

Worth Your Salt

BAKERS FORUM

Winter 2013

On March 18 2013 Minister of Health Aaron Motsoaledi, signed an amendment to the Foodstuffs, Cosmetics and Disinfectants Act of 1976 stipulating regulations that will limit the amount of sodium in various food product, including bread. The regulation law requires that bread, butter, breakfast cereals, potato crisps, ready-to-eat snacks, processed meat, sausages, soup powder, gravy powder, two-minute noodles and stock jelly all be lighter on salt by 2019.

There seem to be mixed feelings regarding the legislation, however the Heart and Stroke foundation applaud the minister's decision releasing the following statement, "This is wonderful news and the Heart and Stroke Foundation would like to congratulate the Minister on taking this important step, helping South Africans to reduce salt in their diet," Dr Vash Mungal-Singh, CEO of the Foundation said.

She continued by saying, "Other countries have introduced salt reduction on a voluntary basis and not always successfully. South Africa may achieve salt reduction targets quicker compared to other countries where salt legislation is not mandatory and the world will be watching us to see if our approach works".

Mr Motsoaledi previously stated his intention to regulate the food industry in terms of permitted salt content to help lower blood pressure and thereby save lives. In 2011 in Parliament, he said that: "[The] South African diet has been shown to be very high in salt. The desired amount of salt for your body is known to be 4-6g per day. But in our country it is up to 9.8 grams per day i.e. more than two times the physiologically required amount. More salt is already found in food rather than individuals adding it on the table."

South Africans have one of the highest rates of hypertension worldwide. An estimated 6.3 million people are believed to be living with high blood pressure, making them more susceptible to life-threatening diseases like stroke and heart disease. Statistics show that there are about 130 heart attacks and 240 strokes daily in South Africa. The World Health Organisation recommends that adults eat less than 5g of salt (a teaspoon) a day.

Legislation alone is not going to lower salt consumption in the country and improve health. This is going to be a collaborative effort of government, the food industry and organisations such as the Heart and Stroke Foundation.

A fragile agreement is being brokered between food manufacturers and government, but this one is not about wages or ownership requirements – it's about how much salt is allowed in our bread, potato crisps and other foodstuffs.

The new restrictions would require a loaf of bread, which currently contains > 500mg/100g sodium, to contain about 400mg/100g by 2016 and be down to 380mg/100g by 2019. By lowering the salt content of bread alone, an estimated 6400 lives could be saved in South Africa every year, a September 2012 study in the SA Medical Journal found.

Although South Africans currently eat twice the recommended daily amount of salt, the move by government to regulate how much salt manufacturers can add to processed foodstuffs has raised concerns from big businesses and consumer groups about the costs of finding substitutes to preserve food and keep it tasty.

There are some who seem to be a lot more hesitant with regards to the legislation, the Consumer Goods Council of South Africa said it was "shocked and disappointed" that the law had been passed. Its biggest concern was about the cost of finding salt substitutes for the affected food products.

"Any formulation changes to foodstuffs impact the costs to the system," Ronel Burger, head of the food safety initiative at the CGC-SA, told the Mail & Guardian. "Manufacturers will be forced to find suitable 'substitute ingredients' for this alpha-element that boosts flavour, preserves shelf life and is almost as cheap as water".

Professor Melvyn Freeman, head of non-communicable diseases at the Health Department, said the department discouraged the use of substitutes. Instead, it advocated weaning consumers off using too much salt over time. "We are trying to say to them: 'No, don't use salt replacers unless it's absolutely necessary, because that will keep them used to the salty taste. Rather help to change the palate of the consumers'."

Manufacturers should decrease the salt in their food by increments, he said. "If you use a slow reduction process, you can get them used to less salt in their food over time."

This weaning process, he said, requires only 14 days, rather than the six years the department is allowing. "We are doing this over a very extensive period – until 2019. People have a long time to change their manufacturing processes. If they're clever, manufacturers will use that time to reduce the content slowly rather than in two batches [in 2016 and 2019 when the requirements take effect]."

The bottom line is that whether salt is reduced or substituted, the change will affect companies'. It will require shelf life and stability tests, consumer testing and a change of packaging – which could cause higher food prices. Less salt could mean shorter shelf lives as well as increasing distribution costs.

