



**MALABAR**

*Always raising the bar.*

# THE *Main* INGREDIENT

Winter 2020

CHECK OUT OUR WEBSITE  
View our full catalogue online

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

## MALABAR SIGNS NEW EXCLUSIVE PARTNERSHIP DEAL WITH FISMER LECITHIN

Lecithin is a widely used functional ingredient that can be made with either soy, sunflower or canola. It comes in Non-GMO, organic, halal, kosher and all the manufacturing facilities are GFSI certified. Fismer offers liquid and powder solutions for lecithin from their facilities in Europe. Malabar will support efforts across Canada in marketing and selling their extensive product line. Lecithin can be found in numerous food applications such as baked goods, chocolate, margarines, frying fats, ice cream toppings, instant products, baby products, chewing gum, nutritional supplements just to name a few. It offers functional attributes in emulsification, release agents properties, antioxidant, texture, shelf life and many more. Please contact Malabar if you would like further information, samples or literature.

**F I S M E R**

LECITHIN

Fismer has a great website, so be sure to **check it out here:**  
<https://www.fismer-lecithin.com/>

## NEW PRODUCT FEATURES

### Lak-Top Brine Seasonings

A sure way to please your crowd for Mother's Day, Easter, or any other special occasion. Create new wonderful soft flavours for your ham brines.

### Flavours of the World

Consumers are challenging the everyday butcher and deli counter for more. Join the tour and see what the world has to offer!

## 5 ESSENTIAL TIPS FOR BUSINESS STORYTELLING



### #1: Set the Parameters

Your business story should be engaging.



### #2: Be Authentic

Authentic storytelling is key to gaining consumer trust.



### #3: Have A Clear Outcome

A great business story leaves your audience with something.



### #4: Be Consistent

A disorganized brand story leaves customers confused and uninterested. Make sure your brand is consistent across all communication channels.



### #5: Get Customers Involved

Use business storytelling to strike an emotional connection with customers.





## EXPECT TO SEE A RISE IN CANADA'S FOOD COSTS

Food prices for 2020 are expected to increase, according to Canada's Food Price Report by the University of Guelph and Dalhousie University. Overall, they predict that food prices will increase by two to four per cent, costing the average family an extra \$487 for the year. The average household food expense is predicted to cost \$12,667 for 2020.

Get the scoop on the factors influencing the cost of food in Canada, including environmental factors, health, world economy and the business of food.

**Read more here:** <https://www.foodincanada.com/food-in-canada/canadas-food-price-report-forecasts-an-increase-in-food-costs-143246/>

## INNOVA MARKET INSIGHTS: TOP 10 TRENDS FOR 2020

Crowning Innova Market Insights' Top Trends for 2020 list is "Storytelling: Winning with Words," which underscores a growing consumer affinity for products backed by a compelling narrative.

Other key trends identified for 2020 are "The Plant-Based Revolution," "The Sustain Domain," "The Right Bite" and "Tapping into Texture."

**Learn more here:**

<https://www.foodingredientsfirst.com/key-trends.html>



## INNOVA MARKET INSIGHTS ON NATURAL FLAVORS INNOVATION

The use of natural flavors in food & beverage launches is increasing globally, featuring a +9% year-over-year growth when comparing 2018 and 2017 launches. In 2018, the top categories of global product launches tracked with natural flavors were Bakery (15%), Soft Drinks (12%) and Dairy (10%), with milk chocolate being the leading ingredient among the natural flavors tracked. The top positionings of global product launches tracked with natural flavors in 2018 were No Additives/Preservatives (27%), Gluten-Free (22%) and Kosher (21%).

**Read more here:**

<https://www.foodingredientsfirst.com/analysis-feature.html>

## LEMON CHILI PORK SLICES

It's never too early to start planting the seeds for the ultimate springtime feasts! For those looking for Easter dinner inspiration or Mother's Day recipes, look no further than here! Try these delicious Lemon Chili Pork Slices with 225g of SO MAGIC Lemon Chili Marinade to coat the outside. A recipe sure to please at any family gathering this spring!

