

## Upcoming Events:

**Food Safety Forum WEST 2007. April 30th, 2007 in Calgary, Alberta in the Roundup Centre, Stampede Park.**

Food Safety Forum is Canada's national forum for food safety for the foodservice and hospitality, retail grocery/C-store and food manufacturing industries as well as public health inspectors and educators. **For more information, visit [www.foodsafetyforum.ca](http://www.foodsafetyforum.ca) or call 1-888-687-8796.**

**IFFA Frankfurt. May 5-10, 2007 in Frankfurt, Germany.**

IFFA is the world's leading trade fair for the meat-processing industry. Companies present machinery, goods and services for the entire process chain - from slaughtering, cutting-up and processing to packing, sales and butchers' requisites.

With an exhibitor and visitor profile that reflects the highly international nature of the market, IFFA has been the world's leading trade fair for the meat industry for over 50 years. And every three years it again emphasizes its position, offering a unique depth and breadth of goods from all product and industry sectors.

57,538 visitors came to IFFA 2004 to discover the latest trends and products, exchange ideas and maintain business contacts. **For more information about IFFA 2007, visit the IFFA website at [www.iffa.messefrankfurt.com](http://www.iffa.messefrankfurt.com).**



Malabar's Doris Valade (top picture) presents awards to Product Champion winners in the Cooked/Smoked Sausage category - Stemmler's Meats & Cheese, Florence Meats and Springer's Meats.

## The Meat of It: Food Industry Expo 2007

The 2007 Food Industry Expo was a departure from previous years – bigger, better and, by all accounts, even more productive. The 2007 show took place February 23 & 24th at the International Centre, near the Toronto airport, and was jointly hosted by the Ontario Independent Meat Processors (OIMP), and the Alliance of Ontario Food Processors (AOFP). The show doubled in size over attendance in previous years, and attracted visitors from the Netherlands, Pakistan, Equador and the USA as well as processors from across Canada.

This year's show was spread out over 20,000 sq. ft. of exhibit space and featured 71 exhibitors showcasing new advances in Processing Equipment and Supplies, Packaging, Seasonings/Ingredients and Services & Technology. The show itself was followed by an awards dinner sponsored by the OIMP, and featured the awards ceremony that was the culmination of a very successful (and closely fought!) meat product competition. Malabar was also pleased to sponsor and present the Product Awards for Best Sausage.

“There was more to see this year, with quite a cross-section of the industry – everything from insurance to equipment & spices, to buildings contractor & materials. It was a great chance to reconnect and network again and talk to several companies about the future.”

- **Kevin Stemmler**, *Stemmler Meats & Cheese*

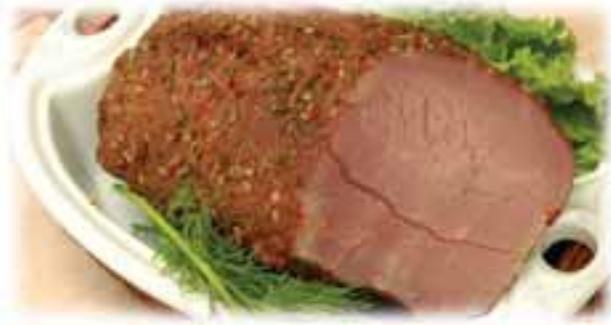
Malabar was also pleased to have been honoured for sponsoring more attendees through its 'free pass' program than any other exhibitor at the show, and enjoyed seeing all of you who were able to attend. Preparations are already underway for the next Food Industry Expo, in 2009. We hope to see you there!

“The Toronto venue for the 2007 Food Industry Expo proved to be extremely successful, with a record-breaking number of attendees. The Expo attracted a cross section of food processors from across Ontario, and drew national and international attention. We would like to thank the exhibitors for their participation in making the Expo a huge success and look forward to building on these efforts for the 2009 Expo.”

