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WHEN YOU NEED TO BE SURE

**Canada Gazette Part II: Regulatory Amendments of the Food and Drug Regulations - January 1, 2003**

Nutrition labelling: **mandatory Nutrition Facts** on prepackaged foods, listing calories and 13 nutrients, with a few exemptions;

**Nutrition claims:** updates to the requirements for nutrient content claims (i.e., "free of trans fatty acids" or "low sodium");

Diet related **health claims:** new claims permitted for foods that are suitable for diets that reduce the risk of certain chronic diseases, such as heart disease or cancer.

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# TECH TALK

B.C. FOOD TECHNOLOGISTS NEWSLETTER  
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## BCFT Executive 2004/2005

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<b>Jerry Hedding</b> 604-922-4504 tel Jhthyme@shaw.ca	604-922-1105 fax	Suppliers' Night

## Upcoming Events



CALENDAR OF EVENTS

### JANUARY 16 - 19, 2005

*IFT Sessions at the 2005 NWFPA Exposition*  
Hosted by Northwest Food Processors Association  
**Location:** Oregon Convention Center, Portland  
For more info and registration please visit:  
www.nwfpa.org or call 1-503-327-2200

### JANUARY 24, 2005

*Psychology of Smell and Aroma*  
**Cost:** \$10 for members, \$15 for non-members  
FREE for students!  
Light meal included  
**When:** 6:00pm to 8:00pm  
**Where:** BCIT building SE2 Room 212A & B (Townsquare A&B)  
**RSVP:** Please pre-register by **January 19** by contacting Anne McCannel at 604-432-8269, or e-mail anne\_mccannel@bcit.ca

### February 20 - 23, 2005

*Weaving the Net of Sustainability - How do we Flourish and Nourish?*  
Hosted by Pacific Fisheries Technologists (PFT)  
**Location:** Marriott Pinnacle Hotel, Vancouver  
Visit <http://www.pft2005.org/> for more details

### March 02, 2005

*Supplier's Night*  
Organized by BCFT  
**When:** 4:30pm to 8:00pm  
**Where:** Park/Ramada Plaza Vancouver Airport Conference Resort  
10251 St. Edwards Drive, Richmond, BC  
604-278-9611  
**Cost:** \$5.00 for members, \$10.00 for non-members  
\$5.00 for students  
**RSVP:** None required, but ...  
Mark your calendars and plan now to attend!

### April 21, 2005

*RFID (Radio Frequency Identification)*  
BCFT and Packaging Association Joint Luncheon Meeting  
**Speaker:** Keith Marshall  
**Location:** TBA

### June 03, 2005

*Golf Tournament/Banquet*  
Hosted by BCFT  
**Location:** Eagle Quest (Surrey)

# November 18th, Meeting Report: The Agricultural Policy Framework & BCFPA

At the November BCFT meeting, Margaret Bancroft, Deputy Director, BC Regional Office, Agriculture and Agri-Food Canada, spoke about the Agricultural Policy Framework. Margaret explained that the Government of Canada and the provincial and territorial governments have worked with the agriculture and agri-food industry to develop an architecture for agricultural policy for the 21<sup>st</sup> century.

An action plan composed of five elements (food safety and food quality, environment, science and innovation, renewal, and business risk management) has been developed. Funding has been established, and the Ministers of Agriculture have agreed that the funding should be stable and long-term.

Useful web-sites available on the Agricultural Policy Framework can be found at:

- **Background:**  
[http://www.agr.gc.ca/cb/apf/index\\_e.php](http://www.agr.gc.ca/cb/apf/index_e.php)
- **Five Elements: Business Risk Management**  
[http://www.agr.gc.ca/cb/apf/index\\_e.php?section=brm\\_gre&page=brm\\_gre](http://www.agr.gc.ca/cb/apf/index_e.php?section=brm_gre&page=brm_gre)
- **Food Safety and Quality**  
[http://www.agr.gc.ca/cb/apf/index\\_e.php?section=fd\\_al&page=fd\\_al](http://www.agr.gc.ca/cb/apf/index_e.php?section=fd_al&page=fd_al)
- **Science and Innovation**  
[http://www.agr.gc.ca/cb/apf/index\\_e.php?section=sci&page=sci](http://www.agr.gc.ca/cb/apf/index_e.php?section=sci&page=sci)
- **Environment**  
[http://www.agr.gc.ca/cb/apf/index\\_e.php?section=env&page=env](http://www.agr.gc.ca/cb/apf/index_e.php?section=env&page=env)
- **Renewal**  
[http://www.agr.gc.ca/cb/apf/index\\_e.php?section=ren&page=ren](http://www.agr.gc.ca/cb/apf/index_e.php?section=ren&page=ren)

