

CHECK OUT OUR WEBSITE!

MALABAR's full catalogue is available online.

malabarsuperspice.com

Upcoming Events

October 7 – 8, 2014

Canadian Association of Importers & Exporters (I.E. Canada) 83rd Annual National Conference & Tradeshow

Sheraton Centre Toronto Hotel
www.iecanadaevents.com

October 22 – 23, 2014

EMC (Excellence in Manufacturing Consortium) Fifth Annual Food Regulatory & Quality Assurance Summit

Toronto Airport Marriott Hotel
www.foodregulationcanada.com

October 24 – 26, 2014

OIMP (Ontario Independent Meat Processors) 33rd Annual Conference – The Meating Place

White Oaks Resort & Spa,
Niagara-on-the-Lake
www.oimp.ca

THE SPICE OF IT:

YOUR QUESTIONS ANSWERED

This issue we're focusing on spice. Customers have lots of questions related to spices – about flavour, colour, quality attributes – the works! Take a look below and see if your question is answered! If not, feel free to post your question on our website & then look for additional Q&A's in our next blog post.. Spice It Up!

In The News

On July 2, 2014 the Government of Canada repealed the requirement for pre-registration of construction materials, packaging materials and non-food chemicals used in federally registered meat establishments through changes to the Meat Inspection Regulations, 1990.

The CFIA no longer requires industry to pre-register construction materials, packaging materials, non-food chemicals and working apparel. Therefore, the CFIA will no longer be pre-approving these materials.

The reference listing will continue to be available on the CFIA website as a reference only.

What is the difference between spices & herbs?

Herbs and spices are obtained from plants. (Remember that salt is neither a spice nor an herb, but instead a mineral.)

Herbs are obtained from the leaves of herbaceous (non-woody) plants. Herbs originated in Mediterranean temperate climates.

Spices are obtained from roots, fruits, seeds or bark. Spices are native to warm tropical climates and can be woody or herbaceous plants.

Some plants yield both herbs and spices. The leaves of *Coriandrum sativum* are the source of cilantro (herb) while coriander (spice) is from the plant's seeds. Dill is another example. The seeds are a spice while dill weed is an herb derived from the plant's stems and leaves.

from the Department of Horticulture, Iowa State University

THE WORLD MARKET FOR PROCESSED MEAT

According to the most recent Euromonitor data, Processed Meat is continuing to see steady growth on the world stage, growing at a rate of 3% in terms of volume. Not surprisingly, this growth was driven primarily by Asia-Pacific, which accounts for 63% of the growth from 2009 onwards.



Asian consumers eat as much processed meat as consumers in the Americas (North & Latin America combined) and the region is set to overtake the Americas by this time in 2015.

China accounts for the lion's share of sales in Asia-Pacific and is expected to overtake the US by 2015 to be the biggest processed meat market in the world.

Data from Euromonitor International (www.euromonitor.com) via www.globalmeatnews.com

Meanwhile in Canada...

Canadians spend \$14 billion per year on meat and poultry products sold through retailers (not including meals purchased away from home). A full 38% of that figure is spent on processed meats, including sausages, bacon, ham, and deli meats.

Data from 2014 Canadian Food Industry Report www.millerthompson.com

The Global Spice Market



The global seasonings and spices market was valued at US\$12.7 billion in 2012, and is expected to grow at a rate of 4.8% in the forecast period of 2013 to 2019, to reach an estimated value of US\$16.6 billion in 2019.

As of 2012, by volume, Asia-Pacific accounted for approximately 66% of global seasonings and spices consumption, and is expected to grow its share to 69% by 2019.

(Transparency Market Research; "Seasonings and Spices Market – Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2013-2019") www.transparencymarketresearch.com

The Alliance of Ontario Food Processors has recently become Food & Beverage Ontario! FBO is a powerful advocate and facilitator of success for all categories of Ontario processor business. FBO's goal is to promote and support a competitive Ontario industry locally and within the global marketplace.



Our President, Doris Valade, has recently joined the new board of directors of Food & Beverage Ontario, and is looking forward to working alongside Ontario processors for the good of the industry as a whole.

For more information, see www.foodandbeverageontario.ca

Processor Spotlight: Sunshine Pickles

Sunshine Pickles is a family owned and operated company located near Thamesville, ON.

