

# The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. Sept/Oct 2015

**CHECK OUT OUR WEBSITE!**

MALABAR's full catalogue is available online.

malabarsuperspice.com

## Upcoming Events

Oct 23–24, 2015

### OIMP Meat Industry Expo

Scotiabank Convention Centre  
Niagara Falls, Ontario  
#MEATEXPO15

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



**Malabar is a proud Gold Sponsor!**

November 10, 2015

### Canadian Institute of Food Science & Technology (CIFST) Annual Suppliers' Night Table

The International Centre  
Mississauga, Ontario

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

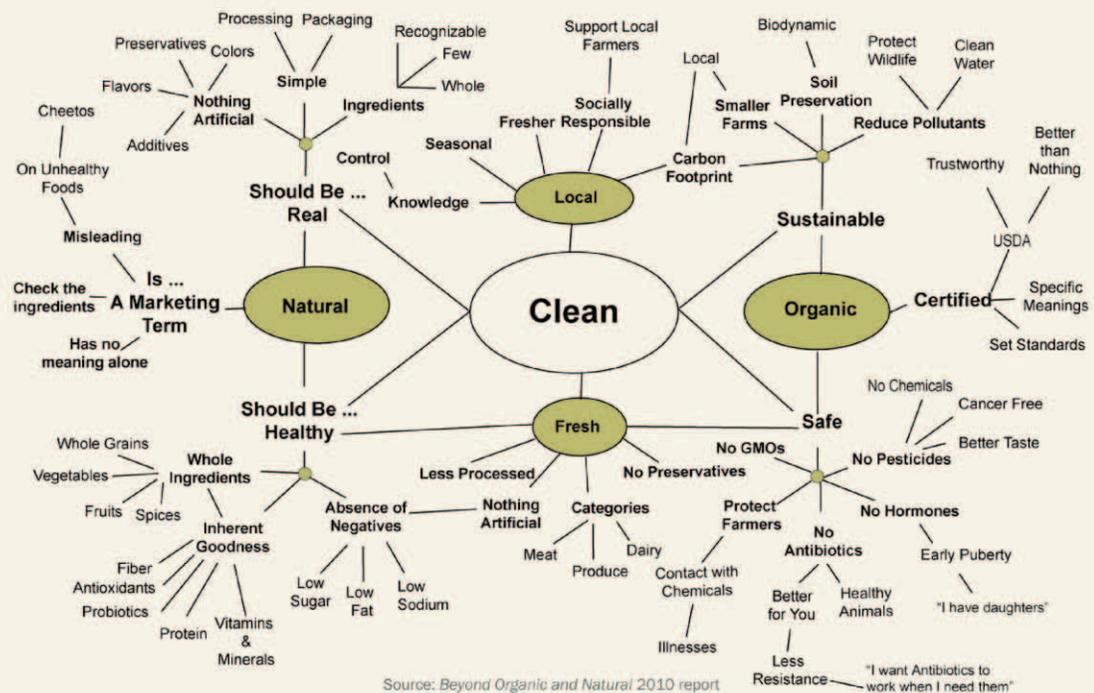
January 12–14, 2016

### Banff Pork Seminar

Fairmont Banff Springs Hotel  
Banff, Alberta

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

# SO WHAT IS "CLEAN LABEL"?



*As we look for guidance from our government regulators for clarity in the term 'clean label', neither Health Canada nor the USDA provide a clear definition for the reference.*

*In the food processing sector, we hear the request for clean label from retailers as it appears to have evolved through their sales and marketing programs. Without any guidelines, the interpretation is varied and inconsistent. As for consumers, according to Nutrition Business Journal's Clean Label Report 2015, only 23 percent of consumers surveyed say they have heard the term "clean label".*

In general, the reference to clean label includes simplifying the ingredient list, while removing ingredients that are not easily recognized or preferred by consumers. We hear the reference to fresh, safe, local and healthy. It can also be less processed, with no chemicals and nothing artificial. Clean label is also about transparency, which includes ingredient sourcing, nutrition claims, and product description.

