

AUTUMN 2019 BAKERS FORUM

IN THIS ISSUE

The Whole Truth about Wholegrains | In2Food's Love for Food | SAGL now offers Vitamin D Testing
Anchor Yeast Bakery Specialties conducts annual survey | Anchor Yeast Consumer Team launches Recipe Book
Training Schedule | Brett Tessendorf New National Sales Manager | No VAT on White Bread Flour and Cake
Flour | Food and Bakery Trends forecast for the year ahead

ANCHOR YEAST SHARES *the Whole Truth about Wholegrains*

Anchor Yeast once again hosted their annual breakfast seminar exploring the topic of Wholegrains. Registered Dietitian, Monique Piderit (Bsc, M.Dietetics), shared *The Whole Truth and Nothing but the Truth* to baking industry representatives in Johannesburg and Cape Town.

While the definition of Wholegrains may differ, Piderit explained that wholegrains are grains from cereals, which, after milling (if milled), naturally contain all the components, namely endosperm, bran, germ and all the macronutrients, micronutrients and trace elements of the original unprocessed whole kernel. Wholewheat cereals, breads and pasta, oats, maize (corn) and brown rice are all examples of wholegrain foods.

Wholegrains play a vital role in our body, with the added benefit to our mental well-being. For a mere 50 g / day increase in wholegrains, we can expect a 22% decrease in the risk of total mortality and a 30% decrease for cardiovascular heart disease.

Exciting new research has scientists referring to the gut as "the second brain" as there is a clear and intimate link between the gut and the brain. Through physical and biochemical cross talk and connections, the collection of organisms in our gut, collectively called the gut microbiota, may profoundly and positively influence brain function, mental health (anxiety, depression), and even Parkinson's disease and schizophrenia, and contribute to overall emotional function and better cognition.

Piderit concluded her presentation with a review of the sustainability of wholegrains. A sustainable diet has a low environmental impact and contributes to food and nutrition security and to healthy life for present and future generations. This is an important consideration as consumers are becoming increasingly interested in the environmental impact of their food. The positive news for the baking industry is that wholegrains are part of a sustainable diet with its very low carbon footprint.

The Whole Truth about Wholegrains is clear; bread, grains and carbohydrates are needed for optimal health and deserves a rightful place on our plates!





IN2FOOD'S LOVE FOR FOOD

In2food is an exclusive supplier to Woolworths, with 15 factories across Gauteng and the Western Cape and 7000 employees. They produce a broad range of exceptional foods from fresh products like prepared vegetables, salads, cut fruit, fresh juice, baked goods (including biscuits, rusks, cakes and rolls) seafood and prepared foods, to a range of long-life goods. In2food also manufacture fresh prepared foods in Australia, in partnership with David Jones, and supply fresh prepared fruit to Marks & Spencer in the UK during the South African summer.



The business originated from two successful family businesses started in the 1980's. Lombardi Foods in the Western Cape and Interfruit in Boksburg Gauteng. These businesses were merged in 2010, to form In2food Pty Ltd. Over the past three decades the company expanded, adding new products and market segments to their business. For the bakery sector, two key acquisitions extended the In2food's portfolio. In 2013, they acquired Compass Bakery and three years later bought Nibbly Bits, an artisan bakery. Both are exclusive suppliers to Woolworths South Africa.

In2food prides itself on inspiring foods and delivering flexible, exciting solutions to consumers. This philosophy falls in line with the market expectations of convenience, deliciousness and innovative food options. They believe in the value of exceptional produce; products are of high quality, wholesome, and as free from colourants, preservatives and flavourants as possible.

At In2food, food safety is their highest priority, to live by these values, and take comprehensive measures to ensure their products meet the most stringent food safety and quality standards. In addition to adhering to the Woolworths prescribed standards, they are FSSC 22000 certified and have accredited testing laboratories on selected sites.

The In2food innovation centre brings a team of professional chefs and technical experts, with years of experience, working together to drive strong innovation and product development. In addition to supplying new products, they are constantly upgrading their existing core ranges to ensure best flavour, packaging and quality raw materials.

The In2food strategy with their suppliers is about building strong relationships. Their belief is that their success depends on the expertise and technology of these collaborative relationships. In this spirit, Anchor Yeast is proud to have partnered with In2food to deliver solutions to their bakery products, from pizza bases and burger rolls to flatbreads, exploring options for chilled, frozen and ambient long-life capabilities.

Driving manufacturing excellence is supported by well invested facilities, with flexible capabilities; process efficiencies remain top of mind. In2food prides themselves on leading environmental excellence in South Africa with their new facility in Gauteng aiming for the first certified 5 star rating. This is aligned with their good business journey model of ensuring sustainability initiatives are in place across their entire operation.



In2food's unique and admirable culture provides an empowering environment to further strengthen the business for continued success.



SAGL NOW OFFERS VITAMIN D TESTING



The Southern African Grain Laboratory (SAGL), accredited with SANAS (South African National Accreditation System), established in 1997 offers accurate quality analyses to the grains and oilseed value chain in addition to laboratory training. Their extensive scope of grading, analytical and rheological testing covers the entire value chain from breeders to products ready for consumers and they also regularly test micronutrients, as part of the fortification programme. SAGL's international awards and their participation in proficiency schemes serve as powerful measurement of their competency and alignment with international standards.

SAGL was recently accredited to perform Vitamin D2 testing, making it the first accredited laboratory in South Africa. This is the result of Anchor Yeast's initiative and funding to the SAGL to support a South African laboratory for Vitamin D2 testing.



"The SAGL was an obvious choice to partner with. They have, both the capability and capacity to extend their testing to now include Vitamin D2," says Jeannette Rosewall, Business Manager for Anchor Yeast. "The bread industry in South Africa now has a local laboratory offering reliable and affordable testing within 10 working days."