Sunshine Pickles (www.picklesplease.ca) have been pickling vegetables for 20 years. It all started with pickled asparagus, and that remains their most popular product to this day. All of their products are grown and processed in Ontario - most of the vegetables are grown by sister company Sunshine Farms (where the brand name comes from), and those vegetables that aren't grown on their farm are bought from local farmers. "Everything is packed at the peak of freshness right here on our farm." says Adrian Jaques, owner and operator. From pickled asparagus, Sunshine Pickles have gone on to experiment with pickling many different vegetables over the years and now produce 23 products, including pickled beets, beans, and carrots, along with dill pickles, relishes & jellies.

John and Claudia Jaques started the company on their farm, with the help of their three sons. They still run the farming side of the operation but now son Adrian runs the processing end, and, as Adrian points out, "I still call them for advice, from time to time!"

To find out more visit www.picklesplease.ca.



Do spices have any antibacterial properties?

Garlic, cloves and cumin do offer antimicrobial benefits and rosemary, mace, oregano and sage have antioxidant properties that can delay the rancidity of fat. However, spices alone cannot be used as a hurdle against meat spoilage as the average amount added to meat is only approximately 1 g per kg (0.1%). To be effective, the amount of spices required would be considerable and would result in a significant and overwhelming flavour impact.

Is pink pepper from the same spice family as black pepper?

You will find pink peppercorns included in many peppercorn blends, but it is not from the same spice family as black pepper. True pepper comes from the vine "Piper nigrum". The pink peppercorns commonly used in peppercorn blends are the aromatic berries of two trees, the Brazilian Pepper tree and the Peruvian Pepper tree. They have a mild citrus flavour, and are light and almost hollow so they break apart easily.



What is cayenne pepper?

This is a hot red chili pepper, the fruit from the plant species *Capsicum annuum*, and takes its name from the cayenne region of French Guiana. It is believed that chilies originated in Central and South America, and that Columbus brought seeds from the Caribbean islands to Western Europe.

Which herb or spice is considered the most expensive?

Saffron. This perennial plant belongs to the lily family, and is grown on raised beds, and requires hot, full sun. Saffron is found in the stamens of the saffron crocus, and it takes nearly 100,000 threads to yield a pound. Prices vary according to the condition of the threads (whole or broken), the vibrant colour, and aroma. A pound of saffron can cost from \$500 to \$1000 depending upon the grade.



What are Scoville Heat Units?

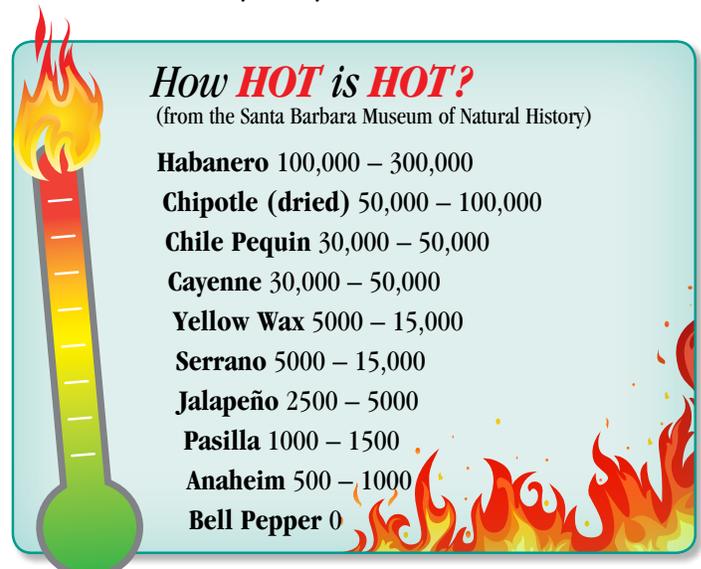
The Scoville scale was invented in 1912 by Wilbur Scoville, to measure the "heat" of a chili pepper. The number of Scoville Heat Units (SHU) indicates the amount of capsaicin which is what causes the burning heat-sensation in the hot chili pepper.

The Scoville Heat Scale goes from a 0-rating (a bell pepper) to 16 million (pure capsaicin). The Scoville heat test uses human subjects to report a pepper's heat in terms of SHU. Each test subject tastes repeated and greater dilutions of a pepper extract until the heat is no longer detected. Some subjectivity is involved and so newer test methods have been developed that utilize high-performance liquid chromatography (HPLC). While the test is no longer the standard, the SHU remains the standard measure of pungency.