**Learn more here:**

<https://malabarsuperspice.com/lemon-chili-pork-slices/>





# FIVE UNCERTAINTIES FOR GLOBAL ANIMAL PROTEIN

20  
20

In global animal protein trade, Rabobank outlines five central issues leading to uncertainty in

1. **African Swine Fever:** The specific impact on production and local responses to ASF is expected to create considerable uncertainty around global animal protein trade in 2020.
2. **The US-China trade war:** "While we do not expect a permanent resolution in 2020, ongoing or temporary increases in food and agriculture trade are quite possible. Overall, we see this issue adding to uncertainty in trade."
3. **Brazil's access to key chicken export markets:** "Brazil has had problems with exports to Saudi Arabia and the EU, which has created uncertainty in trade," outlines Rabobank.
4. **Brexit:** As the UK has been the EU's largest importer for all proteins, potential changes to UK access for current exporters will continue to create uncertainty in trade.
5. **United States-Mexico-Canada Agreement, USMCA (replaces NAFTA):** Rabobank expects the United States-Mexico-Canada Agreement will be ratified, but ongoing delays in this process add to uncertainty.



*The ongoing US-China trade dispute builds on uncertainty for the sector in 2020.*

The meat and seafood consumption in the EU and the US is not declining in spite of growth in consumption of alternative proteins. "In 2020, we expect alternatives to keep growing, along with meat and seafood consumption. We also expect more clarity as to whether alternatives are an addition to or a substitute for meat and seafood. Alternatives will need to improve their nutritional profile, eating quality, and address regulatory barriers such as terminology, in order to maintain current growth rates," says Rabobank.

**Learn more here:** <https://www.foodingredientsfirst.com/news/animal-protein-faces-an-uncertain-world-amid-african-swine-fever-alternative-protein-growth-and-trade-disputes-says-rabobank.html>

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# CHINA MARKET RE-OPENS TO CANADIAN MEAT PRODUCTS

November 5, 2019 (Ottawa, ON) – After four months of temporary suspension imposed on Canadian pork and beef, China has reopened its doors to Canadian meat products.

China is a key trading partner for Canada and our Canadian meat products had made significant gains in China over recent years due to the ongoing marketing efforts of our member companies and market promotion associations. China was the second-largest market for Canadian pork and the fifth largest for beef.

“Our long-standing trade relationship with China is very important to both sides and this represents an important step for both countries” added White. “This is great news, especially on the eve of an industry-led mission to China that CMC has organized to meet with Chinese officials at all key ports where product lands to ensure a smooth operation moving forward.”

The industry also expects to have a meaningful discussion on building export resilience and compensation for the millions of dollars lost by the Canadian farmers and exporters who have been the victims of the suspension. The red meat sector has seen its highs and lows in this market over the years but China remains a key trading partner for Canada. Canada has high quality and safe meat to sell and we know Chinese consumers want and need it.

**Read the article here:** <https://cmc-cvc.com/red-meat-industry-seeks-government-action-over-china-situation/>

## CANADIANS LOVE AND APPRECIATE THEIR MEAT

Where taste and nutrition are considered – *nothing* is the same as meat

We encourage Canadians to be aware of what they are buying and not mistake other products for meat. Some plant-based proteins now on the market seek to imitate meat, we see this imitation as the highest form of flattery. Only animal products, however, naturally contain Vitamin B12, the most absorbable form of iron and contain complete protein with all the amino acids needed for good health. On average, Canadians consume a moderate amount of red meat, and similar amounts compared with Mediterranean countries often cited as the gold standard for a healthy balance of vegetables, fruits, meats and grains. A recent Ipsos poll (September 2017) shows that 4 out of 5 Canadians understand the important role meat plays in our diets. The majority of Canadians (73%) know that protein from animal foods gives us all the amino acids our bodies need and that meat contains essential nutrients like iron.

As Canadians we are fortunate to have a wide range of protein options, but meat is still the ideal source.



To get the same amount of protein in one small serving of lean beef (75 g) you need to eat about 7 tablespoons of peanut butter.



To get the same amount of protein in 2 1/2 slices of lean deli ham you need to eat about 1 1/2 cups of black beans.

**Eat 25-30 grams of protein at breakfast, lunch and dinner!**

Current research suggests that eating protein-rich foods like red meat, poultry, fish, dairy and eggs throughout the day is best for optimal health.

**Read the article here:** <https://cmc-cvc.com/consumers/meat-vs-plants/>



Look for our next edition in Spring 2020



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 this newsletter, or to suggest topics you'd like to see covered in future editions, please contact Tammy Raspberry at [tammy@malabarspices.com](mailto:tammy@malabarspices.com)  
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