

# The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. May/June 2016

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OUR WEBSITE!**

MALABAR's full catalogue is available online.

[malabarspices.com](http://malabarspices.com)

## Upcoming Events

July 30, 2016

### Food Day Canada 2016

The largest national food event in the country, encouraging and inspiring people to celebrate local food and community.

[www.fooddaycanada.ca](http://www.fooddaycanada.ca)

September 27–29, 2016

### 96<sup>th</sup> Annual Canadian Meat Council Conference

Westin Ottawa Hotel, Ottawa, ON

[www.cmc-cvc.com](http://www.cmc-cvc.com)

Oct 17–18, 2016

### Grocery Innovations Canada – Premier Grocery and Specialty Food Show

Toronto Congress Centre

[www.cfig.ca](http://www.cfig.ca)

October 21–23, 2016

### Ontario Independent Meat Processors Association presents “The Meating Place 2016”

Deerhurst Resort, Huntsville, ON

[www.oimp.ca](http://www.oimp.ca)

## A Grain of Truth from the Brits

In 2004, the UK government launched major initiatives to reduce people's sodium consumption. It's working. Daily consumption has dropped to 3400 from 3800 mg/day/person. New targets for 2017 have already been announced.

Learn more here:

[http://www.food.gov.uk/northern-ireland/nutrition/salt-ni/salt\\_targets](http://www.food.gov.uk/northern-ireland/nutrition/salt-ni/salt_targets)



## WHAT'S SHAKING?

*There are two sources for salt — the sea and the earth. Beyond earth, we may not be the only ones in the galaxy who love our salt. Salt has been found in meteors that have crashed to earth and deposits were discovered on Mars. A sign of life on the Martian planet? Perhaps.*

Salt has played a significant role in the development of human societies; and yes, we need salt in our diet to survive, just like animals and certain plants. Salt use dates back to around 2700 BC in China and it has always been economically important in trade and religious rites.

Less than 4% of all salt produced each year goes into food. Its main use is in the manufacture of fabrics, glass, cosmetics and ammunitions.

For more information on the history of salt:  
“Salt, A World History” by Mark Kurlansky.  
[http://www.markkurlansky.com/books/other\\_non-fiction.aspx](http://www.markkurlansky.com/books/other_non-fiction.aspx)



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# WHAT'S SHAKING?

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## What's in a name — is it Halite or Salt?

Halite is the geological mineral name for salt. Its chemical name is sodium chloride (NaCl). A rock composed primarily of halite is known as rock salt and it presents as cubic crystals through evaporation. Halite takes its name from 'hals' the Ancient Greek word for salt. It's found in solid masses and dissolved in oceans and saltwater lakes. Seawater contains about 3.5% dissolved minerals, of which 2.8% is sodium chloride and the remaining 0.7% is primarily calcium, magnesium and sulfate ions. Salt's composition is 40% sodium and 60% chloride.

Every cell in our body contains salt and it is essential to health since it plays a key role in brain signals. The average adult's body contains 250 grams of sodium, found in our blood, sweat and tears.



The Dead Sea is the world's deepest hypersaline lake and with 30% salinity, it is 8.6 times saltier than the ocean.

## Salt is Salt. True or False?

Salt is salt. The differences between salts are in the texture, grain size and mineral content.



**Table Salt** is mined from underground deposits and refined to remove minerals. Since the early 20th century, iodine has been added to table salt to prevent iodine-deficiency diseases (e.g. goiters, hypothyroidism, decreased fertility). To keep salt free flowing in shakers, anti-caking agents are often added.

**Sea Salt** is produced from the evaporation of sea water and saltwater lakes. The water source can contain trace minerals which affect flavour and colour. Despite the marketing, sea salt and table salt have the same nutritional value, but sea salt has no iodine or anti-caking agents.

Hawaiian sea salt has a distinctive pink hue that comes from Alaea, the island's volcanic red clay which has a high iron-oxide content. Some sea salt contains saltpeter (potassium nitrate) which provides curing effects on meat, but the nitrate level is not enough to meet Canada's minimum curing requirements of 100 parts per million.



**Kosher (Koshering) Salt** is a larger-grain, additive-free coarse salt. Jewish law required blood to be extracted from meat before it was eaten and the coarse structure of kosher salt makes it efficient at extraction. Its large flakes provide a different texture and lovely crunchy flavour burst. Technically speaking, all salt is kosher salt.



**Curing Salt** is a combination of sodium chloride and sodium nitrite/nitrate. It is used to preserve and cure meats, setting the pink-red colour and cured flavour, and preventing lipid oxidation and rancidity.



**Pink Salt** was created to avoid confusion with table salt. It is the same as curing salt, but with red food colour added to give the pinky hue. This is not to be confused with Himalayan Pink Salt which contains many different trace minerals, including iron oxide (rust) which infuses the pinky colour.



## Want to know the mineral content in different salts?

	Calcium	Potassium	Magnesium	Iron	Sodium
Table Salt	0.03%	0.09%	<0.01%	<0.01%	39.1%
Maldon Salt	0.16%	0.08%	0.05%	<0.01%	38.3%
Himalayan Salt	0.16%	0.28%	0.1%	0.004%	36.8%
Celtic Salt	0.17%	0.16%	0.3%	0.014%	33.8%

The mineral contents are very small and provide very little dietary value.

