

Food Service & Nutrition

CANADIAN SOCIETY OF NUTRITION MANAGEMENT NEWS

CSNM

Canadian Society of
Nutrition Management

www.csnm.ca

Fall 2012

OUR COVER STORY



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PLUS

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inside this issue

CANADIAN SOCIETY OF NUTRITION MANAGEMENT NEWS

features

OUR COVER STORY



6 HELP WANTED

Who will take over when you retire?

By Michelle Woodard

10 MORE THAN A MOBILE MEAL

An insider's look at Calgary's Meals on Wheels

By Karen Forster

13 BENEFITS OF BELONGING

Need skills? Join an association

By Ricky G. Clark, CDM, CFPP, CFSM, CCFP



regular departments

4 PRESIDENT'S MESSAGE By Kathy Cuthbertson, CNM

14 ASK AN EXPERT By Marty Goldberg, BA Hons, MBA

16 CSNM MEMBER PROFILE By Jamie Parcells

18 INDUSTRY NEWS

20 CONTINUING EDUCATION QUIZ

21 À LA CARTE

Your Fall To-Do List

By Kathy Cuthbertson, CNM



Fall has arrived in Canada and it is time to gather and collect to get ready for winter. At this time of year, nutrition managers need to take the time to check on the status of their continuing education points prior to the end of the year. Renewals for CSNM membership will be coming out in January, so everyone needs to be sure they have achieved their eight points NOW in order to renew.

CSNM continues to work hard to develop a marketing strategy with the assistance of THINKDO. Branding guidelines for the logo and other documents have been approved. Connections are being made with organizations that might have allied objectives. As well, more member benefits are being explored.

CSNM is pleased that there are now 11 colleges that have achieved accredited status. For a complete list, review at www.csnm.ca. This is a very positive situation as our profession struggles to ensure there are competent professionals to fill an ever-increasing number of vacant nutrition manager positions across the country. As well, the accreditation portfolio has developed a database of actual working scenarios for nutrition managers to assist the colleges.

It is important that all nutrition managers work to be advocates for their profession. You can do this in a number of ways: volunteer with your professional association; work on a committee; consider a board position on either your provincial chapter or the national board; and/or volunteer to work with students at the accredited colleges across the country

Take time to read the article on marketing in this issue – it will provide you with some direction. You are the image of nutrition management across Canada. You can be the positive, take-charge member of your team each and every day! Food service is a dynamic, challenging profession, and nutrition managers have a major role to play!

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President, CSNM

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HELP WANTED

By Michelle Woodard

Who will take over when you retire?

Baby boomers – the generation born between 1946 and 1965 – have a reputation for making waves. During their lifetime, they have spawned tremendous cultural and social change, and the latest census data shows yet another wave of boomer-inspired transformation on the horizon. In 2011, when the first boomers reached age 65, they boosted the number of Canadian seniors to almost five million – the highest number ever. As this large, powerful generation approaches its golden years, it's no surprise that its members are changing the face of retirement.

Today, 30 per cent of Canadians are boomers and the number of nutrition managers that fall into the boomer generation is even higher – 49 per cent of CSNM members are over age 50. “Our profession is definitely starting to see the impact of an aging baby boomer population,” says CSNM president Kathy Cuthbertson. “When you look around the room at our society meetings, most of our members are around the same age. Within five years, we think retirement is going to start having a massive impact on our industry.”

So whether you're a freshly-certified nutrition manager or have years of practice under your belt, boomers are certain to have an effect on your work life over the next two decades.

As boomers retire, they are creating many openings in the field, and filling them will be a challenge. “Our student members are very important to the future of our profession. We accredit programs throughout Canada and have recently seen some additional programs start up. Looking at current and future students and making sure our programs are full is vital. Most graduates, if they're willing to make the decision to move, can certainly get jobs,” says Cuthbertson.



THE POST-RETIREMENT VOID

If you're at the opposite end of the career spectrum, moving – unless it's to warmer climes – likely isn't on your radar. Instead, you are probably looking at an entirely different set of decisions: when and whether or not to stop working, how to make your money stretch through retirement, what to do with potential newfound free time and who will fill your shoes when you decide to retire.