- **Laurie Nicol** - *Executive Director - Ontario Independent Meat Processors*

**For more information, visit the OIMP website at [www.oimp.ca](http://www.oimp.ca) or the AOFP website at [www.aofp.ca](http://www.aofp.ca).**

# FROM THE LAB



Smoked Meat is an Ashkenazi (Central European) Jewish method for the preparation of cured beef, often associated with the city of Montreal, due to the large wave of Jewish immigration to this area during the late nineteenth century, and the distinct cuisine that they brought with them. This product is very similar to Pastrami or Corned Beef, and is generally made using Briskets. At a handful of Delis in Montreal (each claiming to make ‘The Best Smoked Meat on the Planet!’), patrons line up around the block for Smoked Meat, a food that has entwined itself into the cultural fabric of the city as much as poutine, jazz and les Canadiens. In fact, there are some who argue that only Smoked Meat produced in Montreal is worthy of the name “Montreal Smoked Meat”, but is a Wiener not made in Vienna or a Hamburger not made in Hamburg any less great?

## Preparation Recommendations

Here’s how to get that Montreal Smoked Meat flavour right where you are:

WATER	22.68 kg
MONTREAL SMOKED MEAT PUMP ( <i>MALMSMP-037</i> )	4 kg
SURE CURE	400 g
PUMP	20%

Inject and/or tumble 75 kg of beef Briskets, and then allow to soak, covered in remaining brine for 24 hours at 0-3 °C. Coat entire Brisket with Montreal Smoked Meat Rub (*MALMSMR-001*), and place, evenly spaced, on shelves on smoke truck.

Place in smokehouse preheated to 130 °F with dampers open. Hold at this temperature for 1 hour, or until surface of meat is “tacky” and ready to accept smoke. Close dampers to 1/4 and apply light to medium smoke for 2 hours. Gradually increase smokehouse temperature to 180 °F, until attaining an internal temperature of 162 °F. Remove from smokehouse and allow to air cool at room temperature for 1 hour before moving to cooler.

Now sit back and watch the line-up around your block develop!

**Contact Chris, our technical specialist, for recommended processing details at 1-888-456-6252, or via email at [lab@malabarsuperspice.com](mailto:lab@malabarsuperspice.com).**



## INDUSTRY PROFILE

**In this section, we aim to bring you some interesting interviews and perspectives from other organizations involved in the Meat and Specialty Food Processing industry.**

**In this issue of the Main Ingredient, we asked Darryl Smith, of Farm Credit Canada (FCC) a number of questions about Farm Credit Canada’s work with processors as part of its Agribusiness program.**

**Main Ingredient (MI): When we hear about Farm Credit Canada, we often think of farm financing, or primary agriculture. This may be somewhat out of date. Can you bring us up-to-speed?**

Darryl Smith (DS): Farm Credit Canada has been financing agriculture for 48 years, since 1959. Our primary function has always been lending, and in the beginning, that was strictly to primary agricultural producers. While the primary producer is still important, FCC expanded its focus about 10 years ago to include commercial enterprises that extend our assistance to producers ‘beyond the farm gate’, to Agribusiness - companies that supply primary agriculture, and Agri-food, companies that use agricultural products as inputs, like meat processors, for example.

Farm Credit Canada considers the relationship between the processors and primary producers to be very important, since farm markets and food processors need each other, not only for the agricultural economy, but also for a healthy Canadian economy.

**MI: How is FCC different from other lenders out there?**

DS: Farm Credit Canada is a crown corporation whose sole purpose is to supply financing to the agriculture industry, and to its direct suppliers and consumers. So we understand on a very deep level how these enterprises operate along the agrifood value chain, and what can mean the difference between success and failure.

FCC’s mission is to ‘create success’ - we pay very close attention to matching our offerings and support services to our clients’ needs in order to accomplish just that. The fact that we understand the industry allows us to do a much better job at this.

**MI: What does FCC have to offer processors?**

DS: FCC specializes in customized financing plans, built around an expanded base of over 25 types of term loans. Essentially, Farm Credit Canada can facilitate the expansion or acquisition of a business in the Agri-food sector, whether that is purchasing equipment, land, or financing the cost of expanding a business, on terms that make sense for the client, and with a keen understanding of the realities of doing business as a processor.

