

WINTER 2017 BAKERS FORUM

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SCHOOL SANDWICH DRIVE



Anchor Yeast remains committed to supporting Kusakusa Primary School. In addition to the kitchen and new toilets built, we have partnered with Blue Ribbon in Kwa-Zulu Natal to ensure that the learners receive sandwiches once a week. To launch this initiative, the Anchor Yeast and Blue Ribbon teams spent the morning of 18 May making sandwiches for the 1500 learners.

BAKING MAKING MONEY: INSPIRING YOUNG ENTREPRENEURS

Anchor Yeast's initiative called Baking Making Money gives young entrepreneurs an understanding of starting their own business. To support this programme, Anchor launched an exciting competition called Rise to the Challenge.

In July, learners from 39 schools in the Free State and Gauteng competed in the finals. Prizes included bursaries to culinary schools, tablets, trophies, baking equipment and a year's worth of Anchor Instant Yeast. Partners in the event included HTA Culinary School of Art and the South African Chefs Association, with inspirational talks from Benny Masekwameng, from MasterChef SA, and motivational speakers Shakes Dlutu and Deshun Deyssel, first South African woman to summit Mount Everest.

The learners' baked goods were judged by an esteemed panel of judges. It was a great day for the learners, educators and Anchor team.



Honouring the aged on Mandela Day

Members of the Anchor Yeast Durban team joined Premier FMGG, on Mandela Day, at an old age home facility in Lamontville, south of Durban. In addition to cleaning windows and serving meals to the elderly and sick, the team delivered much-appreciated blankets to all the residents.

The Anchor team enjoyed the few hours away from the office to be part of a worthy cause, to make a difference.





US VITAMIN D LABEL REGULATIONS **UPDATED**

By July 2018, American manufacturers must declare on the label of their product the actual amount of Vitamin D present, as well as the Daily Value percentage of the vitamin. The FDA believes that Vitamin D is a nutrient of health concern, with daily values of vitamin D are being updated based on newer scientific evidence from the Institute of Medicine.

Vitamin D intake is considered inadequate for more than 75% of Americans, averaging 150 IU/day when the recommended daily intake should be 400 IU. Vitamin D deficiency is associated with an increased risk of all-cause mortality, low immunity, osteoporosis and osteomalacia. It may also be linked with frequent headache in men, mental diseases (depression, Alzheimer's), asthma and multiple sclerosis.

In South Africa, the Department of Health has set the Nutrient Reference Value for Vitamin D at 600 IU per day.



ANCHOR YEAST CONNECTS WITH DIETITIANS



In August, Anchor Yeast had the opportunity of meeting with dietitians in the Free State and KwaZulu-Natal. Shamla Moodley - Marketing Manager, enlightened over 100 dietitians on the global food and bakery trends, while well-known South African dietitian Jane Badham provided scientific based evidence of the benefits of bread in our diet. "This was a great way of influencing and updating dietitians on the value of bread, a message we want conveyed to consumers by trusted health practitioners to support the industry we serve," commented Shamla.



RESULTS FROM THE 90-DAY BREAD CHALLENGE



After setting out to prove that bread is not bad, Dr Lin Carson of BakerPEDIA has completed her 90 day challenge of eating a loaf of bread every day. The result? “I have not gained a single pound eating a loaf a day and my energy levels, are through the roof.”

Carson embarked on the 90 day bread-eating challenge to dispel the myth that bread alone is responsible for weight gain and bloating and, with healthier options available to consumers these days, bread provides numerous health benefits and prevents cravings.

Through her journey, she was told by numerous people that bread was bad for her, gluten caused inflammation, man wasn't designed to digest grains, bread is a processed food that needs to be avoided, and that white bread is bad for you.

“I have not gained a single pound eating a loaf a day and my energy levels, are through the roof.”

“The whole purpose of my journey was to disprove [this] biased, non-science based information on bread.

I've eaten bread all my life, I play with it, I research it. I know the science behind it. That is why I started this journey—to eat so much bread so that I can prove that it is safe to consume bread,” says Carson.

Throughout the 90 days, Carson ate a variety of different breads, from low-GI and gluten-free, to seeded, rye, wholewheat and white. She recorded what she ate each day to accompany the loaf (or its equivalent) of bread, as well as any exercise she did, and weighed herself weekly to keep track of the results.

FOR MORE INFORMATION, VISIT WWW.EATBREAD90.COM



SA CULINARY CLUB *&* ANCHOR YEAST *host soup and bread evening*

Anchor Yeast and the SA Culinary Club recently partnered to host a fun cooking evening! On the menu, to ward off the winter chills, was the classic combination of soup and bread. A fun evening was had by all, and the Anchor Yeast team enjoyed showing off their culinary skills and socialising with customers.



Anchor Yeast Bakery LAUNCHES ITS **DIGITAL** **INFORMATION** *Series*



With a proud heritage spanning over 90 years, Anchor Yeast has established itself as a leader in the supply of yeast and fermentation technology to the baking industry. Our commitment to continual innovation and delivering value to our customers remains our focus.

We are excited to bring to the market our Informational Series for all Bakers. What's more, we are doing so through our brand-new Facebook Page. You can find us at @AnchorYeastBakeryZA

In our first series, we talk about all things yeast. We break it down for you into bite-sized snippets discussing what yeast is, how it impacts baking, the science behind the ingredient, how to store it, take care of it and much, much more.



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