

Spring 2007

FLAVOURFUL

CANADIAN FOOD  FOR INTERNATIONAL TABLES

Des aliments canadiens à servir sur les tables du monde entier



Tasty, Safe, and Healthy!

Canadian pork's
global reputation.

PEOPLE ALL OVER THE WORLD are enjoying Canadian pork. Demand has more than doubled, based on the stellar reputation of the product for being tasty, safe, and healthy. Discerning markets like Japan and the U.S. are savouring this delicious meat, produced to the finest standards and cut to meet the needs of the market.

It's Tasty

The palatability of Canadian pork comes from its tenderness and juiciness. Canada harvests abundant, high-quality grains grown under the clear Canadian sky such as barley, wheat, and corn. Feeding these grains, supplemented by soybean flour, canola flour, and pea protein, results in a fine, lean meat. Tasty Canadian pork is loved on dining tables in homes and restaurants around the globe.



"Rice Paper Wrapped Pork Cooked with Beer" prepared by
Chef Tohru Yamada of Urawa Royal Pines Hotel.

Chef Tohru Yamada receives the grand prize at the chefs' contest award ceremony in Japan.



It's Safe

Canadian pork is exported to over 80 countries, and its safeness and quality are renowned. The tireless efforts of Canadian producers to develop the best quality pork has led to the creation of the Canadian Quality Assurance (CQA) program.

CQA has been developed by the Canadian Pork Council, working with industry leaders and the Canadian government. The result is an effective and efficient food safety system that oversees all aspects of the daily operation of Canadian hog farms. The program is based on the principle of HACCP, a food safety control system being implemented all around the world to secure food safety.

Producers meet stringent production standards, keeping extensive records, meticulously maintaining their barns, and showing great care for their animals. On top of these measures, an external expert reviews their documents and examines the farm facilities to ensure that all the program standards are being met. Over 10,000 Canadian producers participate in the program, demonstrating their commitment to making the highest quality pork possible available to their customers.

It's Healthy

The vast size and open spaces of Canada is the ideal environment for rearing pigs. Very cold weather in winter suppresses bacteria, and pigs are spread across a huge nation so that any disease is contained. Pigs are raised naturally with clear water, fresh air, and quality feed. That's the reason for healthy Canadian pork.

It's also leaner and better for you. Thanks to improvements in breeding and feeding over the last several years, Canadian pork is exceptionally lean. A piece of pork tenderloin contains about the same amount of fat (just 3.1 grams in an 85 gram serving) as a boneless, skinless chicken breast.

Enhancing the Reputation

The Canada Pork Council is also reaching out to consumers. Full-scale in-store demonstrations, promotional materials, giveaways, and Canada pork fairs at food service chains have added to the prominence of pork as the right meat choice.

In fact, Canadian pork attracted so much attention that a recent chefs' contest in Japan elicited 86 new recipes. After a fierce competition, the grand prize was awarded to "Rice Paper Wrapped Pork Cooked with Beer" (see photo) prepared by Tohru Yamada of Urawa Royal Pines Hotel.

The "fun-factor" has also been enhanced by endorsements using the popular female comedian trio "Mori-San-Chu". How often can you enjoy something that's safe, healthy, tasty, and makes you smile? 🍁

Production Volume of Canadian Pork

Year	Production Volume (tonnes)
1997	1,256,700
2004	1,936,200
An increase of 1.5 times	

Whole Canadian Pork Exports

Year	Exports (tonnes)
1998	433,023
2005	1,029,004
An increase of 2.4 times	

Fresh/Chilled/Frozen Pork Exports

Year	Exports (tonnes)
1998	289,419
2005	772,594
An increase of 2.7 times	

Sophisticated Soy

Canada's wide range of soy products offer nutrition, flavour, and function.

CANADA BOASTS an innovative approach that is devoted to advancing the Canadian soybean industry. Through research by world-renowned scientists at state-of-the-art facilities, Canada is on the leading-edge in developing both new soybean processing technologies and value-added products.

