

APRIL 2018

BAKERS FORUM

ANCHOR YEAST CLEARS THE CARB CONFUSION



The confusion over this food group was unraveled at two recent breakfast seminars (one in Cape Town, the other in Johannesburg) hosted by Anchor Yeast. More than 100 dietitians and bakery customers attended the events where registered dietitian Monique Piderit delved into the controversial topic of carbohydrates to clear the prevailing misconceptions.

There's a common myth that carbohydrates make you fat. Sure, if eaten in unnecessarily large quantities they could contribute to weight gain, but, then again, so could too much of any food. In fact, carbohydrates are a healthy and necessary feature as part of your diet. This was the broad message communicated by Piderit.

Carbohydrates provide the body with the energy it needs and are also a good source of many vitamins and minerals. "Healthier carbs are those in their whole form that undergo minimal processing, refining and milling.

Consuming a diet rich in unrefined, wholegrain carbohydrates, like oats, brown or wild rice, quinoa and bread made from true whole wheat flour has many important

benefits. Not all carbs are created equal," says Piderit. Just like there are healthier fats that are best, there are better carbohydrate choices and less ideal choices, too.

The health benefits of keeping carbohydrates in your diet are numerous. Top of the list is the value of dietary fibre for gut health; dietary fibre promotes a healthy gut by providing a food source for the healthy bacteria living in your gut.

While carbs have a bad reputation when it comes to losing weight, the contrary is true. A systematic review by South African researchers confirmed that low carb diets and balanced diets both produced similar weight loss results, confirming that the amount of carbohydrate, fat and protein in the diet does not influence weight loss, only the total energy intake itself.

In addition to other benefits such as preventing certain cancers and aiding in better sleep, recent research talks of how carbs can help boost your mood. Researchers suspect that carbs promote the production of serotonin, a feel-good brain chemical. In a study from the Archives of Internal Medicine, people who followed

a very low carbohydrate diet for a year, experienced more depression, anxiety and anger than those on more balanced diet.

On examining a Low Carb Diet, the obvious effect is a concurrent higher fat consumption, with a drop in fibre intake. Low carb foods may be (unexpectedly) high in energy and if we remove these carbs from the diet we consequently eliminate vital nutrients, such as fibre, B-vitamins, anti-oxidants, to name a few. In addition to being an expensive diet, it lends itself to being less sustainable.

Moving away from the nutritional value of carbohydrates in our diet, we realise also that this nutrient group is kinder to our environment than other meal options. The carbon footprint of cereals and pulses, fruit and vegetables is significantly lower than beef, lamb and chicken.

The message is now clear, says Lorraine Bezuidenhout, Bakery Business Director for Anchor Yeast, "Carb up your diet by choosing the right carbs (high fibre options), apply the correct cooking method (bake/roast, boil, steam) and eat the right quantity (be portion wise)."



WHAT'S ON TOMORROW'S PLATE?

Anchor Yeast's Shamla Moodley recently gave a presentation on some of the factors that can influence what we eat in the future, with information sourced from a combination of reports released by the Institute of Food Technology, Innova and Mintel. Most of the factors reflect the current trends in Europe and North America, so we should start seeing these trends on the South African plate in about two to three years or so.

LIFESTYLE CHOICES

A change in family dynamics, as well as busier lifestyles, sees an increased demand for single-serve packaging. People are now eating smaller meals throughout the day, focusing on nutrients, protein in particular.

TAKING CARE OF YOURSELF

As more consumers across all segments lead busier, more stressful lives, flexible and balanced diets will become an integral element of a self-care routine. Consumers will look out for ingredients and products that provide nutrition as well as physical or emotional benefits to advance self-care.

EATING STYLES

In home-cooking, convenience continues to drive brands to develop foods that can be quickly prepared. Consumers can look forward to more services that deliver ready-portioned ingredients for home cooking; meal kit delivery services are reinventing the dinner ritual and changing the way that busy people shop and cook.

TRUST

Today, trust has become one of the strongest drivers in how consumers choose products and services. Companies sometimes have little choice but to communicate where they sit on various and sometimes controversial issues, like GMO, and consumers require complete and total transparency from food companies. Product innovation can build or redeem trust, and there is a new pride in products made locally.



