

SUMMER 2018 BAKERS FORUM

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IBA 2018 FEEDBACK

Trends and New Processing Methods

At the recent IBA Trade Show in Germany, four main trends were identified:

OUT-OF-HOME OR TO-GO

Coffee shops and diners offering on-the-go-snacking options and baked goods are prevalent, almost taking preference over fast-food options. These to-go restaurants have to offer variety, including healthy and indulgent snacks. The category encompasses other current trends where owners take pride of their craft and like to share their 'stories' with their patrons, making the dining and eating experience a more personal one. They also feature trendy interiors and food you would want to share on Instagram.



Monosaccharides and Polyols), which is consumed/ broken down during the long fermentation time when producing sourdough. It is suggested that FODMAPS are responsible for bloating and other discomfort when eating gluten-containing products.

HEALTH AND WELLNESS

This worldwide trend is also prevalent in the baking sector, where consumers are looking for baked goods that are gluten-free, free-from preservatives and other additives, vegetarian and vegan, and reduced in fat and sugar. High fibre and protein options were also widespread with the inclusion of different whole grains, fibres, seeds, nuts and pulses in various forms to produce healthy bread and confectionary alternatives. The health benefit of sourdough bread was also a hot topic, with new studies suggesting that people with 'gluten-sensitivity' seem to be less affected by sourdough bread. One possible explanation is the breakdown of FODMAPS (Fermentable Oligosaccharides, Disaccharides,



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BAKING IS TRENDY

Being an artisan baker is cool and the art and science of bread baking is trendy. These bakers take pride in producing delicious and good-looking bread. The consumer demand for these types of products, as well as the higher price point, have made larger manufacturers and retailers follow suit. The craft process takes time and skill, both of which are limiting factors for large manufacturers and retailers. Industrial solutions for craft processes were widespread, with automated machinery for almost anything you can think of - from filling a doughnut with jam, icing a cupcake, shaping artisan bread and a storey high deck oven that automatically loads your craft breads.



REGIONAL SPECIALTIES AND VARIETY

The consumer demand for variety and access to 'any bread in the world' is surprisingly accomplishable. How?

- Frozen/retarded dough systems
- Parbaked products
- Premix solutions
- 'Fancy' flours

Bakers can offer a wider variety than ever and can tailor and change their offering to their consumer's demand.

Lallemand Baking at IBA 2018

Lallemand exhibited at IBA, in Munich in September 2018. IBA is the premier baking show in Europe, which takes place every 3 years. This IBA, Lallemand/Anchor Yeast was one of the 1372 exhibitors, with close to 77,000 visitors.

Live baking demonstrations showcased Aromatic Yeast, Organic Yeast and Vitamin D Yeast. End of day wine and beer tastings attracted visitors to the booth. Our Raising Ahead Bakery Seminar updated attendees of current global baking trends, baking process optimisation and the value of bread in our diet.

Our Oktoberfest Customer Dinner was enjoyed by the 150 attendees, from across North America, Europe and South Africa.

The Lallemand Baking Teams enjoyed valuable interactions with customers and interested companies. We look forward to IBA 2021!





WORLD'S **OLDEST BREAD**

discovered at prehistoric site in Middle East

A recent finding in the Middle East shows that bread has been part of our lives for a lot longer than originally thought.

Until now, bread has been associated with early farming societies that cultivated cereals and legumes, with the oldest evidence of bread being from a 9100-year-old site in Turkey.

The charred remains of a flatbread baked 14500 years ago were recently found in a stone fireplace at an archaeological site in Jordan – and this indicates that people began making bread millennia before they developed agriculture. The flatbread, made by a culture called Natufians, was likely unleavened and resembled a pita bread. It was fashioned from wild cereals such as barley, einkorn or oats, as well as tubers from an aquatic papyrus relative that had been ground into flour.

“The presence of bread at a site of this age is exceptional,” said Amaia Arranz-Otaegui, a University of Copenhagen postdoctoral researcher in archaeobotany and lead author of the research published in the journal Proceedings of the National Academy of Sciences. “We now have to assess whether there was a relationship between bread production and the origins of agriculture. It is possible that bread may have provided an incentive for people to take up plant cultivation and farming, if it became a desirable or much-sought-after food.”

FOOD SECURITY **IMPERATIVE**

Did you know that, according to the 2017 Global Food Security Index, South Africa ranks 44th out of 133 countries for food security? While this is an improvement on our previous ranking, approximately 20% of South African households are food insecure. Drawing attention to this, John Purchase of the Agricultural Business Chamber discussed food security at this year's South African Chamber of Baking AGM.

Food security is defined, according to the Food and Agriculture Organisation at the World Food Summit in 1996, as “a situation that exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life.”