*continued on page 3*



## Hog casing prices on the rise... here's why.

A new Rabobank report estimates that the culling of nearly 100 million head of hogs in the Chinese herd and another 10 million breeding sows over the last 18 months is the equivalent of the entire North American hog industry disappearing altogether. Chinese pork production is expected to drop 6.5% in 2015. Rabobank expects China's pork production to see the third largest decline in production in the last 40 years.

## The Snack Attack!

What are the fastest-growing snack categories? According to Nielsen retail sales information, sales of savory snacks, which include crackers, rice cakes and pita chips, increased 21% in the last year in Latin America. Meat snacks, which include jerky and dried meat, grew 25% in the Middle East/Africa and 15% in North America. Refrigerated snacks, which include yogurt, cheese snacks and pudding, rose 6.4% in Asia-Pacific, while dips and spreads, which include salsa and hummus, increased 6.8% in Europe.

Source: [www.nielsen.com](http://www.nielsen.com)



## Have you heard about FOOD STARTER?

Are you located in Ontario, and looking to scale and grow your food processing business? Food Starter provides support, resources and industry connections to early-stage food processors to help commercialize and scale the development of their food products.

For more details, visit [www.foodstarter.ca](http://www.foodstarter.ca)

# FOOD STARTER

Building great food businesses



## Is Gouchujang the Next Sriracha?

Hard to spell, fun to say, delicious to eat! Will it be our next big hot sauce? Dana McCauley thinks so.

Visit Food Trends TV on Youtube to find out more.

[www.youtube.com](http://www.youtube.com)



## The Turmeric Trend



If you're looking to invest in a health food trend that will have long-term appeal, Turmeric may be a good bet. Turmeric continues to gain in popularity in the Western world where sales in the supplement form have risen 26%. Food uses are also on the rise as products infused with Turmeric begin to hit store shelves. Keep an eye on this bright yellow root and watch as Turmeric based products and recipes continue to flood the retail market.



## Teamwork at Malabar

We have a large banner in our warehouse that reads: “**Teamwork makes the Dreamwork**”. A few weeks ago, our team at Malabar went through our annual BRC audit (this is our second year) and we proudly earned a score of “AA”. The Malabar team is focused on continuing our commitment to both food safety and food quality!



**TEAMWORK  
MAKES THE  
DREAM  
WORK**

# SO WHAT IS "CLEAN LABEL"?

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According to Lu Ann Williams, director of innovation at Innova Market Insights, "the move from 'clean' to 'clear' labeling is a key trend for 2015". The understanding is that consumers are looking for foods that

are made with the same ingredients that they have at home, and that they can trust the food manufacturer. As an example, Kraft has taken this seriously with the planned removal of artificial colors and preservatives in their blue-box Macaroni & Cheese, instead using natural coloring agents such as paprika, annatto and turmeric. The Hershey Co. will begin reformulating its products with simpler and easier to understand ingredients. This follows Nestle USA's announcement that it would stop using artificial colours and flavours in all its chocolate candy products by the end of 2015.

**How can we remove chemicals from food when all foods including fruits and vegetables contain chemicals?**

# 1

## LOOKING FOR MORE NATURAL PRODUCTS

In order to adapt to those rising consumer concerns try "cleaning" up your ingredient list with these **three popular clean label products**.



**STABILOTON®**  
Natural Antioxidant

### Rosemary Extract – "Stabiloton"

- Protects against fat oxidation
- Protects against rancidity and off-flavour
- Protects against discolouring and colour decomposition caused by oxidation
- Longer shelf life for both refrigerated and frozen meat products
- Low usage rate

There is also considerable debate whether clean label products are healthier? How can we remove chemicals from food when ALL foods including fruits and vegetables contain chemicals? As we presented in our May/June newsletter, if we labelled blueberries, the ingredient declaration is a full paragraph, and includes a

# 2



### Green Pepper Extract

# RA00682

A Natural flavour enhancer for all fresh, cooked and cured meat and poultry products

Labelled as "Spice Extract"

Usage is only 2 – 4g per kg of meat, so it's economical too!

striking list of 35 Sugars, Amino Acids and Fatty Acids, five different colours and 34 listed flavours. Surely this list would be just cause to rethink any labeled food product. The perception is that the shorter the ingredient list the less there is to hide. A 2011 U.S. Trend Study from Health Focus International revealed that 85 per cent of consumers cite clear, simple information about food products as an essential way for them to understand and trust what they consume.