The Agri-Food Futures Fund Food Quality and Safety Initiative web-site can be found at <http://www.iafbc.ca/>

Parimal Rana, Director of the newly formed BC Food Processors Association then explained that their association will sponsor or partner with other organizations to undertake projects that advance the food industry. A five-year shared funding

commitment has been established, consisting of \$1.5 million to support industry projects that:

- enhance the competitive position of the BC food and beverage processors
- build BC's reputation as a leader in health and lifestyle-oriented food and beverage products
- build business relationships and opportunities for collaboration with Value Chain partners
- enhance communications and coordination among industry stakeholders.

Projects will be funded on a 50:50 cost share basis.

This represents an opportunity for BCFT to partner with the Food Processor's Association and access funds that meet the defined Industry Strategy. The possibility of a workshop on nutritional labelling was discussed after the meeting.

Your comments / suggestions of potential projects are welcome, and should be submitted to Anne McCannel or Margaret Daskis at [anne\\_mccannel@bcit.ca](mailto:anne_mccannel@bcit.ca) (604-432-8269) or [freshideas@telus.net](mailto:freshideas@telus.net) (604-460-0811), respectively.

## Upcoming Industry Courses at BCIT

BCIT's Food Tech department has the following courses scheduled to run in the next few months.

- Food Safety: The HACCP System begins February 28
- Introduction to Food Microbiology: Lab 1 begins March 15
- Prerequisite HACCP Programs (GMPs) begins April 4
- Dairy Processing 1 begins January 24 and again May 30

See <http://www.bcit.ca/health/food/industry.shtml> for details.

## AAFC REQUESTS YOUR FEEDBACK

At the request of Agriculture and Agri-Food Canada (AAFC), please find the following Agenda Items for consideration at the 37th Session of the Codex Committee on Food Additives and Contaminants (CCFAC) to be held in The Hague, The Netherlands, April 25-29, 2005:

- Agenda Item 8 - CX/FAC 05/37/12: Harmonization of Terms Used by Codex and JECFA.
- Agenda Item 9 - CX/FAC 05/37/13: Discussion Paper on Carriers for functional foods.
- Agenda Item 11 - CX/FAC 05/37/14: Discussion Paper on Flavouring Agents.
- Agenda Item 17(b) - CX/FAC 05/37/34: Discussion Paper on Polycyclic Aromatic Hydrocarbons (PAH) Contamination. Applies to foods which are smoked, dried, roasted, baked, fried, barbecued/grilled.
- Agenda Item 10 - CX/FAC 05/37/14: Inventory of Processing Aids (IPA) - Updated List.

For full details of each Agenda Item's background information, please contact Thu Pham at [tbpham@olympicdairy.com](mailto:tbpham@olympicdairy.com) or Anne McCannel at [anne\\_mccannel@bcit.ca](mailto:anne_mccannel@bcit.ca).

In order to assist in the development of a Canadian response, AAFC would appreciate receiving your comments on Agenda Item 17(b) by COB January 7, 2005, on Agenda Item 10 by COB April 4, 2005, and on Agenda Items 8, 9 and 11 by COB January 31, 2005 in order that input may be coordinated and consolidated.

**Please quote the document reference number in your response and submit your feedback to:**

Arlene Lang  
Agriculture and Agri-food Canada  
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# Aroma & Emotion: How to Change Odour Perception, Cognition, & Behaviour

The next BCFT meeting will be held on **Monday, January 24**. This event will be hosted by the BCIT Food Technology students.

**The speaker, Dr. Rachel Herz**, an IFT Distinguished Lecturer, is a Visiting Professor of Psychology at Brown University in Providence, Rhode Island, and an aromachemical consultant. She has been hailed as the world's leading expert on the psychology of smell. After completing her PhD at the University of Toronto, Herz won the Natural Sciences and Engineering Research Council (NSERC) Post-Doctoral Award and in 1994 received the Ajinomoto USA Inaugural Award for Promising Young Scientists in the Chemical Senses. In 2002, Dr. Herz was awarded the Moskowitz-Jacobs award from the Association of Chemoreception Sciences for Research Excellence in the Psychophysics of Taste and Smell, and in 2004 she was elected as full member to the Sigma Xi honorary scientific society. Dr. Herz has published over 45 papers in academic journals and is regularly interviewed by national and international media.