This is of benefit to food industry as the Foodstuffs, Cosmetics & Disinfectants Act (R146) makes it compulsory for companies to test their products that carry specific claims, every three years, as part of their due diligence.

The SAGL can be reached on: +27 12 8074019 | info@sagl.co.za

ANCHOR YEAST BAKERY SPECIALTIES *conducts annual survey*



Last November, Anchor Yeast Bakery Specialties conducted their independent annual market survey, with all completed surveys entered into a draw. Congratulations to Vincent Twala from LSG Sky Chefs in Johannesburg, who won the random draw and received an iPad as his prize! The Anchor Yeast Bakery Specialties annual survey not only allows customers to share their experiences, but is an opportunity for us to rate ourselves against our value proposition.



ANCHOR YEAST CONSUMER TEAM LAUNCHES *Recipe Book*

The Anchor Yeast Consumer Team has launched a new recipe book titled *Baking Making Memories*. This hardcover book contains 73 recipes, each tried and tested until perfected. "Baking Making Memories has allowed us to enjoy the creativity of baking, the challenge of recipe development and of course the pleasure of eating all the delicious bakes," says the Anchor Consumer Team. With full colour photography, this collection of recipes offers beginners and experts the opportunity to learn, enjoy, and master the art of baking. The response to the book has been great. To purchase, please visit www.ilove2bake.co.za



TRAINING SCHEDULE

Here are the 2019 dates for the Anchor Yeast Skills Programmes, accredited by FoodBev Seta. To book your spot, email Veronica Botha on vbotha@anchor.co.za

CRAFT BREAD II

- 13 – 17 May 2019
- 3 – 7 June 2019
- 24 – 28 June 2019
- 15 – 19 July 2019
- 19 - 23 August 2019
- 2 – 6 September 2019
- 14 - 18 October 2019
- 4 - 8 November 2019

The course covers:

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

FLOUR CONFECTIONERY

- 20 – 24 May 2019
- 12 – 16 August 2019
- 9 - 13 September 2019
- 7 – 11 October 2019

The course covers:

- A Range of Cakes
- Flour Confectionery Ingredients
- Choux Pastry Products



BRETT TESSENDORF

New National Sales Manager

Brett Tessendorf has been appointed National Sales Manager for the Bakery Specialties Business Unit. He succeeds Gavin Wessels.

Brett is no stranger to the business and role, having held this position a few years back. Brett has spent the intervening years in Operational and Technical roles for Anchor Yeast and Lallemand.

"We welcome Brett back in this role," said Lorraine Bezuidenhout, Director for the Bakery Specialties Business. "Brett brings a wealth of technical and operational experience that will be valuable to support our customers."



"I am looking forward to working with the Bakery Specialties team and re-engaging with old, new and prospective customers to ensure our objective of partnering is further entrenched," said Brett.

NO VAT ON WHITE BREAD FLOUR AND CAKE FLOUR

From the 1st of April 2019, cake flour and white bread flour will be zero-rated, with no Value-Added Tax on both products. This news comes after a panel of experts were tasked with making recommendations to National Treasury on whether more items should be added to the list of zero-rated items. Out of the 6 items that they recommended, only three were selected to be zero-rated – the two flours, and sanitary pads. "The revenue loss associated with zero-rating these items is estimated at R1.2 billion. However, zero-rating these products targets low-income households and restores the dignity of our people," Finance Minister Tito Mboweni said while tabling the medium-term budget policy statement in Parliament.



FOOD & BAKERY TRENDS

forecast for the year ahead

Shamla Moodley, Marketing Manager for Anchor Yeast, shares some of the expected bakery trends for the year ahead.

AUTHENTICITY



Artisanal breads and rustic baking keep rising in popularity, powered by consumers' search for authentic experiences. In just a few years, sourdough has moved from speciality shops to supermarket shelves. The challenge for manufacturers is to produce 'individual' bakes that create the nostalgic feel of the independent baker, but at scale.

Artisanal products are generally perceived as natural and considered to be healthier, but health conscious consumers may be alarmed to discover significantly higher salt content than in standard breads. add 1.8-2% salt (sometimes more) vs. 1.3-1.4%.



ENRICHMENT

Protein: There's a growing trend in more developed countries that sees consumers embracing protein enriched bakery goods. Hybrid products, incorporating ingredients like pulses, ancient grains, nuts etc, are perceived as nutritious. Companies, like Hovis in the UK, are taking advantage of such synergies. They have introduced a low carb bread, with 30% less carbohydrates, as well as added wheat protein and fibre.

Vegetables: Bakery products containing vegetables is a way to create interest, with positive nutrition. Using brightly coloured veggies, such as beetroot, carrot, spinach and turmeric, provides flavour, nutrition and colour.

NO UNDESIRABLES



The gluten-free trend is expected to continue beyond 2019. This growth comes from consumers who opt for the perceived health benefits of gluten free products, rather than a drastic increase in Celiac patients. Removing gluten causes formulation challenges. Pulse flours are an attractive alternative. They are a good source of plant-based replacement protein and can enhance texture and contribute to better colour development.



ZERO WASTE



With the rise of the ethical consumer, bakeries are under increasing pressure to act responsibly. Around 88 million tonnes of food is estimated to be wasted each year in the Europe. The overproduction of bread is a striking example. Figures from UK retailer Tesco suggest that up to 44% of bread produced in the UK is thrown away.

In first world countries, you have consumer preference for clean label, with no additives to protect shelf life on one hand versus the high wastage of bread on the other. Manufacturers need to continually explore how to naturally increase shelf life. While enzymes tackle staleness, smaller pack sizes may be an alternative. Commercial and production efficiency is also receiving much attention to reduce cost and ensure energy efficient operations.