Some of the components of Food Security include Food Quality and Safety, Food Affordability and Food Availability. Food Security is a complex concept, which is difficult to measure and evaluate, but it is a concept that we in the baking industry should be aware of.



ANCHOR YEAST **PROMOTES** **ENTREPRENEURSHIP** AMONGST THE **YOUTH**, THROUGH THE *'Rise to the Challenge' School Competition*

For over 30 years Anchor Instant Yeast has been running Baking Courses at High Schools and is committed to empowering the youth and educating them on the numerous opportunities associated with a career in the baking industry.

Anchor Instant Yeast understands that school leavers are faced with the challenge of creating their own employment opportunities, and as a result have launched a wonderful initiative called, 'Baking Making Money', where young entrepreneurs are encouraged to start their own business.

Linked to 'Baking Making Money', Anchor Yeast recently ran their exciting competition called 'Rise to the Challenge'. This is the fifth year that Anchor Yeast has held the competition. Forty six schools were selected by Anchor Yeast to participate in the competition. These selected schools needed to offer either Consumer Studies or Catering and Hospitality as matric subjects and be based in greater Gauteng and the Free State. For the first time this year, the competition was extended to Schools located in KZN.

Baking activations took place at the selected schools with team members from Anchor Instant Yeast introducing them to 'Baking Making Money' and demonstrating the Cinnamon Twist recipe that the learners would be tested on in their end of year exam. At these demonstrations the learners received a branded apron as well as the Anchor Yeast Baking Making Money booklet which contains delicious yeast recipes and valuable tips on how to make a profit from baking.





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Each of the schools then selected one of their learners to represent them in the grand final bake off which took place on the 27th of July 2018 and was hosted at the Anchor Yeast in the Bakery Training Centre.

Anchor Instant Yeast teamed up with the Food and Beverage Institute, Mellerware, Benny Masekwameng and Shakes Dlutu to ensure that the 2018 Rise to the Challenge competition, was a memorable one.

The grand final started off with registration and the students were split into two groups, one group enjoyed motivational talks on entrepreneurship by Benny Masekwameng and Shakes Dlutu, while the other group baked. The learners' baked products were judged by an esteemed panel of judges headed by celebrity chef Benny Masekwameng, Chef Naledi, as well as representatives from the Food and Beverage Institute and Anchor Yeast. The groups then switched so that all the students experienced both the motivational talks and the baking.

Well done to all the learners and schools who participated in the Anchor Instant Yeast Rise to the Challenge competition, it was a great day enjoyed by all. The bursaries and courses open doors for a better future and endless possibilities. Keep Baking and perhaps you will be the next Rise to the Challenge star!





DECONSTRUCTING MYTHS ABOUT BAKING PRODUCTS AND BAKER'S YEAST

Myth: Bread's Consumption leads to Gluten Sensitivity

Adhering to a gluten-free diet for alleged health reasons is very fashionable these days and therefore attracts a lot of media attention. This trend of eliminating from the diet all gluten containing cereals, the by-products of these cereals and products made from these by-products has certainly also contributed to the decline of bread consumption.

Defining Gluten – Gluten is a protein found in wheat, rye, barley, triticale and their derivatives. Gluten includes two different types of protein, glutenin and gliadin which are respectively responsible for the elasticity and extensibility of the dough. When baking, gluten starts to form during the mixing process as the protein network develops and traps gases produced during fermentation, allowing the dough to expand, while maintaining its shape.

Different Levels of Gluten Sensitivity – There are different types of sensitivity to gluten and different degrees to which one can be sensitive to gluten. The two main types of gluten sensitivity are known as coeliac disease and non-coeliac gluten sensitivity. About 1% of the population has coeliac disease, which is defined as an autoimmune disorder. For these individuals, ingesting gluten containing foods results in damages to the small intestine. The only treatment for this disease is a complete and lifetime withdrawal of gluten containing foods.

A larger group of the population (about 10-15%) has a non-coeliac gluten sensitivity, also called gluten intolerance. A gluten intolerance results in various degrees of gastrointestinal symptoms (pain, bloating, abdominal distension). For such type of reaction, gluten may not be at cause. Indeed, recent studies are starting to demonstrate that the gastrointestinal symptoms that are seen when ingesting gluten containing foods may be explained by a different compound than gluten. The suspected compound would actually be fructan, a short chain carbohydrates of the family of fermentable oligosaccharides, disaccharides, monosaccharides and polyols (FODMAPs). Fructans are oligosaccharides found in wheat, rye, but also in various vegetables like onions, broccoli and cabbage. During baking, it is possible to reduce the concentration of fructans in the dough by allowing a longer proofing time or using a sourdough fermentation process. When more time is allocated to the fermentation process, the levels of fructans are naturally reduced.