

# Food and Drink Innovation Network Report

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## Japanese brewer to make beer out of milk

**Date:** Wed, 31 Jan 07

### Story Text

A new beer brewed from cow's milk has been launched in Japan, it has emerged.

The beer has gone on sale in a single Japanese city, Nakashibetsu, and was created after dairy farmers discovered they had surpluses of milk needing to be used.

Using milk within the beverage has an unusual effect, producers say. The so-called 'bilk' looks like beer when in a glass but has a fruity flavour and aftertaste. Production of the drink is similar to that found in regular breweries, with similar ingredients, such as yeast and hops, being used.

The high starch content of milk meant that production was initially based on trial and error, according to Japan's Mainichi Daily News.

The brewer hopes that bilk will be a success with the female population due to its unique flavour.

"It's got a fruity taste, so it will probably go well with sweets as well," said tasting session volunteer Kaori Takahashi, speaking to the newspaper.

[For further information, click here](http://mdn.mainichi-msn.co.jp/national/news/20070131p2a00m0na026000c.html)

## New FSA deputy chair appointed

**Date:** Wed, 31 Jan 07

### Story Text

Dr Ian Reynolds has been appointed the new deputy chairman of the Food Standards Agency (FSA) after eight months as a board member of the agency.

He replaces outgoing deputy chair Julia Unwin. Dr Reynolds gained his doctorate in animal endocrinology and is a recognised authority on drug residues in meat.

"I am delighted Ian is joining us as deputy chair," said chair of the FSA Dame Deirdre Hutton.

"His scientific and business background will be an invaluable asset to the agency and his wise counsel, already in evidence from his time on the board, is a tremendous help to us all."

In addition to his scientific and medical work, Dr Reynolds has worked as a self-employed consultant, advising finance houses on health and care takeovers.

"I am hugely excited by this new opportunity," said Dr Reynolds.

"Food issues are at the top of the nation's agenda and I have been very impressed by the work the agency has done on food safety and nutrition."

[Click here for more information](http://www.food.gov.uk/news/newsarchive/2007/jan/newdeputy)

## **NHS to provide halal baby food**

**Date:** Wed, 31 Jan 07

### **Story Text**

A Bradford-based food company is preparing for an influx of orders after winning a contract to be the first supplier of halal baby food to the National Health Service (NHS).

Mumtaz Food Industries will supply the NHS with the same range that can be found on large supermarket shelves and contains meat that complies with Muslim beliefs as to how meat must be slaughtered.

Mumtaz Food Industries has claimed that its baby foods contain 20 per cent more meat than other baby food brands, which will provide essential nutrients to Muslim babies.

Rob Nawaz, a director at Mumtaz Food Industries, said: "The high meat content means that there is, in turn, a high iron content which is crucial in the development of babies.

"Muslim babies are especially prone to a deficiency of iron in their diet due to a lack of a halal option which meant their mums turned to vegetarian meals and desserts instead.

"The NHS has seen the value and demand within its hospitals for the range and we're proud to work with them to deliver the substantial health benefits afforded by halal baby food to babies," he told the Yorkshire Post.

The Guardian has also reported that halal meat is becoming increasingly widespread in UK universities. The paper states that 400 of 2,500 daily diners at Manchester University choose the halal meat option.

<a

href="http://www.hesmagazine.com/story.asp?sectionCode=196&storyCode=2041744">Click here for more information.</a>

## **Cadbury Highlights now available in cake form**

**Date:** Wed, 31 Jan 07

### **Story Text**

Cadbury has claimed that consumers can now have their cake and eat it with the launch of its new Highlights Cake Bars.

Based on the popular low-calorie hot chocolate drink, the cakes contain just 95 calories per bar and 3.4 grams of fat and are being aimed at health-conscious consumers.

Available in milk chocolate and toffee flavours, the bars combine light, moist sponge cake with smooth Cadbury's chocolate, the firm said.

The bars will be sold in British supermarkets priced at Â£1.55 for five bars and are perfect for sharing, according to Cadbury.

Cadbury claimed that the product was great for those who had made a new year's resolution to lose some extra pounds as it was "ideal when you are watching your waistline but definitely don't want to compromise on taste".

<a

href="http://www.easier.com/view/Lifestyle/Health\_and\_Fitness/Diet/article-

96170.html"> Click here for more information </a>

## **Ribena aims for older audience**

**Date:** Wed, 31 Jan 07

### **Story Text**

Ribena has redesigned its packaging in an attempt to attract older consumers.

The GlaxoSmithKline brand, which this week celebrated its 70th birthday, has been engaged in an ongoing process to reposition itself for a young adult audience.

The new look packaging will feature images of the countryside and wildlife, in order to reflect the use of British-grown blackcurrants in the drink.

Marketing director at Ribena Anne MacCaig said: "The inspiration for the new pack design was drawn from Ribena's origins: the countryside.

"We're confident that the brand's new look will be popular among young adults, and will help to drive brand and category growth."

In addition, the new packaging will feature guideline daily amounts, in order to emphasise the health aspects of the drink.

<http://www.brandrepublic.com/bulletins/design/article/628994/ribena-redesigns-push-target-older-consumers/>> Click here for more information </a>

## **Third of Brits want healthy chocs**

**Date:** Wed, 31 Jan 07

### **Story Text**

One in three British consumers want chocolate with health benefits, a new survey has shown.

Research by Ipsos has revealed that, although only six per cent of Britons believe that chocolate enhances the memory and just seven per cent think it benefits the cardio-vascular system, 30 per cent indicated that they would buy chocolate if it promised health benefits.

The UK is lagging behind the rest of Europe when it comes to believing in the healthy benefits of chocolate, with around twice as many Europeans as Britons believing it improves memory and cardio-vascular health.

But Britons are clearly open to persuasion, as over a fifth admit that they would be happy to pay up to ten per cent more for chocolate if it was beneficial to their health.

According to Barry Callebaut, which creates one in four of the world's chocolate products, chocolate is a natural and healthy food with a low glycaemic index and around 230 substances that potentially offer health benefits within the average cocoa bean.

"Nevertheless, a large number of people associate eating chocolate with feelings of guilt," said Hans Vriens, the company's chief information officer.

"At Barry Callebaut, we are working hard on that unjustified 'guilty feeling' with the development of 'guilt free' chocolate," he revealed.

"In this regard, Barry Callebaut has two leading innovations: chocolate in which the sugar content has been reduced by 40 per cent by natural means, and Acticoa - a revolutionary process for making chocolate with high concentrations of polyphenols."

Mr Vriens added that new research into cocoa polyphenols had provided evidence for a link between cocoa and improved heart health, increased longevity and cancer prevention.

[Further information](http://www.prnewswire.co.uk/cgi/news/release?id=189187)

## **British Retail Consortium pledges to cut trans-fats**

**Date:** Tue, 30 Jan 07

### **Story Text**

Members of the British Retail Consortium (BRC) have announced that they will remove all trans-fats, usually added in the industrial process, from their products by the end of the year.

Companies from across the UK will participate in the scheme, which follows a string of recent measures aimed at reducing or removing trans-fats from foods across the world.

Recent measures have seen firms such as Starbucks announce that it is to cut such fats from its food products, with other companies including Heinz and McDonalds involved in similar initiatives.

"By acting voluntarily, BRC members are showing that responsible retailers can cut through to achieve major change faster than any legislation," said Andrew Opie, food policy director at the BRC.

"This is the latest in a string of healthy food initiatives and shows BRC members, responding to customer concerns, are willingly delivering a scale and pace of change way beyond anything retailers or manufacturers are doing anywhere else in Europe," he added.