South Africa appears to be the first country to regulate salt addition at a manufacturing level. Big businesses opted for this solution during initial engagement sessions as a way "to level the playing field" between large and small companies. Countries such as Australia and the United Kingdom have opted for self-regulation in the food industry.

Through The Heart and Stroke Foundation's lobby group, Salt Watch various stakeholders are coming to the table. The department received 30 submissions to its draft changes and has altered the final amendment to reflect various inputs.

"We're not anticipating people will go against this legislation", said Professor Freeman. "We are hoping that they will see it as a partnership towards better health, rather than something to get around."

References:

- 1) www.heartfoundation.co.za/media-releases/salt-killing-south-africans-and-it-time-to-take-action
- 2) www.health24.com/Diet-and-nutrition/News/Motsoaledi-signs-new-salt-regulations-20130325
- 3) <http://mg.co.za/article/2013-04-05-00-salt-sellers-shaken-by-rules>
- 4) <http://m.news24.com/health24/Diet-and-nutrition/News/Motsoaledi-signs-new-salt-regulations-20130325>
- 5) www.bdlive.co.za/national/health/2013/03/22/state-extends-deadline-for-salt-content-compliance
- 6) www.bizcommunity.com/Article/196/307/91066.html



Anchor Yeast

BAKERY SPECIALTIES

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LALLEMAND

NEWS, VIEWS & EVENTS

Foodbev SETA Certification

The objective of the Skills Development Act of 1998 is to develop and improve the skills base in South Africa for the country to achieve higher levels of competitiveness internationally. The outcomes-based training system implemented to assist in achieving this goal requires training providers, assessors and moderators of high standards which could assist learners to achieve higher levels of competence and embark on life-long learning. It is the responsibility of all stakeholders in the education and training process to inform learners of the learning opportunities.

The FoodBev SETA along with companies and training providers within this sector will have the responsibility to ensure that learners are knowledgeable about the training system and how they can use the opportunities to enhance their own careers not only to their own benefit but also to the benefit of their employers.

If you're looking to train your staff on the finer points of baking, look no further than the Anchor Bakery Training Centre, accredited in 2002 with the FoodBev SETA as a training and assessment provider.

For over 22 years we've been offering training courses that cover the basics in baking craft bread to the more advanced aspects of flour confectionery.

The courses are continually updated and include comprehensive learner guides that serve as good reference once back in the workplace. The courses have also been split into smaller units to give the learners a greater choice.

The Skills Programmes are now divided into fermented goods (bread, rolls and sweet dough), chemically aerated products (cakes, sponges and scones) and pastries (choux, short and Danish).

All the skills programmes are registered with the Foodbev SETA; and contribute to the National Certificate in Craft Bread and Flour Confectionery Baking (NQF 2). We have just received our re-certification for the next five years.

In addition to the accredited skills programmes, Anchor also offers courses in Baking Theory (Ingredients and Process – 1 Day) and Practical Bread faults (2 days).

Learners on all courses receive practical hands-on tutoring and are also lectured on the theoretical aspects of all products covered. Planning, preparation, hygiene and safety are integral parts of all courses. Learners should leave the course with the ability to manage themselves in an actual baking environment.

Learners are continuously assessed on theoretical as well as practical aspects, with the emphasis on applied knowledge and skills.

For additional information and bookings, contact the Bakery Training Centre at Tel: (011) 248 8357 Fax: (011) 248 8424

ENZYMES SEMINAR

Less salt, more sticky? ...No! Less sticky!

Johannesburg

Tuesday 13 August 2013 - 22 Bunsen St, Industria, JHB

Thursday 15 August 2013 - 22 Bunsen St, Industria, JHB

Friday 16 August 2013 - 22 Bunsen St, Industria, JHB

Cape Town

Wednesday 14 August 2013 - Encore Restaurant Tyger Valley, CT

Contact Christelle for more information

011 248 8218

cjoubert@anchor.co.za

Please R.S.V.P by 2 August 2013



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BAKERY SPECIALTIES

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The Art of Artisanal Bread

Artisanal bread is exactly what its name suggests: bread that is crafted, rather than mass produced. Baked in small batches rather than on a vast assembly line, artisan bread differs from pre-packaged supermarket loaves in a number of ways.

Special attention to ingredients, process, and recognition of the fundamentals of age-old bread-making traditions, sets artisanal bread apart from soft, commercial breads.

