to look at new technology, ingredients, process or trends in products. The winner may also be asked to represent New Zealand at the LA Judge Award competition which will be held in Sydney in May 2014.

Criteria for participation in the Young Bread Baker of the Year competition is as follows:

- As a minimum - level 3 NZQA Qualification in a Baking discipline (certificates to be provided) that must be completed within 5 years from commencing training.
- Candidates must be no older than 30 years of age on 1 January 2014;
- Candidates must be no more than 2 years from completion of their most recent NZQA Qualification;
- Previous winners of an award may not enter in subsequent years;
- The NZAB reserves the right to utilise pre-selection should candidate numbers be greater than the testing facilities can handle

Candidates participating in the 2 day competition will be expected to demonstrate the following skills:

1. An ability to professionally introduce themselves to the judges
2. An ability to deliver a high quality, well researched 10 to 15 minute presentation on a topic supplied a minimum of 4 weeks prior to the competition commencing.



3. An excellent knowledge of baking theory with particular focus on bread baking and general bakery science.
4. An ability to produce a range of products including lidded breads, hand moulded breads and small goods in a test bakery environment.
5. An ability to calculate bakery percentages and product costings.

Please contact the Baking Industry Research Trust's Secretary, Tania Watson, on 021 165 9949 or at bakingresearch@clear.net.nz if you have any queries about the competition.

Health Claims

In late September the Ministry for Primary Industries held a series of workshops around the country delving into the detail on the implementation of the new health claims legislation - Approved variations to the Australia New Zealand Food Standards Code - standard 1.2.7 - Nutrition, Health and Related Claims.

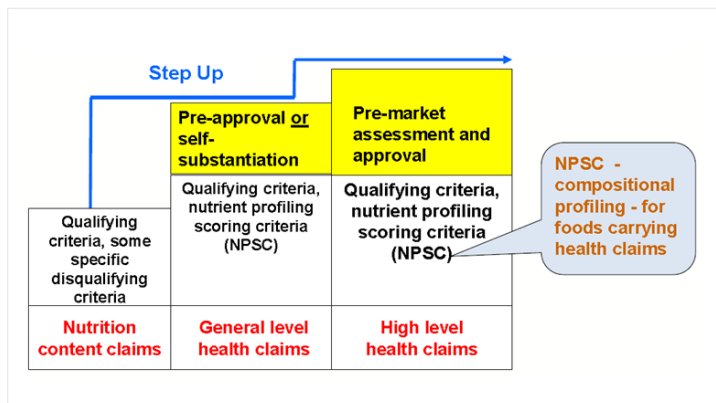
The standard was passed into law this year and has a three year transition period. During this time a manufacturer or supplier can rely on the existing transitional standard std. 1.1A.2 or the new std. 1.2.7 BUT NOT BOTH. A copy of both standards can be found at <http://www.foodstandards.govt.nz/code/Pages/default.aspx>.

The transition period end on 18 January 2016.

Standard 1.2.7 allows for a step up approach to making any claims.

Nutrition and Health Claims

Step-up approach

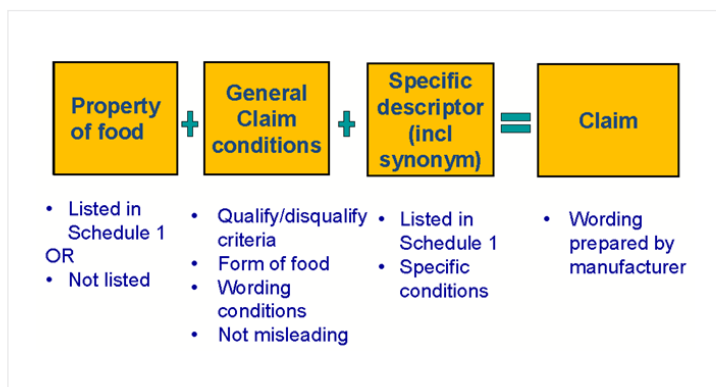


(source; FSANZ Health Claims presentation 30.09.13)

For most manufacturers making a nutrition content claim will be relatively straight forward as long as they know the nutrition composition of their product. The types of nutrition content claims that can be made are low fat, light, reduced, good source, excellent source etc. Nutrition content claims can be viewed as a win win for the manufacturer and consumer. It's very clear what manufacturers can say and it should reduce consumer confusion.

The following diagram illustrates the process a company should go through to identify what claims (if any) can be made on label.

Building a Nutrition Content Claim



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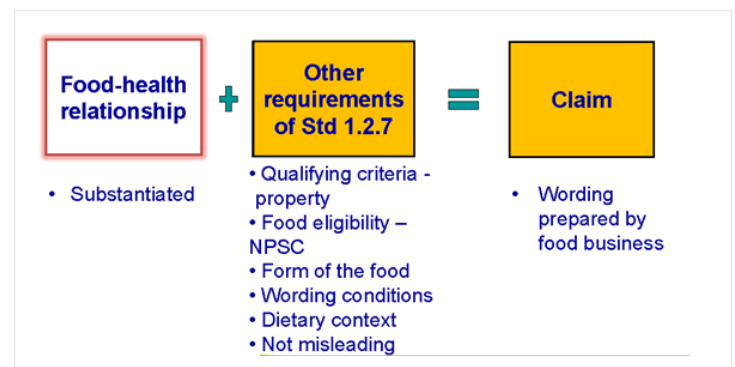
Health Claims fall into two categories - general level and high level. High level health claims must be based on pre-approved food - health relationships like folic acid and neural tube defects and sodium and blood pressure. Details of the pre-approved statement that can be used are found in Standard 1.2.7.