Cuthbertson says this last decision is critical. "As managers, I think it is our responsibility to make sure our organizations have a plan in place for the future of our positions."

Most large organizations have elaborate succession plans, but smaller organizations may not realize that many nutrition management professionals are in or approaching the later years of their career. "Some organizations

may have had the same nutrition manager for 20 years or longer and do not realize that there may be a shortage of people waiting in the wings to fill a position," says Cuthbertson.

One solution that could help address a possible shortage of nutrition managers has less to do with succession planning and more to do with taking advantage of the knowledge and talent older professionals have to offer and looking at retirement in a different way.

LIVE LONG AND PROSPER

When boomers were being born in the 1940s, Canadians could expect to live into their 60s. Fast-forward 60 years and people are living much longer – Statistics Canada says that someone retiring at age 65 can expect to live another 20 years, and thousands of Canadians will make it to their 100th

birthday. With potential decades to fill and fund, attitudes toward working during retirement are changing.

It seems most Canadians – almost seven out of 10 according to an October 2010 Scotiabank poll – plan to keep working during retirement. While 38 per cent say its because they can't afford not to, finances aren't the only reason for lengthening careers. Many respondents said they want to remain mentally active (72 per cent) and stay socially connected (57 per cent).

Cuthbertson says that a desire to stay connected to the profession is consistent with comments she hears from CSNM members nearing retirement. "In our profession, a lot of us are workaholics or sole breadwinners. We just can't see ourselves staying at home, so are looking for alternative arrangements."

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A NEW LONG-RANGE VIEW

CSNM members aren't alone in their thinking. Looking at retirement in a different way is a trend that Dr. Mary Dean Lee of McGill's Desautels Faculty of Management noted in a recent study that explored how people think and feel about retirement. "There have been a lot of studies suggesting that boomers will do something different around retirement, but very little actual empirical research," she explains.

For the many people who do not fit the mold of traditional retirement and want to carry on working in some form, a number of creative alternatives are emerging. Some individuals choose to stay in their field on a part-time or contract basis and others are finding different ways to use their career skill sets – starting their own companies, accepting teaching positions or using their skills in non-profit organizations.

Lee says that in another study where she looked at organizational retirement regimes, there was a lot of variation in how companies respond to the looming boomer exit and general changes to attitudes around retirement.

"Out of the 24 companies in our study, the biggest group was definitely saying they needed to reevaluate; they could see they were losing people who have valuable knowledge and experience in the company and wanted to look at how they could open up the conversation with people to see what they want," says Lee.

She adds discussing retirement is often considered a sensitive topic, whether it's due to privacy or concerns individuals might have about being overlooked for promotions and other benefits if they state their intentions. However, some progressive organizations are formalizing the process of

speaking with employees about retirement long before they hit age 65 to create more effective succession plans.

"Some organizations are saying we need to sit down and have career conversations with employees in their late 40s or early 50s to ask them what they want later in their career," she says. "Some of them even have very specific structures and guidelines in place and training for managers on how to have this conversation. Other companies are focusing on mentoring programs or giving more structured opportunities for senior people to be given assignments with junior people to help pass on knowledge."

Regardless of the approach, one thing seems certain: finding innovative ways to take advantage and reward the knowledge and talent of people who have given tremendously to organizations during their

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careers will become increasingly important as boomers start to leave the workforce. So will training and sharing knowledge with the people who follow in their footsteps.

"I RETIRE IN FIVE TO 10 YEARS"

If retirement is just on the horizon and you haven't made a plan yet, you're not alone. A 2010 TD Waterhouse study found that only a third of boomers have a retirement plan in place. If you're five or 10 years away, there are steps you can take today to make sure you're ready for your next life stage. Consider the different options available to you – would you like to stop working entirely or consider a phased retirement (reduced work hours, contract, etc)? How prepared are you financially?