Attention is also paid to details of chemistry, resulting in specific crumb and crust textures. Since chemical additives are not used, the flavours of each ingredient are fully developed.

Today, consumers are increasingly looking for "clean label" foods and healthier alternatives. This applies to baked goods, and especially artisanal breads, which by definition entails time-honoured wholesome goodness. Therefore, the trend in artisanal breads will focus on healthy ingredients and reduced levels of salt, fat, and sugars and the premixes will continue to offer fibre, vitamins, and minerals in mixes that maintain their flavour quality.

Although bread is still a staple diet in many households it is evident that interesting breads that come out of the artisanal stable are gaining in popularity. The market for seeded breads has grown exponentially, a clear indication that shoppers are bringing variety back into their shopping basket.

This has heralded several ingredient launches for breads with a healthier profile. Low-GI, healthy eating and whole grains with added flavour and texture are gaining in popularity. The more informed consumer is seeking a choice of healthy bread-eating options for all occasions and to suit the tastes of the family.

There is a growing demand for artisanal bread that is not confined to South Africa. In a bid to attract more upmarket shoppers to its stores, UK based Asda has upgraded its range of artisanal breads. The 14-strong stone baked range includes a Mediterranean Loaf, Green Olive Loaf, Date and Maple, Rustic White, Malt and 6-seeded, Sunflower and Honey, Ciabatta and Pain de Campagne.

Mike Hanley, Asda's in-store bread and morning goods buyer said, "We previously had a limited range of five speciality breads and as we are getting more affluent AB shoppers, it was clear we needed to cater for their needs. We also wanted to offer our core shoppers something to eat at home that is as good as you'd get in an exclusive restaurant."

The process of crafting and baking artisanal bread remains largely the same as those adopted by the ancient Egyptians. Quality ingredients are mixed, slowly fermented, and hand shaped and baked in small batches.

It has become apparent through research that industrial bakers are looking for different ways of automating the processing of artisanal breads. However the major problem associated with automating this process is that the dough used to make artisanal products is much more fluid than dough used in standard breads, thus they will not go through mainstream dividers and moulders.

As dividing and moulding by hand is longer always realistic when high volumes and consistent output are an economic necessity, innovation in dividers and moulders became essential in the continuous quest to improve productivity.

Nowadays, high-spec machinery is par for the course. There are a number of different industrial solutions from manufacturers. Each company has a unique approach to the way they deal with and process artisanal dough products.

While they have been able to make the bread look artisanal with clever moulding, the problem has been to get the bread to taste artisanal as well. Again help is on hand through the convenience and preciseness of premix formulations which mean greater and more consistent bakery output.

There's a growing trend towards fine artisanal bread mixes that produce elegant, rustic, and a host of other kinds of specialty loaves. What's interesting about these premixes is the broad spectrum of ingredients that are now a part of them. The choice is virtually endless when it comes to ready-to-use artisanal bread premixes.

One option available to bakery enterprises is to work with a custom blender who will turn a baker's recipe into a premix. What results is a mix of special ingredients including flavours, colours, enhancers, spices, dried fruit, and many other ingredients. A baker then simply adds the flour and liquids. However, the premix is formulated from their original scratch recipe – it's a customised artisanal premix all the way – according to the baker's specifications.

Bakeries that rely on premixes for all, or a significant portion of their bread production reduce, or eliminate, certain bakery functions. These include the ordering, storing, rotation and inventory control of ingredients needed for "from scratch" bread baking.

Eliminating these functions contributes to savings for a bakery from a time and labour-cost perspective. With greater consistency of product through exact formulations, bakeries can also reduce the amount of sub-standard product produced.

The convenience and preciseness of premix formulations mean greater, and more consistent, bakery output. The wide variety of bread premixes now available, especially in the artisanal range, promotes a greater selection of quality breads, bakers can offer their customers.

LALVAIN sourdough cultures ensure that a baker easily produces a quality range of traditional artisanal-style breads, that are natural with great flavour and structure. Anchor Yeast is the distributor of LALVAIN sourdough cultures in South Africa – for more information contact us on: 011-248-8200

References:

1. www.artisanbakers.com/about_bread.html
2. www.thebaker.co.za/ad_vol15no10artisanbread.html
3. www.thebaker.co.za/ad_vol14no10premixes.html
4. www.bakehouse.com/?q=news/latest-trends-bread-and-bakery

CUSTOMER CARE



It all began with a dream...



