

The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. Sept/Oct 2012

CHECK OUT OUR WEBSITE!

MALABAR's full catalogue is available online.

malabarsuperspice.com

Upcoming Events

October 28 – 31, 2012

Pack Expo 2012

McCormick Place, Chicago, IL

<http://www.packexpo.com>

November 2 – 4, 2012

The Meating Place 2012 OIMP Annual Conference

Hockley Valley Resort, Orangeville, ON

www.oimp.ca

In The News

The World's Largest Pork Burger was cooked June 7th at the 2012 World Pork Expo (Iowa, USA). The grilled pork burger weighed 260 lb, and was served on a 40lb bun.



Canada's Largest Ribfest saw more than 150,000 visitors on Labour Day Weekend in Burlington, ON. "Ribbers" came from all over North America, some from as far away as Florida & New Mexico.



The winner for our
**30th Anniversary Draw is
European Quality Meats!**
Congratulations!

THE MEAT OF IT:



It's not every day that you get to attend a scientific gathering dedicated entirely to meat! We were privileged not only to attend, but also to sponsor ICoMST 2012, the 58th International Congress of Meat Science & Technology, in Montreal this past August.

From August 12-17th, stakeholders and key players in the Meat Industry and the Research and Development communities worldwide came together for presentations focused on "The Healthy World of Meat". Scientific articles presented during the Congress covered influences on meat quality, meat as part of a healthy lifestyle, and changes that are taking place in meat processing. In this issue of the Main Ingredient, we'll take a look at some of the most interesting topics.

Beyond celery and starter culture; Advances in natural/organic curing processes (J.G. Sebranek, A.L. Jackson-Davis, K.L. Myers, N.A. Lavieri). This session provided a detailed overview of the evolution of curing processes using natural ingredients over the past 10 years. Back in the 1960's, consumer interest in "nitrite-free" evolved from their concerns for nitrite, nitrosamines, and human health. However, removing nitrites from processed meat has its challenges, among them providing appetizing meat colour and flavour, ensuring a safe meat product, and deciding on clear labelling regulations. The use of celery powder combined with



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REGULATORY UPDATE

The Canadian Food Inspection Agency (CFIA) is being modernized, as the Government of Canada announced a \$100million dollar 'makeover' fund to modernize food safety inspection in Canada. The CFIA is proposing a single approach to food inspection that will provide consistent and appropriate oversight across all regulated food commodities – either imported or produced domestically.

The draft food inspection model is based on feedback from discussions with inspectors and industry stakeholders as well as feedback on a recent discussion document called The Case for Change that outlined the rationale for modernizing inspection.

In addition to building a consistent inspection model, this investment is being used to provide better training and more modern tools to front line food inspectors as well as building additional capacity in CFIA laboratories.

For more information, see www.inspection.gc.ca

The SAFE FOOD FOR CANADIANS ACT – Bill S11

On June 7, 2012 the Harper Government introduced the Safe Food for Canadians Act. The Safe Food for Canadians Act will aim to strengthen the Government's ability to protect Canadian families from potentially unsafe food.

The Safe Food for Canadians Act proposes to improve food safety by:

- Instituting a more consistent inspection regime across all food commodities;
- Implementing tougher penalties for activities that put the health and safety of Canadians at risk;
- Providing better control over imports and exports; and
- Strengthening food traceability.

The proposed legislation will provide the CFIA with strengthened authorities to develop regulations related to tracing and recalling food, and the appropriate tools to take action on potentially unsafe food commodities, when needed.

The new Act will also strengthen import controls by including powers to register or license importers and prohibit the importation of unsafe food commodities. Holding importers accountable for the safety of imported products will also promote a level playing field between importers and domestic producers.

In addition, the Act will implement tougher fines. Previously, anyone convicted of a serious offence could have been fined up to a maximum of \$250,000. Under the new Act, penalties could be as high as \$5,000,000, or in the case of the most serious offences, even higher at the court's discretion. New penalties are also being added for recklessly endangering the lives of Canadians through tampering, deceptive practices or hoaxes.

Finally, the Act will create a legislated review mechanism for regulated parties to seek review of decisions made by CFIA officials, a mechanism to provide an additional avenue of recourse for regulated parties.



For more information, visit www.inspection.gc.ca

a nitrate-reducing starter culture was developed in the late 1990's, and then the debate on 'what is natural' followed from there.

The paper discussed in this session provides an excellent overview of microbiological safety concerns when using "natural curing" ingredients, and also how thermal pasteurization and high pressure processing may be beneficial for the safety of ready-to-eat processed meats. Ultraviolet light is also being studied as a means to inactivate *L. monocytogenes* on processed meat surfaces, before or after packaging.