[For further information, click here](http://www.retail-week.com/nav?page=retailweek.news.food.detail&resource=6417245)

## **MSTS adopts paperless product testing**

**Date:** Tue, 30 Jan 07

### **Story Text**

In a departure from traditional methods of food and drinks product testing, market researchers MSTS have announced that they are to adopt online techniques.

The company is tapping in to the current online testing global market of £700 million, which is also predicted to rise to £2.2 billion by 2010.

It is expected that adopting these online measures will ensure MSTS is able to offer a quicker, more efficient, effective and environmentally-friendly form of concept and product testing.

Touch-screen computers will be available in the testing locations used most often and respondents will be able to instantly provide responses to their reactions to the products by merely touching the screen, rather than using the less environmentally-friendly traditional paper

and pen.

This paperless method will also mean that the speed of reporting will improve, while data will be able to be checked and filtered more easily.

"This is a very exciting time for the food and drinks industry, with crucial product and concept testing being brought to life and reported on more swiftly and effectively than ever before," commented Jerry Thomas, managing director of MSTs.

"Our initial pilot studies show little variance when comparing results on paper and online and yet, we are now able to shave an average of two days from previous reporting timescales."

He added: "As consumers become more diverse in their tastes and aspirations, so the need for market research to move on accordingly has led us to develop this online methodology."

[Click here for further information](http://www.msts.co.uk/jan07news.htm)

## **FSA consults on draft novel food opinions**

**Date:** Tue, 30 Jan 07

### **Story Text**

The Food Standards Agency (FSA) has launched a consultation on draft opinions on applications from two companies on the 'substantial equivalence' of novel ingredients.

The applications, made by Cyanotech Corporation for its astaxanthin-rich extract and Lipofoods for a phytosterol ingredient derived from soya, both claim that the ingredients in question are substantially equivalent to products already on the market.

According to Cyanotech, its extract from the dried algae biomass of *Haematococcus pluvialis* should be deemed equivalent to *H.pluvialis* astaxanthin-rich algal meal, which was sold by Swedish firm Astacarotene prior to May 1997.

Lipofoods, meanwhile, claims that its phytosterol ingredient is similar to one marketed by Archer Daniels Midland, which was authorised in 2004.

The companies believe that, because of the products' similarity to these existing approved ingredients, they should be approved for sale, and the FSA reveals that the draft opinions suggest that both products should indeed be accepted as substantially equivalent to the corresponding existing ingredients.

Comments on the draft opinions must be received by the Advisory Committee on Novel Foods and Processes, an independent committee of scientists appointed by the FSA, by February 5th 2007.

[Click here for further information](http://www.food.gov.uk/news/newsarchive/2007/jan/cyanlipo)

## **Government considering "climate change labelling" system for food**

**Date:** Tue, 30 Jan 07

### **Story Text**

Local environment minister Ben Bradshaw has said that new food to fork labels might be necessary to limit the damage done to the environment by food manufacturing.

According to Mr Bradshaw, the food industry is doing as much damage to the environment as private homes and transport systems, creating about a quarter of emissions.

He even predicted that if climate change progressed at the same worrying rate, it might be necessary to re-introduce rationing to the nation.

The statements coincided with the launch of a new government website which warns consumers about the environmental impact of eating food out of season.

The website advises shoppers to consider their consumption of meat and dairy produce because the production of those footstuffs "has a much bigger effect on climate change and other environmental aspects" than others.

In an interview with the Times newspaper, Mr Bradshaw warned that large companies should not stop importing food from the world's poorest nations, as they depend on this economy for survival.

Importing food produces only three per cent of the food industry's emissions, but 13 per cent of emissions are produced by consumers driving to supermarkets to shop, he added.

[Click here for more information.](http://www.direct.gov.uk/greenerfood)

## **EU approves continued Bisphenol A use**

**Date:** Tue, 30 Jan 07

### **Story Text**

The European Food Safety Authority (EFSA) has authorised the continued use plastic bisphenol A in food packaging.

The substance is used in the resin used to coat the inside of many cans and in some plastic bottles.

EFSA drafted new research on its safety after the EU's Scientific Committee on Food slashed the safe daily intake of bisphenol A to a fifth of its former level in 2002.

The assessment has now ruled that the fears which prompted the reduction were unfounded and returned the safe daily trace intake levels to 0.05 milligrams per kilogram of body weight, well within the reasonable standard of exposure.

[Click here for more information](http://www.efsa.europa.eu/en/science/afc/afc_opinions/bisphenol_a.html)

## **100% fruit juices found to be as beneficial as fruit**

**Date:** Mon, 29 Jan 07

### **Story Text**

Juices made entirely with fruit could be just as effective at preventing cardiovascular disease as pure fruit and vegetables, according to research.

The investigators analysed previous reports about the nutritional benefits of fibre and antioxidants on reducing the risks of disease.

Although fibre does not occur in such large amounts in juice as it does in whole fruits, antioxidants were found in both nutrition sources.

They discovered that the beneficial effects of fruit and vegetables may be primarily found in the antioxidants rather than the fibre content.

Although there was little evidence that pure fruit juices could reduce the risk of cancer, scientists found that they could reduce the risk of cardiovascular disease.

Reporting on their findings in the International Journal of Food Science and Nutrition, the researchers commented: "When considering cancer and coronary heart disease prevention, there is no evidence that pure fruit and vegetable juices are less beneficial than whole fruit and vegetables."

However, they explain that more research would need to take place using live data, to reinforce their findings.

[Click here for further information](http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve&db=pubmed&dopt=Abstract&list_uids=17127476)

## **New caffeine products developed**

**Date:** Mon, 29 Jan 07

### **Story Text**

An American molecular biologist has developed a way to add caffeine to baked goods, including doughnuts and bagels, in a response to consumers' growing demand for a 'little jolt' in the mornings.

Following original attempts at simply adding raw caffeine to doughnuts, Dr Robert Bohannon revealed that he now turns the caffeine into small, flour-like particles and adds a vegetable oil-based coating in order to eliminate its naturally bitter taste.

Given the positive reception of his 'Buzz Donuts' and 'Buzzed Bagels' at his own coffee shop, Dr Bohannon is confident there is a market for caffeinated food and he is currently pitching his idea to corporations including Dunkin' Donuts and Starbucks.

Dr Bohannon said: "Some people get their caffeine buzz from soda, chocolate and other sources beside coffee.

"The Buzz Donut and the Buzzed Bagel lets them get the caffeine buzz by simply eating a delicious pastry item."

With 80 per cent of adults in the UK regularly drinking coffee, this latest innovation has brought concern from some members of the medical community who warn against the dangers of the over-consumption of caffeine, most notably to pregnant women and children.

[Click here for further information](http://www.emediawire.com/releases/2007/1/emw499619.htm)

## **Pub food boosts sales ahead of smoking ban**

**Date:** Mon, 29 Jan 07

### **Story Text**

The brewer and pub operator Greene King released its latest trading statement today, with its turnover for the second half of 2006 in line with expectations and the company is confident that the continued growth in its food sales will minimise any affects of the forthcoming smoking ban.

Sales in Greene King operated pubs were up 3.4 per cent over the 36 week period, while turnover in its partner pubs was up 1.3 per cent.

However, it is the increase the strength of by food sales, accounting for 30 per cent of the company's total revenue, which have given Greene King optimism before the ban on smoking comes into effect later this year.

This success has been attributed to the increasing number of Britons regularly eating out, as well as to the company's own initiatives, including expanding their menus and acquiring new outlets.