When on a Madagascan beach in July 2006, an old man on an old bicycle answered a craving for some great bread.

With his bike stacked high with fresh baguettes, the taste and experience was something worth cherishing, and something everyone back home in South Africa needed to enjoy. And so the name Vovo Telo was born, taken from a place and a moment in time where the inspiration was first discovered.

Richmond Hill, Port Elizabeth is then where it all started - artisanal baking masters gathering together to share their skills, experience and love of bread. Fresh aromas would then begin to drift down the Raleigh Street morning air, with people coming to investigate, watching these artisanal bakers at work. Over time, customers began to realise what artisanal baking was all about and would eventually bring their own fillings to compliment the freshly baked bread. With the front porch fast beginning to fill up, it was decided to add some tables and chairs and even better, start serving some amazing coffee.

Soon thereafter, the range expanded from a fresh morning croissant to sandwiches, pastries, light breakfasts and lunches that can be enjoyed in any of their bakeries today.

Vovo Telo is an artisanal bakery that prepares breads and pastries in the traditions of Italy and France. They focus on Ciabatta, baguette, rye, brioche, sourdough, croissants, pain au chocolat, friands and many more. Each bread is prepared from fine stone ground flour, slowly fermented, hand shaped and baked fresh each and every day. The end results are unique, distinctive and look like a delectable work of art.

With Vovo Telo being about the theatre of baking, in most cases the bakery is situated in the central position of each store, for the customers to watch the dough being shaped and the breads being unloaded from the ovens. This allows for that fresh aroma of fermenting sourdough and baked breads to fill the air. The theatre approach reinforces the perception of quality and creates an attachment between the customers and the final product offering.

The core business of Vovo Telo is Love... Bread... Coffee... as well as that phenomenal customer service experience. It is a friendly, casual environment that makes you feel right at home. And with relationship orientated individuals that notably focus on exceptional customer service, Vovo Telo is fast creating a strong brand name and has its customers coming back for more, falling in love, over and over again.

Vovo Telo has 10 bakeries, currently based in Johannesburg, Pretoria, Cape Town and Port Elizabeth with notable plans of expansion within the next 2 years.

Anchor Yeast is a proud supplier to Vovo Telo!





UPDATES

Staff News



Collen Mbedu – Sales Representative

Collen has joined us as a Sales Representative – Gauteng. We wish him all the best in his new position!

ANCHOR YEAST BAKERY TRAINING COURSES 2013

BASICS IN BAKING – CRAFT BREAD II 8–12 July 2013 • 4–8 November 2013

- Baking equipment and tools
- Premixes and scratch mixes
- Yeast care and ingredients in baking
- Manufacturing a range of craft fermented and sweet fermented products

BASICS IN BAKING – FLOUR CONFECTIONERY 9–13 September 2013 • 18–22 November 2013

- A range of cakes
- Choux pastry products
- Flour confectionery
- Chemically aerated dough products

BASICS OF FERMENTED BAKING (1 DAY) 19 June 2013

- The theory of fermented baking, ingredients and process

PRACTICAL BREAD FAULTS AND THEIR SOLUTIONS (2 DAYS) 20–21 June 2013

- Practical baking and identification of bread faults and their solutions

BISCUIT BAKING

15 August 2013 • 10 October 2013

- Baking a variety of biscuits

CAKE ICING AND DECORATING COURSE 16 August 2013 • 11 October 2013

- Demonstrations and practical application of various cake icing and decorating techniques

PUFF AND DANISH PASTRY COURSE 12–14 August 2013 • 7–9 October 2013

- Baking of various Puff and Danish pastry products

For more information contact: **Suzie van Zyl**
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Anchor Yeast Your Trusted Authority in Dough Raising Technology

Fresh Is Best

Take part in the Anchor Yeast Fresh is Best competition!

Collect all three parts of the Fresh Is Best triangle over the next three months and stand a chance to win three FoodBev Seta Accredited Anchor Bakery Training courses.



Freshness Ensured



Leaders in Yeast innovation



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Date coded to ensure fresh stock



Locally manufactured and CPA compliant



Phone for orders to ensure you're kept in stock



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