Backed by Research

People around the world are discovering the unique advantages of Canadian food grade soybeans that offer nutritional, flavourful, and functional properties suitable for a multitude of soyfood processing needs. Institutions such as the Guelph Food Technology Centre (GFTC), Agriculture and Agri-Food Canada's Food Research and Development Centre (FRDC), and the Canadian International Grains Institute (CIGI) work collaboratively on product development and improvements in packaging, shelf-life, food safety, nutrition, and quality.

Whether your primary consideration is to offer a healthier product with less trans fat, something certified organic, or to meet a specific taste or texture requirement, Canada's soy industry is ready to fulfill your needs.



Photo courtesy Sunrise Soya Foods



Photo courtesy the Canadian International Grains Institute

From Soybeans to Novel Products

“Canada is a producer and supplier of high quality food grade soybeans that are traditionally further processed by soyfood companies in export markets,” says Dr. Joyce Boye of the FRDC. “Now interest is growing in export markets for Canadian soybean processing technologies, soybean components, and non-traditional soy-based products.”

Opportunities to add value to soybeans start with innovation, developing new varieties with functional attributes that meet the needs of processors and consumers.

Dr. Linda Malcolmson, Director of Special Crops, Oilseeds, and Pulses with CIGI, explains that innovative breeding programs and value-added processes in Canada have resulted in the development of popular flavoured tofus and marinated tofus in a range of consistencies from soft to firm. “The soy industry in Canada has been successfully breeding specific varieties for tofu with improved flavour to suit varying international preferences.”

Canadian processors have developed interesting value-added soy alternatives suitable for the North American consumer – from soy as dairy products, like soy ice cream or yogurts, to soy as cereals, where soy is added as flour, protein isolates or concentrates to make organic breads. Canada can supply soybeans targeted to specific customer needs and tastes and now international customers can explore new soy-based products and processing technologies developed for the North American customer.

Wholesome Soy Ingredients

Canada’s soybean industry can also supply markets with soy ingredients that offer overall nutritional value, with enhanced protein in addition to calcium, iron, folate, B vitamins, and some of the omega-3 fatty acids and isoflavones. Choosing a soy product, such as a veggie burger, not only provides high protein, good carbs, and high fibre, but can also eliminate higher-fat alternatives from the meal. “And, besides the health benefits, consumers are looking for variety,” adds Dr. John Michaelides, Technical Director at the GFTC.

Malcolmson adds that the introduction of soy ingredients, like ultra-fine soy flour, are making both manufacturing of soy alternatives and bringing them to market faster and easier. For example, ingredients such as ultra-fine soy flour can be used in a number of applications such as soy beverages, soy yogurts, breads, and other baking applications.

When it comes to meeting the specific export market demands for value-added soyfoods, careful product development is an essential part of the process. “From soy we can derive a wide range of ingredients, including soy protein concentrate, soy protein isolate, soy flour, soy grits, soy oil, and soy fibres, and each has a preferred application,” says Michaelides. This scientific expertise combined with Canada’s ability to develop soybeans targeted to specific customer needs and tastes translates into a customized solution to meet international product requirements.

“Taking note of the needs and wants of our international buyers, new soybean varieties can be developed and work very well as a protein source for low-carbohydrate baked goods such as cakes and muffins, or other uses that are popular in export markets,” he says. “Every case is unique and requires a tailored solution, carefully balancing components to produce a pleasing whole.”

Adding it All Up

The Canadian system is particularly adept at responding to and capitalizing on increased global demand for soy products. Malcolmson and Michaelides both cite Canada’s innovation climate as being particularly ideal for developing varieties with value-added traits, like enhanced nutrients or different flavours. Also, the ideal growing conditions combined with progressive on-farm practices produce consistent high-quality and high-protein soybeans. However it’s perhaps the operating climate that is enabling new and innovative Canadian soyfood products to efficiently enter the international marketplace.

“Because our crop is smaller in quantity in contrast to other countries, it has been easier for us to put in place a great identity preserved (IP) system for producing and supplying food grade soybeans,” says Malcolmson. “Our ability to segregate and preserve integrity enables us to guarantee that processors will get exactly what they request.”

Boye stresses that because soyfoods begin with a high-end soybean targeted to a specific end use, processors are going to market with products that have high quality built in. So, if you’re looking for product or processing sophistication, start with Canadian soy. 🍁