What are ASTA colour units?

Paprika is normally classified by its extractable color (ASTA color) which then determines the price of the final product. The lighter color product (more orange-brown) will have a lower ASTA color rating and also a lower price. ASTA is the abbreviation for the American Spice Trade Association, which sets the spice specifications and standardized methods for spice analysis. ASTA colour units refers to the international standard for measuring the extractable color of paprika pods and powder, which is determined by the spectrometric method. The ASTA colour units can range from 60 – 200. When comparing colour, the surface colour is not as accurate as the extractable colour which can be compared in solution (when added to water).

Paprika should be stored in a cool (5–10°C) and dry environment. Storage at temperatures of 20–25°C can cause colour loss of 1% every 10 days.



How HOT is HOT?

(from the Santa Barbara Museum of Natural History)

- Habanero** 100,000 – 300,000
- Chipotle (dried)** 50,000 – 100,000
- Chile Pequin** 30,000 – 50,000
- Cayenne** 30,000 – 50,000
- Yellow Wax** 5000 – 15,000
- Serrano** 5000 – 15,000
- Jalapeño** 2500 – 5000
- Pasilla** 1000 – 1500
- Anaheim** 500 – 1000
- Bell Pepper** 0

SPICE IT UP!

We love bringing you unique products. Here are a few special spices that are making a difference in our customer's end products. This fall why not try them yourself?

Extra Hot Cayenne Pepper #2207

Known as the African Bird's Eye pepper, the African devil or Peri Peri pepper, *Capsicum frutescens* is intensely pungent and biting hot (170,000 Scoville Heat units). Due to growing conditions and seasonal crop variations, the colour may range from golden yellow to deep orange red.

Paprika 140 ASTA #2270

This paprika is produced from the dried ripe fruit of a variety of peppers, *Capsicum annum*. Since Paprika is generally used as a colouring agent in food, its value depends partly on the red colour. Generally, the higher the ASTA colour value, the greater the effect on the brightness or richness of the final product.

Smoked Paprika #2268

The recent darling of food fanatics everywhere, Smoked paprika is produced from mild peppers, *Capsicum annum*, which are slowly smoked over a wood fire, imparting an unbelievably rich and smokey flavor. Smoked paprika is used in paella and dishes where you want a deep, woody flavour.

Nutmeg PureSpice #2255

Nutmeg is the seed from the fruit of a large evergreen tree native to the Moluccas Islands and the East Indian Archipelago. Nutmeg and mace (a lacy, netlike covering over the nutmeg shell) are harvested together, from the fleshy part of the fruit. Our unique blend of nutmeg from both the East Indies and West Indies offers a consistent, high quality product.

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



OUR PRESIDENT'S Message

In running a business, we understand the importance of connecting with other businesses, as well as government representatives and policy makers. Memberships in industry associations are an excellent way to get involved and stay connected, and there are many associations to choose from.

Malabar Super Spice is an active member of Food & Beverage Ontario (FBO), and we encourage you to consider getting involved. FBO is a not-for-profit, leadership organization dedicated to advancing the interests of Ontario's food and beverage processors. Every business deserves to have a powerful advocate and facilitator of success and FBO is committed to being that partner.

Our goal at FBO is to promote and support a competitive Ontario industry locally and within the global marketplace. — Food & Beverage Ontario
foodandbeverageontario.ca

All the best, from Malabar!

Doris Valade
President
Malabar Super Spice Co. Ltd.

Ann Barr joins Malabar Super Spice

Ann Barr has recently been appointed as Malabar's new National Account Manager. Ann brings over 20 years experience in the Food Service Industry having held positions with Canbrands Specialty Foods, and Viau Foods, among others. Ann has worked closely with both Protein and Food Service Manufacturers, Multi-Unit Food Service Chain Restaurants, and Research and Development teams within the Food Industry.

Contact Ann at 416-575-8015 or ann.barr@malabarsuperspice.com



Look for our next edition in Nov/Dec 2014.

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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@malabarsuperspice.com.

Malabar takes your privacy very seriously, and we do everything in our power to safeguard it. We NEVER rent, sell, lend or otherwise circulate our mailing lists or other contact information to anyone outside of Malabar.



Malabar is certified to provide Halal products, and is proud to be HACCP accredited.



Malabar Super Spice is a proud supporter of Jeremy Hughes and Team Hughes Racing.
www.10hughesracing.com