**What we can predict is that consumers will continue to push for 'clean label' products...**

So then, are our beloved blueberries destined for infinite scrutiny? We don't believe this to be the case. What we can predict is that consumers will continue to push for 'clean label' products in the food processing sector for maximizing transparency and will continue to become increasingly savvy in regards to reading and understanding nutritional claims, and food labelling. Does 'clean label' really mean it's better for you or are we simply witnessing a new trend in food labelling and how it's marketed to the consumer?

# 3



### Cultured Celery Powder

Is a natural source of nitrites

Provides cured meats with their distinctive flavour and colour

For more information on any of the above, contact us at 1-888-456-6252, or email: [info@malabarspices.com](mailto:info@malabarspices.com)



## Grillin' Season is not over yet...



September signifies the end of summer, crisp cool mornings and stovetop comfort dishes. But don't be too quick to put the lid on the barbeque just yet! Check out our blends below for barbecued burgers or sausages, but don't limit yourself. These blends also work well for meatballs and meatloaf.

### Red Thai Curry Turkey Sausage #MALFTS-040

Chillies and lemongrass extract blended together for a unique Thai experience.

### Apple, Garlic & Leek Sausage #MALAGL-021

Minced leek, garlic flakes and apple nuggets provide a great visual appearance and enhanced flavour. Great for pork, chicken or turkey!

### Southwest Pulled Pork Rub #MALSPP-300

A little heat and a little smoke flavour to enhance your pork roast through the slow cook process to create flavourful pulled pork burgers.

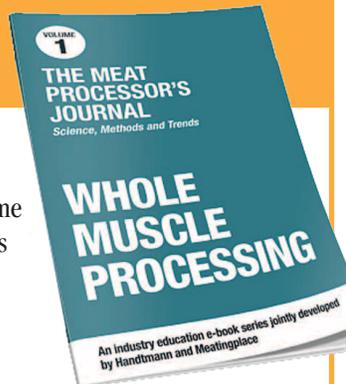
To order a sample of any of the above or if you have other Malabar blends that are of interest, please contact us at 1-888-456-6252, or email [info@malabarspices.com](mailto:info@malabarspices.com)



## FREE DOWNLOAD AVAILABLE

Meatingplace and Handtmann have jointly developed an industry education e-book series and Volume 1 – **Whole Muscle Processing** is now available.

[www.meatingplace.com/meatprocessorsjournal](http://www.meatingplace.com/meatprocessorsjournal)



Look for our next edition in Nov/Dec 2015.

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 Kristine Shaver at [marketing@malabarspices.com](mailto:marketing@malabarspices.com).

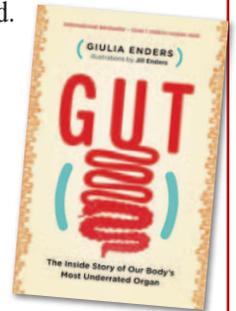
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## OUR PRESIDENT'S Message

So many of us are focused on what we eat, but what about how we eat? Understanding how we eat food, from chewing, to swallowing, then through the stomach and the intestines is key to fully understanding our relationship with food.

One of my favourite "summer" books was "**Gut - The Inside Story of Our Body's Most Underrated Organ**" by Giulia Enders. This international bestseller is easy to read, and filled with many bits of useful and interesting information.



Did you know;

- the surface area of our digestive system is about one hundred times greater than the area of our skin.
- the small intestine is the hardest-working part of our digestive tract.
- our gut's microbiome can weigh up to 2 kg and contains about 100 trillion bacteria and more than a thousand different species of bacteria.

I highly recommend this book as it addresses such questions as; why does acid reflux happen? What is the relationship between the gut and obesity and mood, and how do antibiotics affect our gut flora?

Giulia is a German writer and scientist whose first book, **Gut: The Inside Story of Our Body's Most Underrated Organ**, has sold more than one million copies in Germany and was published in English translation in 2015. You can also check out Giulia Enders' presentation on YouTube at [www.youtube.com](http://www.youtube.com).

All the best from Malabar!

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



Malabar is certified to provide Halal products and is BRC certified for spices, ingredients and seasonings