

Bakers Forum



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WINTER 2010

Celebrating the event of a lifetime!

After four years of preparation and planning, South Africa was proud to successfully host 32 teams and some 380 000 soccer-related visitors for a spectacular event, the 2010 FIFA Soccer World Cup.

The tournament was a major logistical and organisational challenge, but in the end Team SA pulled it off! That's despite the concerns beforehand about safety and security, transport, accommodation and the impact that the event would have on business.

Prior to the month-long football extravaganza, Anchor Yeast committed itself to ensuring that we would do everything possible to service our customers to the professional standard they are



Anchor Yeast was proud to be part of the 'gees' that filled the country during the Soccer World Cup!

used to. "To achieve this, we communicated extensively with customers and planned for all eventualities," says Sean Quinn, Anchor's National Sales Manager.

"The biggest challenge was not knowing exactly what the impact would be - we had reports of 24-hour delays

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Bakery Specialties

LEADERSHIP THROUGH TECHNOLOGY

New business to provide advanced bio-technological solutions to wine industry

DSM Food Specialties BV, (The Netherlands) and Anchor Bio-Technologies, (a division of Anchor Yeast - South-Africa), have formed a new company called OenoBrands SAS (France).

OenoBrands will be a separate 50:50 joint venture headquartered in Montpellier, France and will operate independently of its parent companies. The new operation will market and sell well known brands, such as Anchor® wine yeast, Collection Cépage® Fermicru®, Fermivin®, Rapidase® and Claristar® through its professional distribution network.

The joint venture enables both parent companies to bundle their innovation power and expertise in the wine ingredient field, while at the same time OenoBrands can service its customers with a technologically advanced offering.

Alan MacDonald, the CEO of Anchor BioTechnologies, and Chairman of OenoBrands says that by combining Anchor and DSM, the new operation will be able to provide winemakers with a range of advanced bio-

technological options. "With its highly qualified team of oenologists and technical experts, OenoBrands will provide winemakers from around the world with complete solutions in yeast, yeast nutrients, wine enzymes, bacteria and mannoproteins," Alan confirms.

OenoBrands opened its doors on 1 May and will operate in over 40 countries through its global distribution network.

Unlimited. **DSM**

oenobrands
ADVANCED
WINEMAKING SOLUTIONS

 **Anchor**
WINE YEAST

Celebrating the event of a lifetime! Continued from page 1

on the roads and shortages of supplies because of a lack of transport! In the end, however, the main impact was really only felt in and around the various stadiums on match days. We had some pressure on the roads, but working with our customers we managed to work our way around this to keep everyone supplied with product."

Prior to the event, in anticipation of supply challenges, Anchor formed a cross-functional task team to identify and implement contingency plans for various service-related requirements. "This team did well to keep customers informed and serviced," Sean reflects. We were in constant touch with everyone and the Anchor Yeast Call Centre was fully operational at all times. Through careful planning and co-ordination we avoided any logistics problems. Customers were extremely

co-operative and understanding. We've had good feedback on our service levels over the eight-week period and I'm pleased to say that (if you'll pardon the expression), we never dropped the ball once!"



Fast Football Facts

- 32 teams took part in the tournament
- There were nine host cities and ten stadiums
- An estimated 382 000 fans, officials and players visited the country
- The result: a resounding success for SA, Africa and world football!

Customer corner

Anchor's growing with large independent bakery

KJ Foods, the manufacturer of the well-known brand, Nature's Harvest, is one of the largest independent bakeries in South Africa.

Situated in Nancefield Industrial, south of Johannesburg, this leading white and brown bread producer supplies its quality products to a range of retailers and cash and carry-type customers in Gauteng.

KJ Foods owner, Sean Tuna, says his focus is on offering consistent quality, good value products. "We established the business 14 years ago and have grown steadily since then," Sean reflects. "About six years ago we took the decision to convert our operation from compressed yeast to liquid yeast. Working closely with Anchor Yeast, who put in the entire infrastructure and got everything



Sean Tuna, owner of KJ Foods, believes the introduction of cream yeast has boosted his business.

up and running, I noticed an immediate improvement for the business. The number of yeast deliveries reduced, we achieved better temperature and water control because of the PLC system. There was a lot less human intervention needed and we benefited generally from having a push-button operation with a lot less 'hassle'.

"After the first cream yeast installation I decided to add another, bigger installation and we are currently looking at further expansion to accommodate our business growth."

Commenting on the support received from Anchor Yeast - particularly in relation to the cream yeast system - Sean says he hasn't regretted the conversion for a moment. "We run a tight

operation, with no room for error or delay. Our requirement for back up service and technical support on the yeast system therefore has to be fully aligned with this philosophy. And here I find the Anchor team has put its money where its mouth is: they promised us a top-performing, reliable cream yeast system and they delivered it; if ever there's a technical issue, which I must say has only happened once in six years, they're a phone call away. There's total ownership from their side, and this works for me because I can focus all my efforts on the bakery side of the business. There is no doubt that Anchor's cream yeast has added significant value to my business."



Matters arising



Fortification adds food for thought

In our last edition we announced that Lallemand has launched a baker's yeast that is rich in an essential nutrient we all need, vitamin D.

Extending the need for naturally high levels of vitamin D-enriched bread in South Africa, research has been conducted to explore the understanding of vitamin D and the likelihood that local consumers would buy bread containing vitamin D.