When it comes down to the numbers, many experts say you need to as-

pire to 70 or 80 per cent of your pre-retirement income. While there is no "magic number" to aim for when saving, there are a number of online retirement income calculators that can help you get started. They aren't definitive and do not replace the advice of a financial planner, but can offer a good place to start. The Government of Canada's Canadian Retirement Income Calculator provides a snapshot of what your financial situation in retirement might look like. It walks you through the components of retirement saving to see what you will end up with when you choose to stop working, including how much Old Age Security you'll receive and an estimate of your Canada Pension Plan entitlement.

"I RETIRE IN 30 TO 40 YEARS"

Even if retirement seems impossibly distant, it's never too early to start

saving for the post-work years. After all, the longer you wait, the more work you will have to do later on in life.

So, if you're a planner and want to get a head start on your retirement planning, look at A Tale of Two RRSPs calculator. It shows you how starting to contribute now or waiting until later in your career will affect your RRSP savings.



Michelle Woodard is a freelance writer in Calgary who spends a lot of her time thinking up ways to sneak vegetables into her young daughters' meals. Retirement has moved up a few notches on her personal "to think about" list and is quickly gaining on broccoli and cauliflower.



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AFTER 45 YEARS OF EVOLUTION, CALGARY'S MEALS ON WHEELS IS STILL



MORE THAN A MOBILE MEAL

AN INSIDER'S LOOK AT CALGARY'S MEALS ON WHEELS

By Karen Forster

Calgary Meals On Wheels (CMOW) has been providing home-delivered meals to those in need in Calgary and the surrounding area since 1965. The first meal service was delivered to eight clients and, by 1982, the number had increased to more than 380 per day. The client base was the elderly living alone and those who were home from hospital and needed meal assistance during their convalescence. Since then, the client base has grown and CMOW has moved to a larger centre.

In 2010, Calgary Meals On Wheels celebrated its 45th anniversary, having never missed a meal delivery. CMOW now delivers to 1,900 clients per day, including services to several unique programs: a hot soup program to elementary schools at risk, lunch pro-

gram to high-school alternate schools, seniors' groups catering, working homeless lunch program, and authentic ethnic meal production. CMOW also offers a frozen entree program with a variety of 16 meals that can be purchased weekly.

Next spring, Calgary Meals On Wheels will open a brand new high efficiency, state-of-the-art production centre that will produce the same nutritious home style meals but with improved efficiency and quality.

A WEEK IN THE LIFE

CMOW has a five week rotating menu cycle that encompasses two meals a day for its regular client base. Each menu day consists of a main entrée, starch and vegetable, plus a second meal of homemade soup, hearty salad or sandwich, fruit and dessert. The

menu is designed to following RDI guidelines and *Canada Food Guide* recommendations; it is a non-selective menu but offers alternatives to meet the requirements of special dietary needs and texture modification. The base menu is both heart-healthy and diabetic-friendly, lower in sodium, fat, and simple carbohydrates.

Recipes have also been designed to suit a cook-chill and cook-freeze system. Since foods rest and then are reheated prior to service, special considerations are made to the recipes to ensure optimum flavour and presentation. For example; spices may enhance while food is resting, starches may change consistency, initial cooking time may need to be decreased to prevent over-cooking during retherm and liquids may need to be adjusted.

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Special program menus are each designed to suit the client. The hot soup program has a specialized menu geared towards satisfying elementary school-aged children. CMOW's Chinese menu called *Chopsticks On Wheels* is authentically designed and hand prepared. The high school program has a menu designed for teens with hearty, flavourful and trendy sandwich choices. Other specialized menus for preschool day homes, breakfast programs and group caterings suit many needs from grab-and-go corporate meetings to hot, buffet-style meals.

A CMOW production week runs Monday through Friday and production includes the regular scheduled menu, weekend meals that are frozen and delivered on Friday, regular weekly school programs, working homeless meals, frozen entree production and catering requests or new product testing.

Product ordering is managed according to the production schedule, inventory on hand and any extra production scheduled. A comfortable and trusting relationship between suppliers and CMOW results in top-quality product and stellar service. Physical inventory is completed weekly and a hard physical inventory is taken quarterly with all prices updated and evaluated. Product is managed on a FIFO (first in first out) system matching the production schedule.

