

The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. Sept/Oct 2010

CHECK OUT OUR WEBSITE!

MALABAR's full catalogue is available online.

malabarsuperspice.com

Upcoming Events

Registration for Food Processing Apprenticeship is Open!

The Process Operator & Food Manufacturing apprenticeship program combines 10% in-class learning with 90% practical, on-the-job training. The program is very affordable for registered apprentices, while benefits to employers include more efficient and better-trained employees. **The first course will be offered at Conestoga College's Doon Campus in Kitchener beginning in October 2010.**

For more information about registering an apprentice, contact **Lisa McLean at 519.896.5967** or lmclean@aofp.ca

Oct. 31 – Nov. 3, 2010

Pac Expo

McCormick Place
Chicago, IL, USA

More than 1,600 exhibiting companies will be on hand in Chicago to showcase their latest packaging technologies on more than 1.1 million square feet of space.

For more information, visit www.packexpo.com.

In The News

Organic foods are making a larger impact in consumers' shopping choices in 2010, according to Whole Foods Market's annual Food Shopping Trends Tracker survey. Twenty-seven percent of adults say natural or organic foods comprise more than one-fourth of their total food purchases this year, up from just 20% a year ago.

THE MEAT OF IT:

For the Love of Meat!

As we settle into fall, the bulk of BBQ season behind us, and with Christmas coming fast, we at Malabar thought that it would be a perfect time to celebrate meat, in all its glory, with interesting meat ideas, trends and statistics.

Meat Facts & Trends

Convenience - Ready Meals are not a new idea, nor are we at the beginning of an upward trend. We are, rather, in the middle of this trend, with no end to the growth of this segment in sight. Canada accounted for 4.6% of new Ready Meal launches worldwide, and the U.S., 40%.

Meat is Back! - Meat and Poultry consumption has been trending downward by roughly one percent per year per person on average for a while, however (in spite of all of the doom and gloom) 2010 saw a reversal of this trend! Canadians consumed 6% more beef, and 9% more pork than in 2009, while chicken and turkey consumption remained steady.

Meat & the Marketplace - The food industry is the second largest contributor to Canada's GDP, with Meat and Poultry accounting for \$21.4 Billion in shipments in 2007. That is nearly double the amount of dairy products, and more than seafood, bread and bakery, and fruits and vegetables combined.

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FROM THE LAB

What are Food Manufacturing/Processing Aids?

The ingredient declaration of seasoning and spice blends often includes a few ingredients, at the end of the list, which are followed by the term (mfg aid). What does '(mfg aid)' mean and how does it affect the ingredient declaration of the finished retail food product?

There is no regulatory definition of food manufacturing or processing aid in Canada. Canadian regulators have used "manufacturing aid" in an informal manner for substances used as adjuncts in food processing and manufacture. Most manufacturing aids are not mentioned in the Regulations. Like food additives, there is no regulatory requirement for preclearance of new manufacturing aids. But like all substances used in food, a manufacturing aid is controlled by section 4, part I of the Act - it must be of suitable food-grade quality and safe for its intended use.



The Food Directorate's Definition of Food Manufacturing Aid

A food manufacturing aid is a substance that is used for a technical effect in food processing or manufacture, the use of which does not affect the characteristics of the food and results in no or negligible residues of the substance in, or on, the finished product.

Common Manufacturing Aids and their function are:

1. **Calcium Silicate and Silicon Dioxide** – act as anticaking agents to keep dry ingredients free flowing and to prevent hardening during storage. Usage level is between 0.5 – 1.0 % of the dry blend.
2. **Polysorbate 80 and Propylene Glycol** – used as emulsifiers to make food flavours and extracts dispersible in water. Usage level is usually equal to the flavour compound, 0.1 – 1.0%.
3. **Vegetable Oils** – used as an anti-dusting agent during the blending or manufacturing process. They are also used to obtain a uniform distribution of ingredients, to prevent the separation of light or large particles such herb flakes from smaller, denser ground spice or salt. Usage level is 0.5 – 2.0% of the dry blend.

It is important that a substance is appropriately identified as a manufacturing aid or as a food additive. "Food additive" is defined in section B.01.001 of the Regulations as any substance which becomes a part of or affects the characteristics of a food, but does not include:

- a) any nutritive material commonly sold as food

- b) vitamins, minerals and amino acids, other than those listed in Division 16
- c) spices, seasonings, flavouring preparations, and extracts
- d) agricultural chemicals, other than those in Division 16
- e) food packaging material
- f) drugs administered to animals that may be consumed as food

Food additives currently permitted in Canada are listed in the tables of Division 16 in the Regulations at:

http://laws.justice.gc.ca/eng/C.R.C.-c.870/page-1.html#anchorbo-ga:1_B-gb:1_16

or those permitted for use through an Interim Marketing Authorization are listed at:

<http://www.hc-sc.gc.ca/fn-an/legislation/ima-amp/index-eng.php>

Labelling for Manufacturing Aids

Manufacturing aids fall outside the regulatory definitions of "food additive" and food "ingredient". As a result, manufacturing aids are not required under the Food and Drug Regulations to be declared on prepackaged food labels. Manufacturing aids differ from food additives and food ingredients in that they are not present in the finished food, or are present in a negligible amount.