Dr. Herz will discuss the connection between aroma and emotion, and how to change odour perception, cognition and behaviour.

## What's it all about?

Flavour is significantly determined by smell and by understanding olfaction has important implications for flavour technology and development. It has been found that odour preferences are developed through personal experience and cultural learning and that emotion plays a critical role in this process.

Recent research conducted in Dr. Herz's laboratory has shown that through emotional learning with odours, liking of odours can be changed and cognition and behaviour in the presence of odours can be altered. For example, when a novel unpleasant odour was paired with an enjoyable experience, that odour was later evaluated as more acceptable than it had been previously. Similar (reverse direction) results were found when a novel pleasant odour was paired with an unpleasant emotional experience; it was later evaluated as more unpleasant than it had been initially. Moreover, pairing an emotional association with an odour can cause behaviour in the presence of that odour to be altered in the future. For example, if the feelings of frustration are felt in the presence of a novel odour, when that odour is later present people will behave as though they are

frustrated and show lowered motivation on a variety of tasks.

The fundamental connection between emotional associations made to odours and emotional memories elicited by odours have also been identified with neurological evidence from Dr. Herz's laboratory. From a practical perspective, these scientific data indicate that aroma is essential to the development and marketing of flavours. For example, a product's aroma can be made more appealing by initial exposure in an emotionally salient and positive context. Emotions and messages can be associated to a product's aroma and then be re-activated when the aroma is experienced in the future - thereby influencing purchasing incentive and brand loyalty. In sum, through appropriate emotional manipulations, a product's aroma can be its most important attribute and the key to its success.

## Who Should Attend?

This event should be of particular interest to those involved in product development, sensory evaluation, and marketing of food products.

<b>Date:</b>	Monday, January 24	
<b>Time:</b>	6:00 to 6:30 pm Registration & Light Meal	
	6:30 to 6:45 pm Welcome	
	6:45 pm	Dr. Rachel Herz: "Aroma & Emotion"
	7:45 pm	Questions & Wrap-up
<b>Location:</b>	BCIT Townsquare A & B (Building SE 2 Room 212 A & 212 B)	
<b>Cost:</b>	Students	Free!
	Members	\$10
	Non-Members	\$15

Please note that **parking** is most conveniently located in Staff Parking Lots 5, 7 or 8. However, these lots cannot be accessed from Willingdon. They are accessed either from Canada Way or Wayburne (see <http://www.bcit.ca/files/about/bcitmap.pdf> for map). Cost for parking is \$3 for the evening.

Please register by **January 19** by contacting Anne McCannel at 604-432-8269 or [anne\\_mccannel@bcit.ca](mailto:anne_mccannel@bcit.ca).




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Your Suppliers Night co-chairs, along with the BCFT Executives would like to remind the membership of the 2005 Suppliers Night.

The event will be held at the same location as previous year, the Park/Ramada Vancouver Airport Conference Resort, in Richmond, B.C., on Wednesday, March 2, 2005 from 4:30 p.m. to 8:00p.m.

Park Plaza / Ramada Vancouver Airport Conference Resort  
10251 St. Edwards Drive  
Richmond, B.C. V6X 2M9  
604-278-9611

This follows shows in Seattle, Washington, on March 1st and Portland, Oregon, on February 28<sup>th</sup>. Most if not all, the Suppliers who exhibit in Seattle and Portland will also be attending our show, which is great for our members and guests. For a nominal

## Join us for the 11th Annual Suppliers' Night!

fee of \$10.00, you have the opportunity to see, hear of and sample new products, network with friends and associates in the Food Industry, and enjoy an array of tasty hors d'oeuvres!

We encourage you to come and bring your friends and associates and support these Suppliers who travel, some from great distances, to be here for you.

Mark your calendars and plan now to attend!

### TO SUPPLIERS INTERESTED IN EXHIBITING...

Any suppliers interested in exhibiting at the March 2<sup>nd</sup>, 2005 BCFT Suppliers Night event may contact Suppliers Night Organizers via email, phone, or visit website at [www.ift.org/sections/britishcolumbia/supnight.htm](http://www.ift.org/sections/britishcolumbia/supnight.htm) and download the information directly.

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