There is considerable research being done in the search for natural ingredients with antimicrobial compounds. Grapeseed extract (for its anti-*Listeria* properties), and cranberry powder (as an inhibitor of *E. coli*, *L. monocytogenes* and *Salmonella*) are being tested. Cherry powder is being studied as an effective cure accelerator, and rosemary extract for its antioxidant activity. The debate over what is "naturally cured" continues.

Sodium nitrite: The "cure" for nitric oxide insufficiency (D.K. Parthasarathy, N.S. Bryan). This session discussed the fundamental biochemistry of nitrite in human physiology, and covered potential health benefits of including sodium nitrite in your diet. Studies appear to show reduced injury from heart attacks that can be attributed to enriched dietary intake of nitrite. Also, topical application of nitrite improves skin infections, and sodium nitrite therapy is a beneficial treatment for peripheral artery disease. This fascinating article concludes with: "The historical classification of nitrite as a "cure" may now have new meaning"!

Cultured meat from stem cells: Challenges and prospects (M.J. Post) One of the most interesting presentations at ICoMST was on the topic of the in-vitro culturing of meat - essentially growing meat tissue in the laboratory, based on stem cell technology. With ongoing concerns about meat sustainability, the environmental burden of livestock, and questions about animal welfare, more and more research is taking place on how to culture meat artificially. This presentation provided an interesting overview of the requirements for a meat alternative, tissue engineering, stem cells, and cell culture. Here we have a glimpse into the future: "It is possible that culturing of meat in laboratories and eventually in factories will transform the meat industry."



Additional Topics: There were many more topics we found interesting at ICoMST '12. These included a discussion on whether lean red meat is part of a well-balanced diet, and on the benefits of meat proteins in offsetting age-related muscle loss. One paper reviewed the carbon footprint of beef production, and there was a very insightful review of China's 'meat industry revolution' (we'll be covering this in more depth in our next newsletter!).



All the papers presented at ICoMST '12 are available in a searchable database on the ICoMST '12 website: www.icomst2012.ca. Turkey will be the host country for the next ICoMST, August 18–23, 2013.



Did You Know?

Hormel Food Corp's SPAM brand celebrates its 75th anniversary this year. The first can of SPAM luncheon meat was produced in 1937, at their Austin plant. Today, Hormel Foods makes 11 varieties of SPAM, including SPAM hickory smoke flavoured, SPAM less sodium, SPAM lite, SPAM hot and spicy and SPAM oven-roasted turkey.



BLENDS for the Fall



BBQ season now moves into autumn - bring your sausages indoors with these warm and flavourful seasonings.

Curry Apple Sausage Seasoning

MALCURA-717

Medium spicy curry seasoning with diced apple pieces for a hint of sweetness.

Szechuan Orange Sausage Seasoning

MALSZS-301

Sweet soy sauce with Chinese 5 spice, and fragrant orange peel granules.

Honey Lager Apple Sausage Seasoning

MALHLS -160

Full bodied beer background with a hint of honey, toasted onion and sweet apple.

For more information on any of the above, contact us at 1-888-456-6252, or email csr@malabarspices.com.

We're Hiring!

Sales Account Manager needed at Malabar!

- Successful route sales experience **REQUIRED**
- People skills a **MUST**
- Food processing experience necessary
- Meat processing a **DEFINITE PLUS**
- Excellent base & unlimited commission plan
- Seeking for Ontario territory

Please apply to resume@malabarspices.com. Include a cover letter indicating experience & salary expectations, and using the Subject Heading "Sales Account Manager"



OUR PRESIDENT'S Message

There is a lot going on in the Canadian meat industry! With a majority government in Ottawa, Agriculture Canada and Health Canada have taken on the monumental task of overhauling our Food & Drug Act and related regulations. This is long overdue, and will require considerable planning along with industry input. I do encourage our farmers, and meat processors to get involved!

Meanwhile, global influences, new flavours, and TV shows like the Food Network's "Diners, Drive-Ins & Dives" and "Eat St." are contributing to increased consumer demand for more meat! Even scientific studies like those presented at ICoMST support the healthy attributes of meat, adding to the potential for expanding sales of Canadian meat products. This is a great time to be in the meat business!

Here are some recent book releases, worth a look for meat lovers:

The River Cottage Meat Book;
Hugh Fearnley-Whittingstall
(Ten Speed Press)



**Sausage – A Country-By-Country
Photographic Guide With Recipes;**
Nichola Fletcher (DK Publishing)

Doris Valade
President
Malabar Super Spice Co. Ltd.



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. Look for our next edition in Nov/Dec 2012.

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