The company also said it was given a sales boost by the soaring summer temperatures.

These latest figures reveal that in Scotland, where the ban on smoking has already come into effect, food sales have risen and outlets with outside areas continue to trade strongly, though liquor sales have fallen.

<a

href="http://www.bloomberg.com/apps/news?pid=20601102&sid=auPIyPUzeba4&refer=uk"

>Click here for further information.</a>

## **Food research centre to boost Scottish business**

**Date:** Mon, 29 Jan 07

### **Story Text**

Food and drink firms in eastern Scotland will get a helping hand with the innovation of products and processes thanks to the opening of a new research facility at the University of Abertay, Dundee.

The new food innovation @ Abertay (FIA) facility has been supported by Â£80,000 from the European Regional Development Fund. It will offer firms consultancy and applied research in food and drink, particularly regarding health and nutrition, and will help companies add value through innovation and brand development.

Jennifer Bryson, a food industry expert who will run FIA, said: "The Scottish food industry is very fragmented and lacks scale, making it harder than it need be to compete at a European and world level.

"Yet we have some of the world's finest food and drink products, and a strong track record of creativity and quality - all the ingredients for success in fact."

She added: "FIA aims to support the creation of a world-class food and drink innovation network, bridging the gap between industry and academia so as to help more SMEs in eastern Scotland taste international success."

Among the areas that the new facility will advise businesses on are how to use university food technology expertise better, how to be more creative with new product development, how to add value, and how to extend shelf-life so as to open up markets further afield.

[Click here for more information](http://www.abertay.ac.uk/News/NewsDetails.cfm?NewsID=1111&Key=006.001)

## **Old 'new' recipe for Tizer**

**Date:** Mon, 29 Jan 07

### **Story Text**

Soft drinks maker AG Barr is to relaunch its Tizer fizzy drink using the original 82-year-old recipe.

The Scottish firm, which also makes Irn Bru, has been selling the vividly red-coloured drink since 1924, its name coined from the word 'appletizer'.

The original recipe was rediscovered by the company's chairman Robin Barr, a descendant of the company's founder, when he was clearing out his office, the Herald reports.

Now AG Barr is to relaunch the much-loved Scottish drink using the old recipe, which, it was discovered, was perhaps a healthier option.

AG Barr marketing director Jonathan Kemp said: "We've now decided to relaunch Tizer using the original recipe he found, which interestingly then had a lot less added sugar and more fruit juice, which is what originally gave the drink its distinctive red colour.

"There is going to be a push on Tizer in 2007, which will be accompanied by major promotion and a new advertising campaign."

[Click here for more information](http://www.theherald.co.uk/mostpopular.var.1152268.mostviewed.forgotten_recipe_puts_the_fizz_back_into_tizer.php)

## **Fuller's launches pork and ale sausage**

**Date:** Mon, 29 Jan 07

### **Story Text**

Leading cask ale brewer Fuller's is set to branch out into food production with the launch of a new sausage.

The Pork and Pride sausage, created by Fuller's team of chefs in conjunction with Simply Sausages' Martin Heap, will combine finest British pork with two of the brewer's most popular bitters.

The sausage will contain both London Pride and Golden Pride ales, along with hops. London Pride is a best bitter and has an abv of 4.1 per cent, while Golden Pride is a barley wine with an 8.3 per cent abv.

"We wanted to offer our customers an extra special sausage - and believe me the Pork and Pride sausage is it. It is a quality sausage made with delicious whole cuts of meat and some of our own great beers," said Fuller's purchasing buyer Andy Hall, speaking to the Morning Advertiser.

Fuller's was named Regional Brewer of the Year at last November's Publican Awards 2006.

[For further information, click here](http://www.morningadvertiser.co.uk/news_detail.aspx?articleid=26596)

## **Calon Wen scores dairy industry first**

**Date:** Mon, 29 Jan 07

### **Story Text**

The Soil Association has awarded Welsh organic dairy cooperative Calon Wen with an Ethical Trades Organic Standards Certification.

It is the first milk producer to have been granted this award, which acknowledges excellent employment policies, trading relationships, labelling and social and cultural roles.

The award recognises that employees are paid fair wages and that the milk does not travel too far from farmer's field to consumer's fridge.

Richard Tomlinson, one of the farmers in the cooperative, commented: "The Ethical Trade symbol will let everyone that drinks our milk know that our farmers, our farm workers and the people bottling our milk are all benefiting from the sale of our milk and that we are also putting something back into the local community.

"What we aim for is simplicity and traceability, and hopefully giving everyone a bit of a taste of the simple life," he explained.

Calon Wen is a cooperative of 20 family farms which provide branded organic milk to a variety of vendors, including Tesco and Morrisons, in Wales and along the border marches.

This news should cheer up the farmers in the cooperative, who recently launched a lonely hearts "Fancy a Farmer?" campaign to help them meet dates.

[Further information](http://www.calonwen-cymru.com/news/i/208/)

## **Findus partners with top chef for new ready meals**

**Date:** Fri, 26 Jan 07

### **Story Text**

Findus has partnered with a Michelin-starred chef for a new range of restaurant-quality ready meals.

The Findus Jean Christophe Novelli range of frozen meals aims to provide good quality and convenient food to cash-rich but time-poor consumers.

A selection of traditional favourite meals will make up the range, all of which will have a contemporary twist, such as Lasagne Novelli, featuring a unique camembert bechamel, Haddock Mornay on a bed of spinach or Lemon & Honey Roast Chicken with creamy spring onion mash.

Desserts will also feature in the range, including White and Dark Crepe Chocolat and Apple & Raisin Crepe Crumble with white chocolate brandy sauce and toasted oats.

Mr Novelli said: "Freezing is nature's best way of preserving flavours, colours and vitamins.

"But any finished dish is only as good as the raw ingredients and imagination put in at the beginning, so it is a pleasure working with people who share my high standards in food

preparation and presentation."

Market research has shown that 76 per cent of consumers are interested in buying Jean Christophe Novelli products.

[<a href="http://www.responsesource.com/releases/rel\\_display.php?relid=29263&hilite=">Click here for more information </a>](http://www.responsesource.com/releases/rel_display.php?relid=29263&hilite=)

## **Adnams to launch environmentally-friendly bottle**

**Date:** Fri, 26 Jan 07

### **Story Text**

Brewer Adnams has announced that it is to launch a new bottle for its ales, aimed at reducing the amount of waste produced by drinkers.

The new bottle will cut the amount of glass currently used in manufacture by a third, and will be used for the brewer's larger 500ml ales.

The move will also mean that the weight of the bottle is reduced by over 150 grams, which will enable the company to produce at lower costs.

"Adnams is committed to sustainable business and we are always looking for ways to improve our business practice. The environmental and cost savings of the new bottle are significant," said marketing manager Ed Hume, speaking to the East Anglian Daily Times.

"Using a lighter weight bottle will not only lessen the use of glass, but will also result in fewer carbon emissions from the manufacturing process which will in turn mean lower fuel usage due to lighter transportation," he added.

Adnams began brewing over 650 years ago, and is currently headed by the fourth generation of the Adnams family.

## **Ampacet launches low-cost PET alternative**

**Date:** Fri, 26 Jan 07

### **Story Text**

Combining high density polyethylene (HDPE) with its proprietary POP colours provides a low-cost, high-gloss alternative to PET, manufacturer Ampacet has claimed.

The formula combines the tactile and visual appeal of PET without the usual difficulties of reduced packaging strength, said the company.

"Packagers have gravitated to higher gloss to help their plastic bottles and containers stand out on retail shelves," said Doug Brownfield of Ampacet.