(Journal of Sensory Studies, Volume 26, Issue 1, pages 25-34, February 2011)

# WHAT'S SHAKING?

## The Grain that's Worth its Salt!

When we think of salt, we think flavour, but salt has many additional benefits in food processing:

**Nutrient source:** Salt is critical to normal body functioning.

**Preservative:** Salt draws moisture out of food which controls microbial growth.

**Texture enhancer:** In yeast breads, salt affects the rate of fermentation and gluten formation.

**Flavour enhancer:** In addition to its salty flavour, salt intensifies food sweetness and counteracts bitterness. Learn more about this interesting fact, here: <http://www.todayifoundout.com/index.php/2011/09/why-salt-enhances-flavor/>

**Colour enhancer:** Salt helps maintain meat colour.

**Fermentation control:** Salt slows and controls the fermentation process in pickling, cheese and sauerkraut production.

## Density Makes the Difference

When adding salt to foods, remember that different salts have different densities. Measuring by volume can result in different sodium levels. Regular table salt is made up of tiny, regular-shaped cubes compared to Kosher or coarse salts and so a cup of table salt has twice the salting power of a cup of kosher salt.

## Less Salt in Our Diets by the End of 2016?

In 2010, a Sodium-Reduction Strategy for Canada was presented to Health Canada by the Sodium Working Group. The group included 25 representatives from food industry, academia, health and consumer advocacy groups, and government departments and agencies. They were tasked with developing a health strategy for the reduction of sodium content in the diets of Canadians, with the goal of lowering the sodium intake from 3400 to 2300 mg/day/person by 2016.



In June 2012, Health Canada presented a guidance document to the food industry for reducing sodium in processed foods. Data tables were included, with recommended benchmark sodium-reduction levels for a variety of processed food categories. Over the past six years, many processors have been aggressively reducing the sodium content in foods.

Later this year, the federal government will conduct a full assessment of sodium intake, using data from the 2015 Canadian Community Health Survey. Renewed discussions with food processors will assist in reviewing our progress.

**1 teaspoon Table Salt = 2300 mg of sodium**



## To Salt or Not to Salt, That is the Question...

There are mineral salts that can replace sodium chloride. Researchers and dieticians agree that potassium and potassium chloride offer great benefits in reducing systolic blood pressure. Bananas, avocados and swiss chard are good sources of potassium. Historically, potassium chloride as a replacement for sodium chloride was avoided due to its bitter metallic taste. Improvements in processing have been successful in removing its bitter flavour without negative effects on functionality (i.e. Nu-Tek Salt).

**For labelling purposes, Health Canada's definition for salt is sodium chloride.**

Although salt is essential in our diet, the amount we should consume is an ongoing discussion among food scientists, doctors and consumers. Reports on the adverse effects of a high-sodium diet are being challenged by new reports showing a low-sodium diet could be equally harmful. Scientific advancements continue with updated assessments of data and risk.

*And so, the debate continues...*

## Did You Know?

Canadians rank 5th lowest out of 33 developed countries in sodium consumption per day, according to data collected by the World Health Organization as part of the Global Atlas on Cardiovascular Disease Prevention and Control.

[http://www.who.int/cardiovascular\\_diseases/publications/atlas\\_cvd/en/](http://www.who.int/cardiovascular_diseases/publications/atlas_cvd/en/)



**Low Sodium**

**Canadians  
use less salt than our  
U.S. neighbours!**

# Ah, There's The Rub!



## Malabar's Dry Rub Sensations Are Ready For Your BBQ

We've survived another Canadian winter. BBQs are being cleaned and ready for the grilling season. Along with marinades, Malabar offers a variety of delicious dry spice rubs. These can be massaged into the meat before grilling or roasting, to create a deep brown crust of rich, concentrated flavour.



## Two **BRAND NEW** mouth-watering meat rubs!

**Java and Cocoa Spice Rub** #MALCCR-202  
Great for all types of beef steaks and roasts. Our unique blend of coffee and cocoa with a hint of chili creates an exotic, deep-bodied island taste sensation.

**Memphis Dry Rib Rub** #MALMPH-504  
Memphians are known for liking just a hint of sugar in their rib rubs. This hickory smoke and brown sugar combination is blended with Malabar's own special spices to deliver authentic southern tastin' ribs that would make anyone BBQ royalty.

For more information, call us at **1-888-456-6252 (MALA)** or visit our website at [www.malabarspices.com](http://www.malabarspices.com)



## OUR PRESIDENT'S Message

There is much discussion around the impact of food on our environment (greenhouse gases, water usage, etc.) and a lack of food to feed the growing global population. But what about food waste? Approximately 1/3 of the world's food goes in the garbage – that's enough food to feed 2 billion people! The Food & Agriculture Organization of the UN estimates that we squander 2.9 trillion pounds of food a year. Leftovers and perishables are partly to blame, along with retailer and consumer demand for the perfect shape and perfect colour!

France and Italy are leading the way by passing legal guidelines to reduce food waste. Can we not give excess food to charity? Can we not reconsider the validity of best-before dates?

Growing up in a family with 5 kids, we had a Saturday tradition of going to the local donut shop to buy day-old donuts at half price. Today, they are thrown into the garbage. Can we instead throw out that company policy? Let's pick up this discussion, please!

Learn more here: <http://www.nationalgeographic.com/magazine/2016/03/global-food-waste-statistics/>

Tristram Stuart's Feedback Global: <http://feedbackglobal.org/>

All the best this summer, from Malabar!

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

## A Question for our Readers

*If salt had to be labelled as sodium chloride, would retailers and consumers push back to have it removed from the listing of product ingredients on labels?*



We posted this question on our LinkedIn company page and we invite you to join the conversation!



Look for our next edition in Sept/Oct 2016.  
Malabar Super Spice Co. Ltd., 459 Enfield Road, Burlington, Ontario L7T 2X5 [www.malabarspices.com](http://www.malabarspices.com)

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 Paul Stefankiewicz at [marketing@malabarspices.com](mailto:marketing@malabarspices.com).

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