There are a number of loan options designed specifically for processors, which take into account a number of factors, including the client’s priorities for flexibility in various areas. In addition, FCC ensures the processor has local support and account management, so that there’s someone knowledgeable and experienced to help nearby.

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Also, because FCC has a deep understanding of the agricultural value chain, we understand the issues that result from changes in the industry. For example, we understand the effects of changes in input prices, and can be helpful in working with clients to adjust their businesses accordingly. In cases where there is an 'industry shock', as we had with the BSE crisis in 2003, we are able to immediately assess the possible consequences, and this positions us better to stand behind our clients.

We're also able to offer relevant management training for processors. For example, we've recently developed a Value Chain Management course with the George Morris Centre, which has applications for agrifood businesses. This Value Chain Management course is available to processors and their management staff and focuses on developing a thorough understanding of the business value chain in order to help processors to identify how to add value at each step; to come up with unique product offerings; and to increase their efficiency and reduce costs.

**MI: Can you give examples of some of your most popular lending options that are designed for processors?**

DS: As you can imagine, each situation is different, and we take those differences into consideration with each client. However, the loans that I think are particularly interesting are the Opportunity Loan and the Performer Loan.

The Opportunity Loan is ideal for processors who want flexibility. It allows you to 'pause' principal payments for up to a year, and use the money to purchase or invest in another opportunity.

The Performer Loan allows you to reduce your interest rate when you meet pre-determined business milestones as set individually with your account manager. This is a great loan option for a business that is leveraging now, and expects to see good returns in the future as a result.

Processors can go to our website and use our 'loan selector' to investigate loans that meet their individual needs, or they can call and speak to a local account manager.

**MI: Where does FCC support Agribusiness in Canada?**

DS: FCC supports Agri-business and Agri-food companies from Newfoundland to British Columbia. Growth has been steady over the last five years, so we're doing something right! [laughs] Key to this cross-country support, of course, is our network of 100 local offices, which give people anywhere from Moncton NB to Dawson Creek BC, someone nearby to talk to.

**MI: You mentioned a system of local offices – how would processors find a local office?**

DS: Our website is a good place to start – it lists all our offices by region, and can help you find the one nearest you. Or, people can call our toll-free number and they'll automatically be directed to their local office – it's 1-800-387-3232.

**MI: It's been interesting to talk with you Darryl, thanks for your time!**

DS: You are quite welcome.

"Farm Credit Canada considers the relationship between the processors and primary producers to be very important, since farm markets & food processors need each other, not only for the agricultural economy, but also for a healthy Canadian economy."

- **Darryl Smith**, Marketing Strategist, Farm Credit Canada

For more information on Farm Credit Canada's lending products and services for Agribusiness, visit [www.fcc-fac.ca](http://www.fcc-fac.ca).

For more information on the George Morris Centre and its work in the Agri-food sector, visit [www.georgemorris.org](http://www.georgemorris.org).

For a list of FCC offices, or to find the office nearest you, visit the FCC website, or call the FCC (toll free) at 1-800-387-3232.

## Equipment Review

from **Modern Butcher Supply**:

Modern Butcher Supply is a wholly owned subsidiary of Malabar, and has been representing Rühle in Canada for over 20 years. In this issue, we introduce a new product from Rühle, the Trolley Light, and we reprise another, due to popular demand: the Rühle line of HighTech Dicers.

### The 'Trolley Light'

Rühle has just introduced a new trolley – the Trolley Light – with a single molded structure made of hard resin and reinforced with stainless steel plates. This trolley is very light, quiet and stackable. It's tough, hard-wearing and shock resistant and remarkably quiet. These easy-to-clean trollies can be used with the same hoist systems as stainless steel containers, and are available now from Modern Butcher Supply.



### Rühle's Slicer Dicers

Rühle's SR HighTech Dicers are available in three models, the SR1, SR2 & SR3.

The SR1 is the smallest model, on wheels, and easy to move to the work area where it's needed most and then stored away when finished. The SR1 provides all the standard features of the HighTech Dicer, including 80-160 cut-offs per minute, serrated grid knives to cut efficiently without added heat, and is easy to clean. The machine weighs only 280 kg, and takes up a small space on the processing floor at 90cm x 60cm x 98cm high.