"Our POP colours give an alternative path to gain higher gloss by using HDPE without

sacrificing the integrity found in blow and injection moulded PET packaging."

POP colours can be used to provide special effects hard to achieve with PET packaging, are less expensive to manufacture and require less costly processing equipment.

The company said that the formula has already been approved by the US Food and Drug Administration.

[Click here for further information](http://www.ampacet.com/Europe/frmAmpacetEurope.htm)

## **Lab facility launched to detect food-brain link**

**Date:** Fri, 26 Jan 07

### **Story Text**

Scientists at Aston University in Birmingham have launched a new laboratory facility which aims to provide a place to study the effects that foods we eat have on the brain.

Led by Dr Michael Green, scientists will look at different foods and supplements and how they affect behaviour and well-being, as well as looking at how effective weight loss plans are.

The Nutrition and Behaviour Lab will have access to scanning facilities such as EEG (electroencephalogram), MRI (magnetic resonance imaging) and MEG (magnetoencephalogram).

Dr Julia Brown of the university said: "The lab is already attracting interest from dieticians from the food industry and other academics across the UK. We are hoping that it will generate interest in teaching, research, collaboration and consultancy."

[Click here for further information](http://www.nutritionhorizon.com/newsmaker_article.asp?idNewsMaker=13184&fSite=AO545&next=2)

## **Somerfield relaunches own brand ranges**

**Date:** Fri, 26 Jan 07

### **Story Text**

Supermarket chain Somerfield has relunched its premium, healthy eating and value instore brands to try to build customer awareness of the different ranges of products it has on offer.

A full range of new premium foods will be sold in stores nationally from the beginning of February and will be named Best Ever, instead of the previous So Good.

The more positive name of Healthy Choice now replaces the slightly pessimistic Good Intentions, with controlled fat, salt and calorie content in all products.

These products will eventually feature a healthy information section on each package and aim to contain an average of three per cent fat per 100 g in many of the products.

Simply Value will replace the old Makes Sense labels, showing good value, cheaper ranges of foods and non-foods.

Customer focus groups were in favour of the changes and all new packages will feature Guideline Daily Amount recommendations as they are redesigned and re-released.

Somerfield hopes that all labels will contain this information by the end of the next three years, in line with the latest initiatives to encourage healthier food choices for consumers.

[Click here](http://www.somerfieldgroup.co.uk/index.asp?sid=201&press_ID=1154) to listen to the interview.

## **SA considering organic air-freighting ban**

**Date:** Fri, 26 Jan 07

### **Story Text**

The UK's main organic certification body, the Soil Association, is considering a ban on organic labelling for food air-freighted into the country.

The body is launching a year-long consultation period at its annual conference today to consider options to limit the "carbon footprint of food distribution", Soil Association director Patrick Holden told BBC Radio 4's Today programme.

He claimed that the consultation paper would not have been published if there was not a "a pretty strong chance" that the standards board would decide on a total ban.

He said: "Overall, the carbon footprint of air-freighting is greater to such a large degree than land transport that we think there is a pretty strong case for looking at a ban very seriously."

Mr Holden did express concern about the potentially damaging effects a ban could have on fair-trade schemes aimed at helping farmers in the developing world.

Carbon offsetting is one of the alternative options to a change in labelling regulations that the new paper considers.

[Click here](http://www.bbc.co.uk/radio4/progs/listenagain.shtml) to listen to the interview.

## **Shreddies cuts salt content**

**Date:** Thu, 25 Jan 07

### **Story Text**

Nestle has announced that it is cutting the salt content in its Shreddies breakfast cereal from 1.25 grams of salt per 45 gram serving with milk.

From March, there will be only 0.5 grams of salt in a portion of the same size, which is less than ten per cent of the RDA of salt for an adult.

This is part of a move by Nestle to try to reduce the salt content in all its cereals, and 25 per cent of their cereal products are now completely salt free.

Nestle nutritionist, Dr Clare Chapman, said: "We're very much aware of how important a nutritious breakfast is for health and well-being.

"As part of our ongoing commitment, we're continually trying to make all of our cereals even healthier."

American action groups are also targeting salt content in foods, with the The Centre for Science in the Public Interest requesting a limit on the sodium content of meat products.

[Click here for further information](http://www.prnewswire.co.uk/cgi/news/release?id=188651)

## **Guinness Red to be trialled in UK**

**Date:** Thu, 25 Jan 07

### **Story Text**

Drinks business Diageo has announced plans to release a new variety of one of its most famous beers in an attempt to boost falling sales figures.

Guinness Red uses a lighter roasted barley to produce a bittersweet taste, and will be trialled around the country from February.

Almost 150 pubs will take part in the tests, which will be conducted with a view to a full nationwide roll out later in the year.

'Guinness Red will be the major focus for Guinness this year. It's the biggest innovation we have going on at the moment,' said a Diageo spokesman, speaking to ABCMoney.

The company aims to increase sales by targeting infrequent drinkers who could initially be attracted by the novelty aspect of the beer, it was suggested.

"Whilst Guinness Red is still very much in the initial test phase, we expect it to be enjoyed by less regular drinkers of Guinness," outlined Guinness Red's senior innovation manager Simon Garnett.

[For further information, click here](http://www.abcmoney.co.uk/news/24200711128.htm)

## **Drinkable yoghurt leads global beverage growth**

**Date:** Thu, 25 Jan 07

### **Story Text**

Drinkable yoghurts are the world's fastest growing beverage sector as consumers focus on health issues, business analysis firm ACNielsen Global Services has said.

Drinks associated with good health and balanced diets led the company's What's Hot Around the Globe report.

"Around the world, consumers are balancing health and nutrition concerns with a desire for convenience and value," said Jane Perrin of ACNielsen.

"Drinkable yogurt is not only healthy and good tasting, but in many cases, the packaging offers the convenience and portability that consumers crave."

In 40 of the 45 markets measured yoghurt drinks sales grew during 2006 and grew more than ten per cent in 29 of these markets.

In Greece, Romania, Finland, and Italy they grew more than 40 per cent. Growing awareness of

yoghurt's pro-biotic properties fuelled sales in several markets.

<a

href="http://www.npicenter.com/anm/templates/newsATemp.aspx?articleid=17512&zzoneid=2">Click here for more info</a>

### **Summary Text**

Drinkable yoghurts are the world's fastest growing beverage sector as consumers focus on health issues, business analysis firm ACNielsen Global Services has said

## **New fortified beverage solutions from Tate & Lyle**

**Date:** Thu, 25 Jan 07

### **Story Text**

Ingredients producer Tate & Lyle has produced two new ingredient systems for fortified beverages.

The solutions come under the umbrella of the company's new Enrich programme, which is designed to help manufacturers create fortified products that still taste as good as regular brands.

They can be used to manufacture drinks containing high levels of prebiotic fibres, probiotics, proteins and vitamins, with the key aims being to improve digestive health and immunity, weight management, and children's health.

The first ingredient system, Multi-Fruit Drink Enrich, comes under the digestive health and immunity heading, while Flavoured Water Enrich is part of the obesity and weight management platform.

Director of marketing Harvey Chimoff revealed that the company's global R&D teams had created prototypes for the US and EU markets to help manufacturers create brands that would offer additional health benefits for consumers.

"Providing these [supplements] in a drinkable form is perfect for people 'on the go'," he revealed, adding that consumers want products that will "not only help them manage their weight but will also increase their well-being, improve their digestion and may boost their immune system".