Food preparation begins immediately at the start of the day. Our chef is responsible for organizing his day based on the production schedule. The future development of an ICC (Ingredient Control Centre) will allow the chef and staff to be more efficient. All current recipes are standardized and sized according to the required yield. ICC will provide the capability to pre-weigh

and measure all ingredients and be ready for production well in advance.

As production is completed, it is cooled and moved to the portioning and packaging areas. The food going out to the clients is visibly appealing, colourful and appetizing. The packaging was specifically designed for Meals On Wheels in the U.S. to be heat-safe in microwaves and conventional ovens and is made of food-safe, biodegradable, recyclable material. The meals are put together in assembly line fashion and run through sealing machines. The procedure is clean, safe and quick, allowing for faster transport of meals to safe holding temperatures or to waiting delivery staff and volunteers.

Once meals are prepared, portioned and packaged, they are stored safely for ready delivery. Staff drivers and more than 75 volunteers deliver city-wide each day, managed by a dedicated vol-



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For registration information, call 306-659-4056 or visit www.siastr.sk.ca



SIAST Hospitality & Food Services

unteer department. Routes are established by city quadrants and postal codes, keeping in mind the efficiency needed to deliver meals in a two-hour window over an area of 726.5 square kilometres.

EVOLVING EQUIPMENT

A new piece of equipment destined for the future production centre is a blast chiller – a roll-through model to ease in moving product from the chiller to a process cooler. The chiller will have the ability to chill product from 65°C to less than 4°C within 90 minutes with the added ability to vary the freezing or chilling density – delicate or soft chilling for products such as salads to flash or blast freeze for freezing products solid. This procedure will allow foods to remain safely out of the temperature danger zone, (4°C to 60°C). CMOW's new facility will also have a chilled pack-up room that will remain at about 10°C, keeping food products chilled during portioning and packaging.

Each piece of equipment has special considerations: adequate power (electrical or gas), ventilation, drainage, water supply, whether to use soft or hard water, placement for ease of work flow, access for repair or maintenance and ease of cleaning.

CMOW's growth also requires computer systems and updated technology for ordering and inventory. Current or

live-pricing updates will be available for accurate meal costing and budgeting, and a system that interfaces with the client data base to address forecasting, special dietary needs, client scheduling and any frozen entrée orders or catering requests. CMOW has recently adopted a new database for client services and will update inventory and ordering systems with assistance from the prime vendor.

CMOW adheres to HACCP (Hazard Analysis of Critical Control Points) standards in all areas of food production with the exception of some structural complexities of the current building. The future facility will allow CMOW to be completely HACCP compliant. Quality control audits are now completed regularly following the flow from raw product to finished product. These audits include product receiving audits, CCP procedure stated and adhered to in all recipes, temperature and taste audits on finished products, point of delivery audits, temperature audits on all coolers and freezers and sanitation audits on all equipment and cleaning procedures.

ALL FOR ONE...

CMOW's success is attributed to the dedication of the staff. This skilled and professional team work together everyday under challenging conditions, dealing with equipment failures,

crowded working conditions and, at times, extreme temperatures. The future production centre will eliminate most of these challenges.

Calgary Meals On Wheels has been preparing for this transition for more than a decade. Production will be done in both facilities once the new kitchen is up and running. Equipment must be tested, staff oriented and trained, inventories built and stored in the new facility and, when full production can be done entirely in the new facility, the old one will be decommissioned.



Karen Forster has been production manager for Calgary Meals On Wheels for the past six years. A graduate of SAIT's Dietary Service Technology Program, Karen has worked in various areas of food and nutrition for the last 29 years, including patient services/clinical nutrition, retail services, long-term care, production and management.





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Living in a time of economical hardship can leave one searching for ways to advance or, in some cases, survive. Budget crunches have created downsizing and layoffs that have affected the food service industry in many ways. Professionals find themselves working for less to have a job and taking on part-time jobs to make ends meet. Belonging might be the answer to the problems our industry is facing.

