

Bakers Forum



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2010: New year, new opportunities

After a rather challenging 2009, when the world struggled to overcome the worst economic period in 70 years, most of us look forward to better prospects in 2010.

With renewed energy and optimism, we anticipate a modest but steady improvement in economic

growth for our country and our industry. Fortunately the baking sector was not as badly affected as many other industries - in fact, some bakeries enjoyed solid growth in 2009, which confirms the value of having a clear strategy and production flexibility when it comes

to delivering quality products that meet customers' changing needs.

For South Africa - and the African continent - 2010 promises to be an incredible year. We

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Nelson Mandela Bay Stadium, Port Elizabeth.



Anchor Yeast

Bakery Specialties

LEADERSHIP THROUGH TECHNOLOGY

Update

Structuring for growth

At the end of last year, it was announced that Anchor Yeast's Chairman (British Isles and Africa), Ray Stout, will take on responsibility for a new Lallemand operating division, covering the British Isles and Africa.

As part of this growth strategy, the Rymco Africa Board is pleased to announce that Gert Steenkamp has been appointed Managing Director of Rymco (Africa) and Yeastpro, effective from February 2010. Gert, well known to many of our customers and suppliers, has been with Anchor for the past 11 years and was Operations Director prior to his promotion. He has a chemical engineering background and before joining Anchor he held



Ray Stout,
Chairman (British
Isles and Africa)



Gert Steenkamp,
Managing Director,
Rymco (Africa)

manufacturing positions at African Products and Afrox. Supporting Gert in his position as MD are fellow Directors Lorraine Bezuidenhout (Bakery business), Lorain Ruthlal (Finance), Alan MacDonald (Biotechnology business) and Vic de Melo (Consumer Business Director).

2010: New year, new opportunities

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have less than 130 days to go before the FIFA World Cup 2010 soccer tournament kicks off, and billions of people around the world enjoy this fantastic sporting spectacle. As the host nation, we are confident of staging a world class event and welcoming the expected 400 000 fans, players and visitors to our country.

While much has already been said and written about what we should expect over the June/July period, the stark reality is that it will not be as usual for South African companies. Careful planning is needed to ensure that businesses can manage their way through this turbulent time, and meet their objectives despite challenges

in terms of logistics, travel and business support services.

Several Anchor Yeast representatives attended a presentation by Gary Bailey, the former England soccer star who is currently involved in sharing information about the build up to the 2010 World Cup - and specifically how it will affect South African business. In response to information gained at Gary's workshop and as part of our service commitment, we are taking proactive measures to ensure that we keep customers supplied and serviced throughout the duration of the tournament. In consultation with our customers we are preparing action plans to mitigate against potential transport problems - partic-

ularly since areas in and around soccer stadiums, airports, city centres and tourist attractions will be highly congested.

We will also ensure that our regional storage facilities hold the right amount of stock and that our transport fleet is able to deliver to order. Should you have any specific requirements, requests or concerns about our product supply during the World Cup, please contact your Technical Sales Consultant or our National Sales Manager, Sean Quinn, on squinn@anchor.co.za

Here's to a fantastic year ahead!

Customer corner

Your daily bread just got better!

In an innovative move that will benefit millions of people around the world, Lallemand has launched a bakers yeast that is naturally rich in an essential ingredient we all need: vitamin D. This is in response to increasing scientific studies regarding the benefits of vitamin D.

The development of this patent pending process involves converting sterols in the yeast to Vitamin D while allowing our yeast to keep its leavening and flavour contributions intact.

Commenting on this development, Lallemand CEO, Jean Chagnon, says yeast is a key ingredient in the production of bread - one of the basic foods consumed daily by people around the world - which means the vitamin D-enriched yeast provides a new natural source of this essential ingredient.

"We believe this simple process improvement has resulted in a significant percentage of all breads and yeast leavened goods becoming new natural sources of vitamin D - at a time when the importance of this sunshine vitamin D is being increasingly recognised by health professionals, public health officials and the general public," Jean reflects. "Through this development, Lallemand offers



all its bakery customers yet another way to help improve the 'healthy appeal' of baked goods, while making its line of baker's yeast a natural and vegetarian source of vitamin D. We hope all bakers and dieticians will help publicise to their consumers and the general public this new natural and vegetarian source of vitamin D. Bread made with our yeast can now probably become as important a dietary source of vitamin D as milk for many adults and we hope this fact will be recognized by dieticians and all consumers."

Watch this space for further details of this exciting innovation.

LALLEMAND

Lallemand introduced its new vitamin D rich yeast during the IBA 2009 event, in Germany.