<a

href="http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=13161&fSite=AO545&next=1">Further information</a>

## **Industrial agriculture is a "blip"**

**Date:** Thu, 25 Jan 07

### **Story Text**

Soil Association policy director Lord Peter Melchett last night claimed that significant changes are taking place in the way we produce food and that industrial agriculture is making way for organic farming.

Speaking at the Food Standards Agency Organised City Food Lecture, he suggested that intensive, industrial farming was an aberration soon to be consigned to history.

He said: "I am convinced that the era of industrial and intensive farming will be seen as a brief blip, a wrong turn, from which we hopefully recovered fairly quickly."

Lord Melchett contended that the policy of providing "cheap and plentiful food" had left the nation with a "cheap and unhealthy diet" and emphasised the health benefits he feels organic produce can give.

He claimed that people have become "suspicious" of food that is produced in secret, pointing to "mysterious additives" and "misleading packaging".

The speech was criticised from some quarters however, with Geoffrey Hollis, former head of livestock at the Ministry of Agriculture, Fisheries and Food, claiming that consumers of organic food were the victims of a confidence trick at the hands of supermarkets, Farmers Weekly reports.

[Click here for more information.](http://www.fwi.co.uk/Articles/2007/01/24/101069/peter-melchetts-speech-to-the-city-food-lecture-2007.html)

## Call for cut in over-packaged food products

**Date:** Wed, 24 Jan 07

### Story Text

Oxfordshire County Council has asked consumers to report any incidences of over-packaging food products, in an effort to reduce waste.

Andrew Pau, the head of waste management at the council, explained that although Oxfordshire has a good record for recycling, over-packaging was creating excess rubbish which needed to be destroyed.

Mr Pau commented: "At the moment we create problems for ourselves as a society by allowing this kind of extravagant packaging to carry on as the norm."

And Robert Belson, the cabinet member for sustainable development in Oxfordshire, explained that if there was less packaging, there would be less waste to dispose of.

He urged the government to impose a national directive on packaging issues which would force vendors to reduce excessive cardboards and plastics.

This follows a request from Ben Bradshaw, the environment minister, that consumers should report shops with excessive waste levels to trading standards.

He suggested that if consumers were unhappy with the amount of packaging used in their products, they should leave the packets on the counter of the supermarket for the shops to deal with.

[Click here for further information](http://www.oxfordshire.gov.uk/wps/portal/publicsite/kcxml/04_Sj9SPykssy0xPLMnMz0vM0Y_QjzKL94039HcGSZnFO8WHOepHogtZIoR8PjzU_WDgFKR5kAhMwsz_aic1PTE5Er9YH1v_QD9gtzQiHJvR0cAaFQDCQ!!/delta/base64xml/L0lDU0lKTd1aUNTWS9vQW9RQUFJUWdTQUFZeGpHTVl4U21BISEvNEpGaUNvMERyRTVST2dxTkM3OVIRZyEhLzd fTV80OUovMjA!PwCM_PORTLET=PC_7_M_49J_WCM&WCM_GLOBAL_CONTEXT=ht tp://apps.oxfordshire.gov.uk/wps/wcm/connect/Internet/Press+releases/Press+Releases+arc hive/2007/January/PR+-+Calls+for+a+cut+down+on+over-packaged+goods)

## Coors to expand UK portfolio

**Date:** Wed, 24 Jan 07

### Story Text

Coors Brewers is set to boost its UK portfolio, having unveiled plans to launch three 'speciality' beers, just-drinks.com reports.

The company will be launching the new brews, Czech beer Zatec, Belgian brand Palm and Grolsch Weizen, onto the on-trade, the website reveals.

The latter is a wheat beer extension of the popular Dutch brew but, unlike the original which is produced under licence for the Dutch brewer, the new 5.3 per cent ABV offering will be imported from Holland.

It will be available both in draught format and in Grolsch's 450ml swingtop bottle.

The new 4.6 per cent ABV Zatec and 5.4 per cent Palm will both be available in 330ml bottles as well as on draught.

Coors Brewers is the European arm of North American parent company Molson Coors, which is the world's fifth largest brewer.

The UK division recently launched Carling C2, a two per cent ABV offering designed to allow consumers to drink and socialise for longer before feeling the effects.

[Further information](http://www.just-drinks.com/article.aspx?ID=89111&lk=dm)

## Caterpillars on offer at Lancashire pub

**Date:** Wed, 24 Jan 07

### Story Text

Pub goers in Lancashire would be advised to think carefully before ordering their next pub lunch, following an innovative announcement by one licensee.

Zimbabwean Portia Gwanzura has said that she intends to introduce her regulars to a taste of true African cuisine, and has put caterpillar on the menu as a result.

However, Ms Gwanzura admits that bridging the taste gap may be a step too far for all but the most daring customers.

"For those people who are feeling adventurous there will be things like caterpillar available. Our menu will still have all the traditional pub foods but we wanted to offer people something different," she told the Manchester Evening News newspaper.

The pub, in Leigh, Greater Manchester, is named the Moonraker, and will also be offering African beer and cider as well as traditional music and dance, all performed by Ms Gwanzura herself via her group the Hohodza Band.

[For further information, click here](http://www.manchestereveningnews.co.uk/news/s/234/234017_caterpillars_on_pub_menu.html)

## **Cafedirect adopts new packaging design**

**Date:** Wed, 24 Jan 07

### **Story Text**

Britain's largest 100 per cent Fairtrade drinks company, Cafedirect, has announced a redesign of its packaging in order to differentiate itself from competitors in the busy Fairtrade hot beverage market.

The new packaging will be applied across its products, which include Cafedirect, Teadirect and Cocodirect and will include a new logo.

Featuring a "virtuous circle", the logo will act as a unifying device for the various products and will provide a "strong visual representation of the mutually rewarding relationship between our consumers and growing partners", the firm hopes.

Sylvie Barr, head of marketing at Cafedirect, said: "We are confident that under our new look new users will see Cafedirect as a beacon brand for Fairtrade."

She added: "Our key strength is our long-term relationships with our grower partners - real people and real quotes are on our packaging and these are extremely motivating to the shopper."

The company said that it would also be rolling out new products over the next year to keep the brand "lively, fresh and dynamic". The Fairtrade hot beverage sector is currently worth Â£36 million in the UK.

[Click here for more information](http://www.drinksmediawire.com/upload/pdfs/cdp/PR-CafeDirect.pdf)

## **Sara Lee announces new research foundation**

**Date:** Wed, 24 Jan 07

### **Story Text**

US food giant Sara Lee has announced that it is planning a multi-million dollar research institute alongside a 50 per cent increase in research staff.

The 150,000 foot Kitchens of Sara Lee research and development (R&D) campus will be located at the company's headquarters just outside Chicago.

Once completed in 2009, the institute will drive research into the company's key bakery, meat, coffee, sauces and dressing product lines.

"The Kitchens of Sara Lee celebrates our heritage as a company that understands how to provide products that delight our consumers, and is the cornerstone to our future success," said chairwoman Brenda Barnes.

"Every member of our organisation is committed to developing, marketing and distributing innovative products as the primary way to drive our company's growth."

The company has consolidated its three R&D centres across the US into its Chicago HQ ahead of work on the new site.

[Click here for further info](http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20070124005464&newsLang=en)

## **Meat producers in processing shake-up**

**Date:** Wed, 24 Jan 07

### **Story Text**

A major review of the delivery of official controls within the meat processing industry is currently underway.

The Food Standards Agency (FSA) published a paper last week giving an update on the review, which is due to be completed this summer.