From further information

http://www.hc-sc.gc.ca/fn-an/pubs/policy_fa-pa-eng.php

Spice Market Update

There has been considerable volatility in the global spice market, with higher prices as a result of market shortages. Here's what's been happening:



Capsicum Market – India is the largest producer of chillies and contributes 25% to the total world production, while being the largest consumer as well. The major market for capsicum is in Gunter, South India and May found it closed due to increases in mercury levels. As of June 2010, there was no more trading of capsicum from farm stock and trade is currently from cold storage supplies only. A lower Chinese crop has also increased demand on Indian chillies with all factors contributing to market increases of more than 25%.

Black Pepper Market – The world pepper production this year is less than in 2009, but world consumption is significantly higher resulting in a mis-match between demand and supply.

Nutmeg & Mace Market – Heavy rains in India have reduced the output of nutmeg and mace by 30-40%, while higher currency values for the Indian Rupee continue to push the market prices upward.

Garlic Market – Prices started to rise sharply in spring 2009 because some people believed garlic could protect them from swine flu. At the same time, the amount of land devoted to growing garlic fell by as much as half because prices in 2008 had been lower than usual. This year the price is on the rise as an unusually cold spring has damaged the crop, and prolonged monsoons have delayed new crop production.

Meat & Health

There are numerous health benefits to eating meat, as it provides an excellent source of high quality proteins (more than a single vegetarian food is able to provide) and it contains all of the essential acids that the body requires.



The iron in red meat, especially beef, contains heme iron, which is a highly usable form found only in animal products, and the absorption of the non-heme iron in meat is also enhanced. Including smaller portions of meat mixed with plant foods in your meal also enhances the absorption of non-heme iron from plant foods. Lean beef has 2.7 mg of iron per 100 g, and helps to generate red blood cells, as well as preventing conditions such as anaemia.

Meat is rich in zinc (beef contains 4.1 mg), which is in charge of triggering tissue regeneration, boosting metabolism, and is absorbed better than the zinc in grains and legumes. Pork and lamb also contain zinc and iron, but not in the same quantities.

Lean meat is a major source of vitamin B12, niacin and vitamin B6, which help to maintain nerve cells and normal blood formation.

Recent research has shown that eating lean beef, veal and pork is just as effective in lowering bad LDL cholesterol and raising good HDL cholesterol in your blood as is eating lean poultry and fish.

As with all foods, moderation is important, with a focus on eating a balanced diet. Choose lean meat cuts, trim any visible fat, prepare the meat without adding fat, and eat reasonable portions. (Eating an entire 16-ounce steak in one meal is not a good idea!) Lean red meat, including beef, veal and pork can be part of a healthful diet.

Meat from Many Cultures

Meat plays an important role as a high protein food in most cultures and societies, and the variety of traditional meat dishes often depends on the climate and the history of the region.

Meats from Canada - In Canada, traditionally the pleasure of eating game meat has been reserved for hunters and their families. Today, the farming of game animals provides high quality, succulent and tender game meat for everyone to enjoy. Game meat also offers chefs and restaurateurs creative and delicious alternatives to just beef, veal or pork. A variety of game meats are now available in Canada, including bison, elk, red deer, caribou, moose, boar, muskox and rabbit. The combination of more lean body tissue, generally fewer calories, less saturated fat and significantly higher percentage of cholesterol-reducing polyunsaturated fatty acids makes game a heart-healthy choice. Menus may include panseared bison ribs or wild boar prosciutto.

Canada is especially well suited to raising game meat and there are many meat processors with game meat available. Black Angus Meats (with stores in Mississauga and Thornbury Ontario – www.blackangusmeat.com) provides an extensive list of wild game meats, including bison, caribou, elk and also kangaroo. Hills Foods Ltd in Coquitlam, BC offers unique protein alternatives, and was especially proud when they supplied Culinary Team Canada with the wild Arctic muskox that won the team a gold medal at the Berlin Culinary Olympics in 1996.

Meats from Africa - In Africa, the requirement for longer shelf life is met by drying the meat, with products such as Biltong or Kilishi. In West Africa they have a processing method where large pieces of meat are hot smoked in dense smoke and at high temperatures.