The research was conducted on focus groups and included quantitative research and a dietician questionnaire. Based on the results, it is clear that consumers have little knowledge of vitamin D, but

- 78% of respondents said they would be likely or very likely to buy bread because it contained vitamin D.
- Then respondents were told that vitamin D makes bones and teeth strong, and it helps in the prevention of osteoporosis. 90% of respondents now said they would be likely or very likely to buy bread because it contains vitamin D.

Assistant Professor, Department of Food Science and Human Nutrition, University of Florida, Gainesville, Florida, USA. Her research programme focuses on issues of fortification, and the efficacy and effectiveness testing of fortified and enriched foods in health and disease, specifically fibre/prebiotics and marginal micronutrients such as vitamin D. Recent research projects have explored the efficacy of vitamin D enriched bread, vitamin D status of college students, vitamin fortification of texture-modified foods, prebiotic fibre therapy for pouchitis, fibre fortification and outcomes in constipated children, fibre-fortified ketogenic snacks; fibre-fortified foods and quality of life and GI outcomes of chronic kidney disease patients; as well as a number of collaborations regarding fibre, whole grains, prebiotics and immunity.



Wendy Dahl

15th IUFoST Congress scheduled for August 22-26 in Cape Town, South Africa is just around the corner.



Food scientists and technologists from all over the world will be attending what is expecting to be a world class event. The call for papers, attracted over 1 320 abstracts from 77 countries. Over 40 top speakers from commercial and academic fields have accepted invitations to address the Congress.

An exhibition, technical tours and

social programme will ensure that delegates have ample opportunities to network.

The South African Association for Food Science and Technology (SAAFoST) invites food scientists and technologists from across the world to join it for a world class global event with an African feel, in Cape Town in August! As part of this event,

Anchor Yeast is pleased to be hosting acclaimed speaker, Prof. Wendy Dahl, from the University of Florida, USA. Her topic 'Vitamin D deficiency - Is Bread a Potential Solution?' will be presented on Tuesday, 24 August at 10h25. Please join us for an interesting and informative presentation.

Technically speaking

Rise above the rest, with cream yeast

Anchor Yeast pioneered the use of cream yeast in South Africa, in 1995. We have also applied new cream yeast manufacturing and engineering technologies to provide integrated solutions for large, medium and smaller bakeries.

Cream yeast installations are handled on our customers' behalf by our team of engineers.

Cream yeast is produced through a series of fermentations. The mix is concentrated and washed by centrifuge. The concentrated



yeast suspension coming from the centrifuge is called liquid yeast. Anchor Cream Yeast is liquid yeast with standard gas-production capability.

The advantages of cream yeast

IMPROVED YEAST QUALITY

Anchor Cream Yeast:

- Has guaranteed consistent gassing activity
- Is not subjected to the same dehydrating process as block yeast
- Leaves the factory in perfect condition and at the correct temperature
- Is delivered in insulated/refrigerated tanks
- Is stored at the bakery in high quality, stainless steel refrigerated tanks

Ensuring that the cold chain is not compromised from Anchor Yeast to your mixing bowl.

Accuracy of dosing

- Yeast is dosed into the mixing bowl using a highly-accurate flow meter
- The Anchor Yeast system is the enabling platform for further automation in the bakery.

Hygiene

- The closed system from the point of manufacture through delivery and use, require no human handling and thus ensures perfect hygiene.
- The Anchor Cream Yeast solution is HACCP-certified

Improved yeast utilisation through:

- More consistent quality
- A higher degree of accuracy at the mixer
- More homogenous mixing in the dough
- Elimination of potential pilferage

Convenience

- Eliminates double handling
- No unwrapping or scaling needed
- Quick unloading of yeast
- Reduced labour costs
- Simultaneous dosing to multiple mixers

Improved productivity

- The cream yeast system facilitates better productivity and yield through accurate reporting, data logging and statistical process control and analysis.



News, views and events

Anchor supports major symposium

The International Association for Cereal Science and Technology (ICC & CST-SA) hosted a symposium in Pretoria recently, focusing on the Quality and Safety of Grain Crops and Foods.



Anchor Yeast is a member of the CST-SA. Jeannette Rosewall, Business Manager: Cereal Enzymes, sat on the organising committee of this year's Symposium and she also chaired one of the sessions. In addition, Anchor Yeast hosted a stand at the exhibition part of the event.

Anchor yeast congratulates...



Mike Crowley, has been appointed as Technical Director.

Anchor team member, Brett Tessendorf, has returned to our Johannesburg office after spending the past few years in the Western Cape. Brett's new position is Operations Director.



Training programme a 'must' for current and potential bakers

Anchor Yeast is hosting a valuable training programme, the SACB Certificate in the Theory of Breadmaking.

The five-day programme includes classroom training and self study, culminating in an exam to ensure understanding. Learners will receive their learning guides (from the SACB) and be required to do prior reading and preparation. Anchor will carry out three days of training, during which the theoretical work will be explained in order to enhance the learning and understanding of the work. This will include formal lectures, demonstrations, group discussion and short homework exercises.

After the first three days, Anchor will then do another two day training session where we will recap all the material learned. Specific emphasis will be placed on gaps identified in the homework and at the initial training session. A detailed report on each learner (reflecting participation, assessment and level of readiness) will be submitted after this session.

The course dates are:
10, 11 and 12 August 2010
and
5 and 6 October 2010.

The cost of training is R2 622, including Vat. For more information or to obtain a registration form please contact Suzie van Zyl at svanzyl@anchor.co.za or 011 248 8357 by 2 August 2010.



Anchor Yeast

Bakery Specialties

LEADERSHIP THROUGH TECHNOLOGY