According to the FSA, the review aims to ensure that official controls within approved meat premises are providing the necessary consumer protection following recent EU legislation, which gives member states the ability to consider new methods of delivery.

One of the key risks identified by the FSA at this stage of the review is that of retaining consumer confidence.

"Although the preferred option needs to be more risk-based, targeted, efficient and cheaper than the current system, it must not increase the risks to meat hygiene and safety by lowering (or being perceived to lower) inspection standards," the report states.

Inspections at meat processing plants in England, Scotland and Wales are currently conducted by the Meat Hygiene Service (MHS), although the service may be overhauled following the review.

[Click here for further information](http://www.food.gov.uk/news/newsarchive/2007/jan/meatreview)

## **New seafood centre to promote innovation**

**Date:** Wed, 24 Jan 07

### **Story Text**

North-east Lincolnshire is spending millions of pounds to ensure that the area cements its position at the top of the seafood industry in the UK.

Up to £5.6 million will be spent housing the new Humber Seafood Institute which will help drive food science and innovation.

The North East Lincolnshire Council will spend £1.6 million on the scheme with £2 million provided by Yorkshire Forward and £2 million coming from government's European Re-Development Fund for Yorkshire, Lincolnshire Coast Online reports.

Around 70 per cent of fish brought to the UK is processed through Grimsby, demonstrating the importance of the seafood industry to the area, and it is hoped that the new institute will help find better uses for fish catch, of which around 50 per cent is currently discarded.

Councillor Andrew De Freitas said: "The creation of a purpose built facility will enable us to consolidate our position as the country's number one area for seafood and allow us to really take a lead in driving the sector forwards."

George Krawiec, chief executive of North East Lincolnshire Council, hopes the institute will "put the borough at the cutting edge of international food science".

[Click here for more information.](http://www.lincolnshirecoast.co.uk/news/articles/seafoodinst100.asp)

## **Standardising of weight yields for the fish salting industry**

**Date:** Tue, 23 Jan 07

### **Story Text**

Scientists in Norway are researching the effect that different methods of salting fish have on the weight of water lost.

There are many different methods of salting fish, and the study will look into the effect that the different salting methods can have on the final product weight.

Some of the factors which will be considered are: stacking pressure, seasonal variations in the fish, using fresh fish instead of frozen fish and the length of time the fish is stored before the process begins.

The industry will find the results useful in planning raw fish purchasing, explained Sjurdur Joensen, the leader of the project.

Mr Joensen went on: "When you have thorough knowledge about production methods and other factors that influence the product, it is possible to adapt the production to get the most possible salted fish out of the raw materials that are used."

The project should allow the authorities to keep a closer eye on fish producers to ensure that they are complying with fishing quotas.

With FishUpdate.com predicting a rise in the popularity of salted fish in gourmet dining, the research should promote the expansion of the market.

<a

href="http://en.fiskforsk.norut.no/fiskeriforskning/nyheter/nyhetsarkiv/salted\_fish\_under\_the\_magnifying\_glass">Click here for further information</a>

## **Fresh Express to fund E.coli research**

**Date:** Tue, 23 Jan 07

### **Story Text**

The salad company Fresh Express announced last week that it would provide up to \$2 million to fund research into the deadly E-coli virus.

A study group from the company examined the supply chain to discover the areas which were most in need of more research funding.

They will research the potential for E.coli to get into lettuce or spinach, before and after harvest, to see whether the pathogen can survive composting and to see how contamination can be avoided.

After the study is completed, they intend to make the results public so that the whole salad industry can benefit from the research.

Tanios Viviani, president of Fresh Express commented: "We have long been dedicated to food safety innovation, and this research effort is part of that ongoing commitment."

Fresh Express's announcement follows recent concerns that bagging spinach might contribute to the spread of E. coli.

Scientists fear that because individual plants are broken up and sent to different locations in bagged form, allowing the spread of any infection across a wider area.

[Click here](http://www.freshexpress.com/assets/news/freshnews/pr070118a.pdf) for further information

## **Supermarket toasts resurgence of Riesling**

**Date:** Tue, 23 Jan 07

### **Story Text**

Sales of the German wine Riesling have soared by 71 per cent in the past year at Tesco, the supermarket reports.

Despite suffering from an image problem in recent years after being associated with 1970s dinner parties, the wine has now become one of the UK's trendiest, Tesco insists.

Sales of the wine have been so strong that they have been credited for driving the 6.5 per cent growth in white wine across all retailers shown by TNS data in the past year.

One of the reasons for the resurgence in the wine's popularity is its increasing recognition among consumers as a food-friendly wine, Tesco wine buyer James Davis explained.

Another important element was the current trend for lower-strength wines, as well as the success of Rieslings from Austria and Alsace.

Mr Davis said: "The wine's image unfortunately suffered after being indelibly associated with the glut of sweet white wines that were considered the height of sophistication in the 70s, along with flares and dodgy perm hairdos.

"Now a new generation of drinkers are discovering that Riesling can span a variety of styles such as dry, crisp and sweet."

[Click here](http://www.tesco.com/winestore/wineclub/) for more information

## **Haggis no longer just for the Scots**

**Date:** Tue, 23 Jan 07

### **Story Text**

English consumers are reportedly embracing haggis, with supermarket Waitrose claiming that sales south of the border are rising fast.

The traditional Scottish dish, which forms the main dish at Burns' Night supper in memory of Robert Burns' famous poem Address to a Haggis, has enjoyed particularly strong sales, and the number of larger sized haggis flying off shelves suggests that English families are getting in on the Burns' Night celebrations.

Sales of haggis have increased by nearly 19 per cent year-on-year this week and vegetarian haggis sales have increased by nearly 25 per cent, meaning that they now account for around a quarter

of all haggis sold.

Waitrose suggests that other English consumers can get in on the act by serving haggis this Thursday, along with traditional neeps (mashed swede), tatties (potatoes) and of course a nip of whisky.

The usual starter for the celebratory meal is Cock-a-Leekie Soup, while diners should round off their meal with the Scottish dessert Crannachan, which is made from soft fruits, oatmeal and cream.

<a

href="http://www.waitrose.presscentre.com/content/detail.asp?NewsAreaID=2&ReleaseID=412&hdnProcessLogin=True">Further information</a>

## **FDA proposes regulation of gluten-free labelling**

**Date:** Tue, 23 Jan 07

### **Story Text**

The Food and Drug Administration (FDA) has proposed changes to the way that gluten-free foods can be labelled in the US to better protect sufferers of celiac disease.

Celiac sufferers are intolerant to the protein gluten, which is found in the cereals wheat, rye and barley, and need to avoid foods containing these ingredients to prevent digestive problems.

"Currently there is neither a regulatory definition of the term 'gluten free,' nor is there agreement among manufacturers or consumers as to what this term means," the FDA states on its website.

The proposed regulations would deem packaging misbranded if it used the term "gluten-free" for foods that contain the protein at levels greater than 20 parts per million.

In addition to the level of gluten, a proposed condition is that a food "inherently free of gluten" must state that all foods of its type are gluten-free if it wishes to point to the absence of the protein.

For example, milk claiming to be gluten-free would have to point out that all milk was gluten-free.

The FDA asserts that uniform conditions for the use of the term are needed to "ensure that individuals are not misled and are provided with truthful and accurate information".

<a href="http://www.fda.gov/OHRMS/DOCKETS/98fr/05n-0279-npr0001.pdf">Click here for more information.</a>

## **Energy centre to test solar powered dairying**

**Date:** Tue, 23 Jan 07

### **Story Text**

Increasing concerns over the need for environmentally friendly production techniques have led to the construction of a renewable energy centre in Northern Ireland, it has been announced.