Meats from Asia - The tradition of meat processing in Asia, especially China, is much older than in Europe. The Chinese Sausage, (called kunchiang, yuen chang or lup-cheong) is made from fresh pork and cubed pork fat with curing salt, sugar, pepper and garlic added (additional ingredients may include cinnamon, ginger, soy sauce and Chinese rice wine). Sugar is added at levels ranging from 2 – 6%, and may be as high as 10% with the consideration that the higher the sugar content the better the microbial stability due to the lowering of the water activity (aw).

Spleen-liver sausage is a unique product made in South-East Asia, and includes the offals, liver and spleen only, which are minced and then mixed with 10% garlic, and sometimes rice, salt and spices. This sausage is air dried and its high garlic content prevents spoilage.

In North-East Thailand you will find the Herb sausage (Isaan sausage) which is made with coarse ground pork, 20% fat and a variety of herbs including lemon grass and bergamot leaves.

Offal: The Forgotten Meat

What about the offals? Offal is a culinary term used to refer to the entrails and internal organs of a butchered animal. Another reference would be the innards – tripe, liver, gizzards, hearts and brains. In countries like France and Spain, these ingredients frequent the most elaborate dishes; in England, they form part of the hearty and homey meals. You will find liver sausage, headcheese and blood sausage in many European delicatessens, but you will not find offals in the larger supermarkets, or in most restaurants.



For an interesting (and popular!) restaurant that serves offal, head to the “Black Hoof” in Toronto (928 Dundas St. W.) where smoked and cured meats are featured and enjoyed, and the menu includes pickled lamb tongue, crispy pig ear and roasted bone marrow.

Yes, meat can be interesting, delicious and nutritious too!

Blends of the Season



To celebrate the variety of meats & tastes in Canada, we bring you a selection of interesting, diverse & exotic flavours - just right for your customers' table this autumn. Enjoy!

Game Seasoning #RA00590

With hints of juniper berry and cloves this seasoning enhances game meat flavour & is recommended for all types of game dishes.

Jambalaya Sausage Binder MALJUM-270

A colourful, piquant seasoning full of vegetable pieces for visual and textural appeal.

Jalapeno Wild Game Seasoning & Binder MALJBB-030

This seasoning is spicy, with jalapeno flakes and a hint of mequite smoke.

Piri-Piri Sausage Seasoning MALPIR- 911

Bird's eye chili heat balanced with a sweet touch of citrus and fragrant coriander. This seasoning is designed for a cured, cooked sausage.

Chimichuri Fresh Sausage Seasoning MALCHIM-222

A fresh, flavourful combination of green herbs, lemon and crushed chillies.

To Order a Sample of any of the above or if you have a new flavour you'd like to try, contact us at **1-888-456-6252**, or email lab@malabarspices.com

Did You Know?

Australian scientists have found that people who ate a diet high in protein, based on lean red meat, as well as fruits and vegetables, lost 25% more weight over a fixed period of time than those who ate a low protein, carbohydrate-rich diet that contained the same amount of calories and fat.



OUR PRESIDENT'S Message

I grew up in a home that celebrated meat, and it was included in every meal. My father came from Germany, as a sausage maker, and my Oma also had a butcher shop in Germany.

Both loved to cook, so spices, garlic and pork fat were common ingredients in our house. I have very fond memories of cooked pork fat thickly smeared onto rye bread, fresh lean beef tartare (with chopped onion, salt and pepper) every Saturday for lunch, and dinners that included vegetable soup with pigs feet and pork hocks, or beef tongue with boiled potatoes.

Unfortunately over the years, many of these dishes have become nearly extinct here in Canada (with changes in consumer preferences, and also increased government regulations that make processing them more onerous). So it is with anticipation when I visit Germany at least once a year and I am welcomed with tartare, bloodsausage and pork hocks (in moderation of course)!

Sincerely,

Doris Valade

President

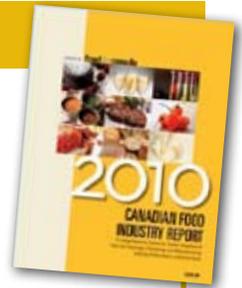
Malabar Super Spice Co. Ltd.

Did You Know?

Falling prices provided grocers the opportunity to feature meat & seafood at significant discounts and **consumers responded enthusiastically**. According to Nielson Canada, **35% of all retail meat & seafood purchases were made at temporary price reductions (TPR)** between fall '08 and fall '09, up from 30% the year before.

No other grocery category derived a greater portion of its sales from TPRs in the recession.

From the *Food in Canada*
2010 Canadian Food Industry Report



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 2010.

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