A survey conducted last year in the UK for Lallemand, by Angus Reid Strategies, reveals that 69% of UK consumers (compared with 76% of American respondents in an earlier survey) believe that vitamin D plays a great-to-moderate role in maintaining or improving their health. Scientists recognise that vitamin D does much more than build strong bones. Growing evidence suggests that vitamin D also helps boost our immune system, reduce inflammation, and maintain muscle strength. Some studies suggest that vitamin D may help in the prevention of several chronic diseases such as cancer (especially breast and colorectal cancer), diabetes, multiple sclerosis, hypertension, arthritis, heart diseases and even infectious diseases such as influenza.

What is Vitamin D?

Vitamins are nutrients that the body needs to function properly. Vitamin D, which strengthens bones, muscles and teeth, is a fat-soluble vitamin that can be stored in the body until needed. In other words, vitamin D can be obtained naturally in the human body through exposure to sunlight or through the ingestion of specific food sources.

Matters arising

Local exposure to global event

Fantastic networking opportunities, the chance to learn more about the latest global trends in the baking industry, and a memorable cruise along the picturesque Rhine River were just some of the benefits enjoyed by Anchor Yeast customers who joined us on the trip to IBA 2009.

The seven-day event in Düsseldorf, in October attracted the who's-who in our industry, from around the globe. For the seventh successive IBA, Anchor was proud to co-ordinate a large tour group to the event, including many of our South African customers - among them Café Mozart, Sunbake, Top Millers and Bakers, OK Grocer Struisbaai, Fournos Bakery, Kwik-Spar Somerset West, Star Bakeries, Ruto Mill, Best Bread, Godrich Flour Mills, Tony's Bakery and South Bakels, as well as Spar, Pick n Pay, Sasko Bakeries, National Bread Improvers, Nice & Easy, Nyati Milling, Rich Products, Viera Bakery, Cedar Bakery and Continental Bakery.



The Anchor tour group was treated to the some great activities which formed part of the itinerary. On arrival at IBA delegates were welcomed by the German Bakers Federation and later taken on tours to a bakery and brewery. In conjunction with Lallemend, Anchor hosted a function for our customers, on board the MS Warsteiner, which cruised along the spectacular Rhine. We had 150 guests on board, including Lallemend

President, Jean Chagnon, and customers and colleagues from various Lallemend divisions who enjoyed meeting our customers.

Following the trip we have received positive feedback from several of the delegates who accompanied us - many asking when the next IBA event will be!

Next IBA:
17 - 22 September 2012



Anchor Yeast tour group.

Update

Technically speaking

Enzymes are used as flour additives and dough conditioners to replace chemical ingredients and to perform other functions in a label-friendly way.

Enzymes are large proteins that act as catalysts to speed up reactions, without themselves being changed. They are produced by plants, animals and micro-organisms but are not living organisms themselves.



Main types of enzymes:

Amylases	Hemicellulases	Proteases	Glucose oxidases
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BAKING ENZYMES

Name	Function	Applications
Fungal amylase	Breaks down starch, produces maltose sugar	Flour standardisation, dough conditioners, sweetening
Bacterial amylase	Breaks down starch	Dough conditioners, antistaling
Maltogenic amylase	Breaks down starch, produces maltose sugar	Antistaling
Glucoamylase	Produces glucose sugar	Sweetening/browning
Hemicellulase/Pentosanase	Breaks down fibre, releases bound water	Dough conditioners
Fungal protease	Breaks down gluten	Flour standardisation, dough conditioners, cracker production
Bacterial protease	Breaks down gluten	Cracker production
Glucose oxidase	Oxidises ascorbic acid, modifies gluten	Dough conditioners

News, views and events

Support for community baking project

In December, as part of our corporate social investment programme, Anchor Yeast Specialties was proud to be part of an upliftment project that will improve the lives of hundreds of less-fortunate children. We partnered with PVG, through Pick 'n Pay and Macadams, to assist Wholegrain Projects to introduce a container bakery within Nkosi's Haven - the facility started in 2001 by Gail Johnson to provide a home for HIV/Aids mothers and children to live together for as long as possible.

As part of the project Anchor provided the bakery training facility and training material for the training of the three bakers who will work in the new container bakery. They aim to produce at least 180 loaves of wholewheat bread, three times a week, for everyone at Nkosi's Haven. In so doing, they will help the facility to become self-sufficient and sustainable.

The three bakers underwent training at Anchor Yeast.



Stakeholders visit the new container bakery, positioned at Nkosi's Haven in Allan Manor, south of Johannesburg.

Avoid the bun fight

This year Easter is from 2-5 of April and so here's a friendly reminder to order your Anchor Yeast Hot Cross Bun Premix timeously. Our Customer Call Centre is waiting to take your order - contact them on 0860 105 135, to make sure you have the best-tasting hot cross buns in town!



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