The centre will be located in Hillsborough, Ulster, and will focus on techniques such as solar powered dairy farming and willow-based water treatments.

The Agri-Food and Biosciences Institute hopes that its experiments will eventually result in the energy processes being used at farms across the country.

"Dairy farms across Northern Ireland need a lot of hot water to sterilise the pipelines, so part of our programme is to look at the potential of solar and other ways of meeting need for that hot water from renewable resources," said Dr Lindsay Easson, head of energy research at the centre, speaking to the Belfast Telegraph.

Crops are also being grown in order to produce biofuels, officials from the centre revealed.

Last year a discussion concerning a potential future energy crisis led industry insiders to warn that the UK's eating habits may be forced to change.

"People are going to have to learn to cook real food again [â€]it would be a learning curve, like Mount Everest. I think we should start it now. And, start that learning curve," said Cumbrian farmer Andrew Sharpe, speaking to the BBC's Farming Today programme.

[For further information, click here](http://www.belfasttelegraph.co.uk/news/local-national/article2175510.ece)

## **Coffee wars spark innovation**

**Date:** Tue, 23 Jan 07

### **Story Text**

The growing rivalry between Starbucks and rival drinks manufacturers is leading to a series of innovative products being rolled out in the US, it has been revealed.

As with many moves in the drinks industry in the past, the focus once again features a Coca Cola and Pepsi rivalry. Coke intends to introduce a new coffee and chocolate drink in order to compete with joint ventures from Starbucks and Pepsi.

The Godiva Belgian Blends drink will be launched in America via Coke partner Caribou Coffee, with the company looking to push for a national and potentially international distribution in the future.

Meanwhile, Starbucks and Pepsi are focusing on both heating and cooling their products, via iced coffee and the production of a hot vending machine that will distribute coffee in steel cans.

A fall in soft drinks sales and a growing interest in healthier living has led the major beverage corporations to put more effort into production of other drinks in recent years.

Last year Oxfam claimed that Starbucks' production methods were depriving Ethiopia of almost Â£50 million in earnings per year.

[For further information, click here](http://www.fortwayne.com/mld/journalgazette/business/16513423.htm)

## **Probiotic food sales set to surge in US**

**Date:** Mon, 22 Jan 07

### **Story Text**

In the year since the Dannon Company introduced its probiotic Activia yoghurt sales have

surpassed the \$100 million mark, suggesting that foods with live bacteria could represent a major new food trend in the US.

Following the success of Activia, the Dannon Company has announced it will introduce its DanActiv dairy drink, Danimals with LGG drinks and low-fat yoghurt, and Activia light non-fat yoghurt.

Chief executive of the Dannon Company Juan Carlos Dalto said that the "successful launch of Activia in the United States proved to [the Dannon Company] that Americans are looking for healthier food choices".

Although a lot less yoghurt is eaten in North America than in Europe, experts have suggested that probiotic dairy products could replicate the success that oat bran experienced as a healthy product in the 1980s, the New York Times reports.

Bob Goldin, of food industry consultant Technomic, suggested that "marketers will start looking to put [probiotic] on everything" but asserted that foods will only sell if they taste good and if consumers find their proclaimed health benefits credible.

[Click here for more information.](http://www.nytimes.com/2007/01/22/business/22yogurt.html?hp&ex=1169528400&en=0eae908714a7542d&ei=5094&partner=homepage)

## **Bernard Matthews launches lamb products for spring**

**Date:** Mon, 22 Jan 07

### **Story Text**

Bernard Matthews Foodservice has launched a new range of lamb cuts and roasts aimed at caterers devising spring and Easter menus.

The Fine Dining lamb cuts are made of prime quality meat and are French trimmed, while the Fine Dining lamb loins are available in a versatile Easter cut, the firm claimed.

A spokesperson for the company said that one of the main benefits of the range was its consistency, which was achieved through the company's strict quality controls.

He added that the lamb loins were typical of this, featuring reliable quality, appearance and tenderness, online trades journal Meat Info reports.

The range also includes a four-rib lamb rack, a boneless chump steak and a lamb hind shank.

Additionally, the firm has created a range of cooked and marinated Fine Dining products, including cooked lamb shoulder in apricot and redcurrant sauce, and basted lamb joints.

"This natural joint complies fully with healthy eating initiatives and guidelines, containing less than 400mg of sodium per 100g and less than 10g of fat per 100g," the spokesperson said.

[Click here for more information](http://www.meatinfo.co.uk/articles/26104/New-Lamb-Dishes-For-Easter-Menus.aspx?categoryid=9020)

## **Yoghurt candy flavourings ensure fruity fresh taste**

**Date:** Mon, 22 Jan 07

**Story Text**

A series of new fruity flavourings has been launched, designed to give a natural fresh taste to yoghurt sweets.

The new flavourings have been launched by one of the world's leading food ingredients suppliers, Danisco, which believes that they should provide confectionery manufacturers with an opportunity to benefit from the growing yoghurt trend.

They have so far been used as the basis for two new hard-boiled yoghurt sweet concepts - Yogfruit, which comes in peach, cherry and banana varieties, and Yogberry, which consists of strawberry and raspberry options.

The company claims that the sweets have a "fruity, mildly fermented yoghurt" flavour, which it says makes "a refreshing change from the heavy, creamy profile traditionally combined with fruit in confectionery products".

Danisco has employees in over 40 countries and claims that, on average, its ingredients are used in every second ice-cream and cheese around the world.

<a

href="http://www.danisco.com/cms/connect/corporate/products+and+services/food/confectionery/related/news/Businessupdate\_112\_en.htm">Click here for further information</a>

## **UK food spend to grow**

**Date:** Mon, 22 Jan 07

**Story Text**

The UK food industry will be one of the only retail sectors to grow over the course of 2007, a report for management consultancy firm Accenture has found.

The growth will be driven by the premium end of the market as consumers begin to spend more on locally-sourced and healthy products, said the company.

More than three quarters of consumers said that they intend to purchase more locally produced and healthy foods during 2007.

"It's a good news story for the food industry as consumers show greater interest in where their food is produced and sourced," said Richard Wildman of Accenture.

The food sector is expected to buck the national trend with the report predicting declining revenues in many other consumer sectors over the course of the year.

Some of the UK's biggest food retailers such as Tesco, Sainsbury's and Morrisons have reported record food sales over the holiday season.

**Summary Text**

The UK food industry will be one of the only retail sectors to grow over the course of 2007, a report for management consultancy firm Accenture has found

## **Kellogg announces new cereal bar**

**Date:** Fri, 19 Jan 07

**Story Text**

A new cereal bar designed with working mothers in mind is the latest product to be launched by

Kelloggs, the company has announced.

The Nutri-Grain Fruit and Nut bars will feature a number of new ingredients, including Virginia peanuts and California almonds.

Initial flavours to be released in the UK are Berry and Almond and Cranberry, Raisin and Peanut.

"With this latest addition to the product line, Nutri-Grain is taking the brand into new territory, creating a trail-mix granola bar that can be enjoyed any time of day," said vice president of marketing and innovation Doug VanDeVelde.

"New Nutri-Grain Fruit & Nut Bars combine the heritage of the Nutri-Grain brand with the popularity of granola-based snacks in a delicious way using natural, premium ingredients consumers demand," he added.

Kellogg has recently been embroiled in an argument with the Food Standards Agency regarding its refusal to use a government-sanctioned labelling system.