SR-1

The SR2 has the added feature of a discharge conveyor belt, PC controls, and 320 cut-offs per minute. The fully automatic SR3 has the same features as the SR2, PLUS a capacity of 3,500 kg per hour, and includes a fully automatic charging system to accommodate a 200 litre standard lift buggy.



SR-2



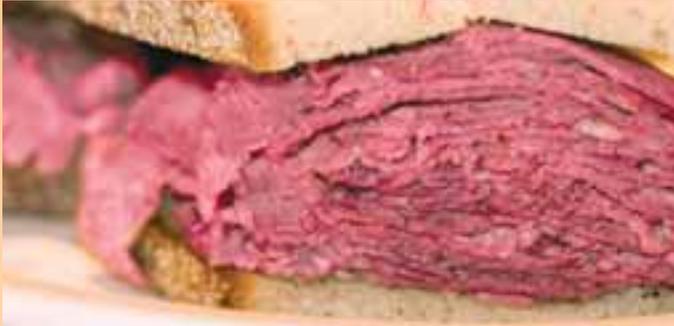
SR-3

**To request a CD demonstration & brochure, or for more information, contact Doug toll free at 1-866-634-7151, or via email at [doug@modernbutchersupply.com](mailto:doug@modernbutchersupply.com).**



Modern Butcher Supply is a wholly owned subsidiary of Malabar Super Spice Co. Ltd.

# BLEND of the Season



Montreal Smoked Meat Pump (MALMSMP-037)  
Montreal Smoked Meat Rub (MALMSMR-001)

Offer your customers this traditional product, which conjures up romantic images of bustling Montreal Delis and fills the air with a distinct, mouthwatering aroma.

Pump up your Briskets with flavour (and value!) using **Montreal Smoked Meat Pump (MALMSMP-037)**, and add the visual appeal of **Montreal Smoked Meat Rub (MALMSMR-001)**

\*Kosher Dill Pickles and Rye Bread Sold Separately!

**To ORDER A SAMPLE**, of any of the above, or if you've got a new flavour you'd like to try, contact Chris at **1-888-456-6252**, or email [lab@malabarspices.com](mailto:lab@malabarspices.com).



Check out  
our  
**NEW  
CATALOGUE**



## OUR PRESIDENT'S Choice



It was a pleasure to meet so many of our current customers, as well as some very interesting new prospects, at the Food Expo. We were pleased to feature a number of new products at the expo, including the plastic casings from Poly Pack (Ukraine) and the netted collagen casings from Germany.

However, Malabar is especially pleased to have featured some of our new lines of specialty seasoning blends. During the expo we handed out samples of popcorn featuring some of our specialty popcorn seasonings, including Salt & Vinegar, and Gourmet BBQ. Popcorn seasonings are just one of the specialty line of seasonings that Malabar has created to compliment our existing portfolio of over 2000 blends designed for meat and poultry applications. We have developed blends as diverse as hot chocolate, iced tea, and lemonade flavourings, as well as gourmet seasoning blends for bread toppings and baked potatoes. We especially enjoy working directly with you to create blends as unique as you are, so I encourage you to call us with your blend and flavour challenge, and we'll be very happy to help.

All the best!

**Doris Valade**  
President  
Malabar Super Spice Co. Ltd.



We've been busy putting the finishing touches on our first ever full-colour, national catalogue. And we'd like YOU to have a copy.

Our catalogue features over 100 pages of product and over 50 pages of reference material full of useful information and tips for processors.

**To request a copy for yourself, call Malabar at 1-888-456-6252, or visit our website [www.malabarspices.com](http://www.malabarspices.com).**

**Make it With Malabar!**



For more information on any of the subjects covered in Malabar's newsletter, or to suggest topics you'd like to see covered in future editions, please contact Sara Alexander at [marketing@malabarspices.com](mailto:marketing@malabarspices.com).

Look for our next edition in June 2007.

Malabar Super Spice Co. Ltd., 459 Enfield Road, Burlington, Ontario L7T 2X5 [www.malabarspices.com](http://www.malabarspices.com)



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