General Level health claims require self-substantiation by a company. According to FSANZ substantiation is "the process of evaluation the body of scientific evidence for a food-health relationship. The key objective of the substantiation process is to determine whether the evidence for the relationship between a food or property of a food and a health effect is sufficiently certain the it is unlikely to be reversed by an additional well conducted high quality study." Self-substantiation must be based on a systematic review either new or an update of an existing systematic review. The claimed food-health relationship must be a reasonable conclusion of the review. This is no small undertaking and will require a close relationship between manufacturers / marketers / product developers and academics.

Building a Health Claim

Two principal elements



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More information on standard 1.2.7 can be found at <http://bit.ly/1aChl5D>.
(Kindly supplied by NZ Nutrition Foundation - www.nutritionfoundation.org.nz)

Annette Campbell

Annette Campbell has been involved in the Baking Industry for over 25 years and with the Baking Industry Research Trust (BIRT) for 16 years. Annette recently resigned from her role as Chairperson of BIRT and we caught up with her to discuss how she first became involved with baking industry, and some of the highlights and changes she had seen during her time in this position.



Annette's interest in the Baking Industry began while in the role of Technical Transfer Scientist at the Wheat Research Institute (WRI). Her involvement with this team was an excellent base and sparked a life-long interest in wheat, baking and the science needed to bring the best out of the baking process.

While working in the Quality Bakers (QB) Technical team, Annette reported to John Gould, who was the first chair of BIRT. It became a logical step for Annette to become a member of BIRT especially as at that time she was the only committee member with a background in science.

Within the market place the main change Annette has seen have been the move from predominately sliced white breads to grain breads and new types of breads such as artisan, tortilla, flatbreads and even steamed breads for crumb. The number of bakeries has halved. When Annette started with QB she used to visit approximately QB 28 plants; now there are only 14 bread bakeries in the entire industry.

In terms of research she has been involved in a move from purely process related research, such as, extended proof times, mixer design, moulding and energy use, to more consumer orientated projects such as reduced salt and gut health. The Industry has matured and shown an ability to cooperate in large research endeavours such as Lifestyle Foods and public issue responses.

Annette considers her main achievement was her ability to get the industry, as a group, to look forward strategically and focus on pro-active rather than reactive research. Annette is particularly pleased with the way the industry has used research to investigate emerging health drivers such as improved gut health as she believes this research will ultimately be useful in products designed for consumers of today. She also believes the Industry has shown great leadership in their combined response to reduce salt in bread, their code of practice on folic acid addition and their reduction of fat in pies. Annette also looks back with pride at how the industry and the key scientists who BIRT worked alongside (mostly at Plant and Food Research) responded through research to new challenges such as the elimination of bromate, the ongoing issues of bread faults and emerging trends in consumer markets.

Annette has enjoyed working with some fantastic people who really wanted to make a difference to the industry they worked in. She enjoyed the debates, discussions and the way those involved gave of their time and knowledge to benefit the industry as a whole.

In terms of the future Annette plans to do some consultancy work as she would like to stay involved in the wider "bread" industry. She also plans to work in her other area of passion, cross country & road running, through work for Athletics Canterbury.

Paul Harris

Paul Harris sadly passed away on 30th October. We send our sincere condolences to his wife, Tracy and son Nathan.

Paul worked for Goodman Fielder for over 30 years where he ultimately became Research and Development Director for Goodman Fielder New Zealand and in the area of bakery product development was responsible for both Australia and New Zealand.

"Peter Reidie, Managing Director of Goodman Fielder in New Zealand, said Paul touched Goodman Fielder in many ways:

- **As Paul the Baker.**

He is, I guess, 1st and foremost a baker. A bringer of life to flour, water and yeast. Blending together the magic of art and science - something bakers only understand. A gift that is held by few and that Paul clearly had. Paul was heavily involved in the development of our products - from Irvines pies, Ernest Adams Christmas tarts, to his beloved breads including Vogel's, Freya's, Nature's Fresh and the game changing overnight sensation MacKenzie Country. Paul not only loved our food, he enhanced it, he made it better, he made us make it better.

- **As Paul the leader.**

There have been many great stories told of Paul recently but the one that has rung very true for me comes from someone who actually started as his boss, became a peer and over time Paul became his boss. He has known Paul for 28 years. He says that it doesn't matter if I had known him one day or 28 years or whether I was his boss or he was mine - Paul always treated you exactly the same.

- **As Paul the coach.**

Some of the other great stories about Paul are the ways he interacted with people - whether that be words of praise, the odd bit of counsel always clear and direct or just by being Paul.

He had a profound impact on our business, and he will be greatly missed."

Paul was a very good baker and also cared about the industry. He was involved in the Baking Industry Research Trust for a number of years and was very active in the current folic acid issue where the industry is now able to provide consumers a choice. Paul also represented Goodman Fielder on New Zealand Association of Bakers' Executive.

Finally, a quote from Peter Rewi, Chairman of the New Zealand Association of Bakers - "Paul was not only a business associate, but a truly valuable friend, and I know all who knew him will miss his experience, guidance, and most of all, his friendship."



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