<a href="http://www.mad.co.uk/Main/News/Articlex/301c880c5f6e4b889beec63cd185cb27/Kellogg-launches-new-cereal-bar.html">For further information, click here</a>

## **GMO threat 'overblown'**

**Date:** Fri, 19 Jan 07

### **Story Text**

A forecasting model developed by agri-environmental researchers suggests that genetically modified crops might not have such a detrimental effect on biodiversity as expected.

Researchers from the University of Reading have created a model which should allow us to take a look 20 to 30 years into the future, to see what effect government decisions about farming will have on future generations of British wildlife.

A paper on their findings, published today in the journal Science, also explained that to protect farm birds, changes would need to be made in the management of cropped areas of farmland, not just hedgerows.

Professor Ken Norris, who led the research, explained the importance of the model: "Instead of having to try to undo environmental problems after they have happened, we need to be able to anticipate problems and plan accordingly."

He concluded: "This is the only way to ensure agriculture becomes sustainable."

However, organic non-GM foods will still have their supporters, with the Soil Association claiming that organic farms support more insects and birds than non-organic farms.

<a href="http://today.reuters.co.uk/news/articlenews.aspx?type=scienceNews&storyID=2007-01-18T190244Z\_01\_L1893963\_RTRIDST\_0\_SCIENCE-SCIENCE-AGRICULTURE-GMO-DC.XML">Further information</a>

## **Tesco launches carbon GDA labelling**

**Date:** Fri, 19 Jan 07

### **Story Text**

Following the launch of guideline daily amount (GDA) nutrition labelling on supermarket food, Tesco has announced that it is to launch "carbon footprint" labels.

It said that it is developing a labelling system which will indicate which items were the most energy-intensive to produce and which racked up the most air miles in transit.

Eventually, the scheme will be applied to all 70,000 product lines it stocks. The pledge was accompanied by a commitment to halve its CO2 output within five years.

In an announcement that could spell a shake-up of the firm's food supply chain, it said that it would restrict air-freight to less than one per cent of its product lines.

"The huge growth in sales of organic food is testimony to the fact that people will make greener choices if we give them the right information, opportunity and incentive," Terry Leahy, chief executive of Tesco, said in a speech on Thursday.

"The competitive pricing of organic products meant that, for many, they are no longer luxury items ... In the same way we now have to make sustainability a significant mainstream driver of consumption. I see this as a tremendous opportunity for Tesco."

## **Waitrose targets healthy eaters and food lovers**

**Date:** Fri, 19 Jan 07

### **Story Text**

Waitrose is introducing a new range of healthy foods dubbed Waitrose Wholesome, which will be aimed at food lovers and nutrition-conscious consumers.

The range will include 140 "simple and inherently nutritious" foods, such as nuts, seeds, cereals, grains, dried fruit, beans and pulses.

Organic food will make up 20 per cent of the range, while more unusual foods such as Black Turtle Beans, Organic Quinoa and Multi Grain Pasta will also be included.

Waitrose nutritionist Moira Howie selected products for the range which make it easier to choose and use wholesome ingredients on a daily basis, whether it is for cooking or snacks, the supermarket explained.

Ms Howie said: "All the products in the Waitrose Wholesome range are full of natural goodness and contain no hydrogenated fat, artificial colours, flavours, sweeteners or added salt.

"It's easier than people think to incorporate wholesome foods into daily eating habits. For example, just a couple of handfuls of almonds may help reduce cholesterol."

[Click here for more information](http://www.waitrose.com/food_drink/waitrosewellbeing/wholesome/index.asp)

## **Product innovation revives Thorntons**

**Date:** Fri, 19 Jan 07

### **Story Text**

Chocolate giant Thorntons has revealed that recent additions to its confectionery portfolio have

helped to bolster retail sales over the festive period.

The Derbyshire-based group has experienced a "steady improvement", with like-for-like sales growing by 3.2 per cent in the final four weeks of 2006 and the first week of 2007, the Yorkshire Post reveals.

Commercial sales to retailers also increased by four per cent, while online sales rose by 19.1 per cent, the company revealed.

According to Thorntons, increased product investment has helped its sales performance, including a recently-introduced organic range, which was launched in September.

In addition, its new Single Origin chocolates, which use cocoa beans from just one region, such as Tanzania or Cuba, have also been popular since their summer launch.

The new products could hardly have come at a better time, as the company had experienced a 3.5 per cent fall in like-for-like own-store sales during the first three months of 2006.

[Further information](http://www.yorkshiredaily.co.uk/ViewArticle2.aspx?SectionID=56&ArticleID=1975658)

## **Liver set for a comeback**

**Date:** Thu, 18 Jan 07

### **Story Text**

That traditionally unloved meat product, liver, is set for a comeback in 2007, according to one producer.

According to Keith Tindell, the managing director of Holmesterne Foods, liver has found new popularity with health-conscious consumers after being rediscovered as a "power food" and recognised for its high iron and vitamin A content.

High profile chefs experimenting with the meat has also had an impact, he said, as new ideas "trickle through" to people's home kitchens eventually, website meatinfo reports.

Mr Tindell said that although many consumers have been put off liver as children through school dinners, it is poor catering that should bear the brunt of the blame, as "a good lamb's liver, freshly pan-fried, with onions and dry-cured bacon is delicious".

Liver sales figures at Holmesterne Foods would appear to back up Mr Tindell's claims, with sales up by 50 per cent in the past six months.

He commented: "I was really surprised to see the sales figures for liver rise so sharply. What started as an interesting development in the meat trade has definitely become a trend for 2007."

[Click here for more information](http://www.meatinfo.co.uk/articles/26067/Liver-Set-to-Liven-up-2007.aspx?categoryid=9031)

## **British cuppa under threat**

**Date:** Thu, 18 Jan 07

### **Story Text**

That traditional British staple, the cup of black tea, has been under threat in recent years, according to a new report from consumer analysis firm Research and Markets.

Sales of standard black tea bags, which have been a main fixture of the UK hot drinks market for some time, fell significantly for the second consecutive year in 2005, the Euromonitor International report Hot Drinks in the United Kingdom reveals.

One reason for the drop is that hot drinks are now no longer as commonly consumed during the morning time as they used to be, the report states.

The black tea sector is facing increased competition from the bottled water market as well as from the soft drinks market, which is increasingly encroaching on traditional hot drinks occasions.

The report also states that children are being raised on soft drinks products rather than tea, while older consumers are turning away from the traditional British favourite for health and convenience reasons.

When people are drinking hot drinks, they are increasingly choosing novel, speciality and premium products rather than traditional products, Research and Markets found.

While the instant coffee market showed a decline in 2004, meanwhile, it experienced robust growth in value sales in 2005, the report noted.

[Click here for more information](http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20070116005645&newsLang=en)

## **Cocoa polyphenols could increase lifespan**

**Date:** Thu, 18 Jan 07

### **Story Text**

Cocoa polyphenols could help to extend lifespan, a new scientific study has revealed.

Research conducted by the independent Etap Research Center in France found that cocoa polyphenols helped to improve quality of life, especially during the ageing process, as well as increase the lifespan of the rats in the study.

"We have demonstrated that a cocoa polyphenol powder, orally administered before the induction of chronic oxidative stress and subsequently throughout the course of the rat's lifetime, significantly inhibits the effects of chronic oxidative stress and increases their lifespan, particularly at the low dose of 24 mg/kg body weight," Dr Jean-Francois Bisson, director of the department of cancerology and human pathologies at Etap, explained.

He said that the results suggested that daily consumption of small amounts of cocoa or chocolate could help increase the lifespan of humans.

[Click here for further information](http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=747)











































