ADDING VARIETY

New product development is pushing boundaries, and the sound, feel and satisfaction that texture provides will become more important for food companies and consumers.

NATURAL LIVING

Consumers are intrigued by living a more natural, chemical-free, sustainable lifestyle, and want less processed foods with fewer ingredients. This has led to the industry reviving traditional processes such as fermentation, alongside the development of new ones. Many sustainable claims are perceived as healthy, and claims are crucial to attracting consumers' attention.

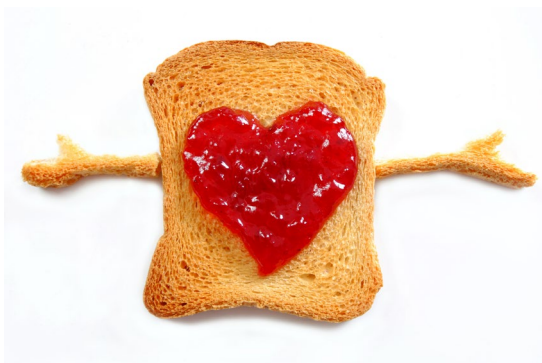
MINDFUL, BOUNTIFUL CHOICES

More conscious about making responsible food choices, consumers are increasingly aware of the impact their food choices have on the planet. This sees vegan food crossing into mainstream and more households preparing meat-free meals at least once a week. Consumers are also making wiser decisions when it comes to their overall diet, choosing lighter options in terms of calories, portion sizes, sweetness or alcohol content. Economic uncertainty will see consumers looking at low-cost alternatives to staples, and ingredients sourced from the ocean such as spirulina and kelp are going to find their way into mainstream products.



SMART SYSTEMS

For food manufacturers, artificial intelligence is being used to improve production processes by aiding in sorting, finding efficiencies and increasing safety. AI is allowing companies to analyse consumers' choices and predict most appealing flavour combinations, as well as being used to engineer solutions for our stretched global food supply.



WHAT'S HOT IN THE BAKERY CATEGORY

Health and nutrition will remain the key drivers in this sector as obesity continues to escalate globally. Novel ingredients will focus on weight-loss and delivering more nutrition – studies are currently evaluating the use of nutrient-rich fruits and vegetables in baked goods, and new protein sources for bread include the use of pulses, beans, seeds, and even insects! One of Finand's largest food companies is selling what it claims to be a first: insect bread. One loaf contains about 70 dried house crickets, ground into powder and then added to the flour. Ancient grains will gain more prominence as consumers recognise these grains as a superfood, and gluten-free, calcium-rich masa (a type of corn flour) is earmarked to be the next big thing. Bakers are on the look-out for gluten-free ingredients that taste good and improve product quality, with one option being sorghum.

ANCHOR CONSUMER TEAM **GIVES BACK** TO THE MANDINI COMMUNITY IN KZN



The Anchor Yeast Consumer Team hosted an 'After Christmas Party' for the Mandini Community in KwaZulu-Natal. 200 parents and children attended the event at the Mandini Community Hall in January.

The Consumer Team spent the morning making stews and vegetables, steam breads and dumplings, baking Chelsea Buns for dessert, as well as serving Thirst Buster jelly and cold drinks for the children to enjoy. Guests attending the event received goodie bags, and entertainment on the day included local dancers and musicians, and a Thirst Buster jumping castle.



ANCHOR OENOLOGY: NEW TEAM, NEW SEASON, NEW TRUCKS

The Anchor Oenology Team is knee-deep into the new harvest season for 2018. During the months of November to April, the grapes are harvested all around the Western and Northern Cape to supply the local and international wine industries with fabulous South African wines. This season, however, has been one with many challenges.

The Western Cape faces the worst drought in history, with taps set to run dry in July. When you take into consideration that it takes approximately 900 L of water to produce 1 L of wine, the challenges become more apparent in the wine industry.

Add to that the fact that the vine requires water to sustain itself and build reserves for the next season, the situation becomes even more desperate when looking ahead. South Africa is the 7th largest producer of wine, accounting for approximately 4% of the world's wine production. However, the

current harvest could see that changing and is predicted to be the smallest harvest since 2005. It could be down by as much as 25% to 50%, according to industry body VINPRO.

And while there is nothing to do about this situation but put all our efforts into saving water as far as possible and holding thumbs for winter rain, the Anchor Oenology team decided to cheer up some winemakers with our annual mid-harvest gift packs. The Anchor Oenology team have also improved their service offering, with two newly branded trucks on the road delivering Anchor Oenology products, as well as the always-smiling Patrick in his Emergency Delivery Vehicle. Patrick is responsible for growing sales in further-lying areas that require urgent deliveries.

With a challenging season, the Anchor Oenology team is supporting the South African wine industry from grape to glass.



HELPING ANCHOR CAPE TOWN

Cape Town is currently experiencing a severe water crisis and Anchor Yeast staff teamed up to help. Water was sent down to the drought-stricken Cape on Anchor Yeast delivery trucks and donated to the Bonginkosi School in Khayelitsha.





EXCERPTS FROM THE **CHAMBER OF BAKING** PRESIDENTIAL ADDRESS



We share excerpts on the micro-issues affecting the baking industry from the Presidential Address at the 80th Annual General Meeting of the South African Chamber of Baking:

BREAD PRICES AND FOOD INFLATION:

"The recent decline in food price inflation has had consumers smiling and the baking industry can feel good about its contribution. Price changes between December 2016 and December 2017 were as follows:

- White bread 700 gram decreased by 5.07% year-on-year, and
- Brown bread 700 gram decreased by 2.36%
- White bread 600 gram decreased by 4.53% year-on-year, and
- Brown bread 600 gram was the odd one out, increasing by 3.8%.

We all know that input costs, despite the recently stronger rand, have not suddenly decreased. So, it appears that competition in the industry is alive and well and has driven prices down."

PRODUCTION VOLUMES:

"Since 2015 the South African Grain Information Service (SAGIS) has been collecting and publishing basic production statistics as authorised by a statutory measure... If one compares bread production figures from 2015-2016 with 2016-2017 a picture emerges which probably explains the price decreases... Between the two periods White Bread

production grew from 1.026 billion loaves to 1.042 billion loaves or 0.02%. During the same period Brown Bread production increased from 1.007 billion loaves to 1.059 billion loaves or 5.3%..."

WHEAT TARIFF (IMPORT LEVY):

"It was announced in late February 2018 that the wheat tariff will be reduced by almost 45% from R716.33 to R394.85 per ton. This has been brought about by an increase in the reference price of US Hard Red Winter Wheat from US\$218.00 to US\$237.66 per ton, and the strengthening of the rand from R13.65 to R11.93 against the dollar. Although the industry always considers the decrease in the levy to be good news, it is necessary to bear in mind that the levy does not end up in the bank accounts of wheat farmers. It is paid to the National Treasury"

VAT AND ZERO RATING OF WHOLEWHEAT BROWN BREAD:

"You will all have read recently that the zero rating of wholewheat bread is under threat. For those of you who have been in the industry since the early 1990s you will know that certain basic foodstuffs were zero rated to enable to poorer sectors of our population to be able to afford good, nutritious food. At the time wholewheat bread was regarded as one of these products and has ever since enjoyed zero rating status... Today most wholewheat bread is described as brown wholewheat bread, and remains zero rated as it complies as a product in the sub-category of brown bread... However, it is a fact that wholewheat bread is hardly a staple food anymore as it was in the days of unsliced, unbagged 800 gram loaves, when its price was similar to that of brown bread. The industry has turned wholewheat bread into a premium product."

LEGISLATION:

"Sodium legislation is generally being complied with and the industry has not been informed of a single baker being fined for too much salt in its bread. Chamber members mostly already comply with the June 2019 sodium content requirement, namely 380 milligrams per 100 grams of bread. At the time this legislation was proposed by the DoH it was considered impossible to achieve. Today we are already at 2019 levels and consumers have not complained that bread has no flavour."