Belonging to a professional association can open doors that you never imagined. It can provide opportunities to network, learn and grow. During the process of belonging, you will have established relationships with other members, industry counsel, people from all aspects of your field, association executives, the press and other avenues. Everyone has contacts, and every time you make a new acquaintance, you're connecting to their contacts. So, just by belonging, you reach a network of working professionals that have an unending contingency.

Associations offer you an opportunity to travel, build your resumé, gain new and rewarding experiences and establish friendships and memories that will last forever. In my 14 years of being on national or international boards, I have travelled all over the country. I have added depth and professionalism to my resumé that has caused me to advance in my field as well as in self-respect and confidence. I have had experiences that have edified my character and taught me lifelong lessons. Most importantly, I have gained friendships and memories.

Another benefit is getting to watch the projects that you and your fellow board members have planted grow and develop. There is nothing more satisfying in an association setting than to be able to start and finish a project, such as a leadership institute that will assure thousands of food service managers become more than managers – they will become leaders; or see an association go through a brand and name change that reflects a whole new model of learning and growth; or to be able to watch a scholarship program mature and expand; or to lead a team through the process of eliminating and hiring a management firm or replacing a long-

time executive director. Some of these experiences may not be what you would view as a benefit, but the experience and growth you gain from them put you in a different category when you find yourself in the job market.

Working in the Virginia Department of Corrections has been a rewarding experience for me because I will leave it with a sense of gratitude for an opportunity to give back or help others. Training and watching a human being absorb and

take on the knowledge of anything is a great experience that assures you they can be a better person with the help of someone who cares. I have found that the majority of offenders want to do better and gain the skills that will help them live a better life when released from incarceration. This will improve their family life and allow them to obtain the pride of providing for their own family and becoming a part of their community.

I could not have obtained the leadership skills I have developed in a classroom or by working in my position as a food service manager. I have gained them from being secretary,

treasurer, director at large, chair-elect, chair, president or past-president of a local, national or international association. The people skills you develop can get you through just about any situation. If we choose to stop learning we will stop developing.

So, if you are given the extremely rare opportunity of being able to sit on the board of an association or work on a committee, take advantage of it and know that you will benefit from it many times over. I will always cherish what I have learned and will use that as a base on which to build. I will relive the honour of all my awards over and over again and continue to grow the relationships attached to them for the rest of my life. Imagine your name on a ballot. ■ ■ ■ ■

Ricky Clark is a Certified Dietary Manager, Certified Food Protection Professional, Certified Correctional Food Systems Manager, and Certified Correctional Foodservice Professional. He holds a degree in culinary management, has been in the correctional field since 1984 and is or has been a member of many associations.



BENEFITS OF BELONGING

Need skills? Join an association

By Ricky G. Clark, CDM, CFPP, CFSM, CCFP



Branding for Success

An overview of brands and branding and what it could mean to you

By Marty Goldberg, BA Hons, MBA



A brand is a collective mental construct – a group of attributes which strongly influences purchase or choice. Brands raise expectations about quality, price, purpose and performance. They enable marketers to build extra value into products or services and differentiate them from competitors. To be a brand, a product or service must have significant awareness of its brand name, a consistently delivered function and clear, motivating benefits associated with it. The value in a brand is the total of how much extra people will pay, how much more often they will choose to associate themselves with the expectations, memories, stories and relationships of one brand over others.

Like any complex system to be built and sustained, branding requires planning. At thinkdo, we have worked with Aspirin, Arm and Hammer and the Heart and Stroke Foundation. Earlier this year, we began working with CSNM to strengthen its branding and marketing efforts.

We begin client engagements by reviewing or creating the brand plans – the architecture for the marketing. We agree on Vision, Mission, Value Propositions and Values. We summarize as a Positioning Statement, then restate as a Brand Promise.

We then write and communicate Brand Stories to our clients, prospects, customers, employees and influencers;

those who will benefit from a closer association with or engagement with the brand. These are our Target Audiences which, we hope, will pay a premium, make a selection or spread the word.

UNDERSTANDING THE TOOLS

Marketing professionals use specialized tools to define a brand and plan for marketing activities. These tools help answer the question, “Who says What to Whom and How?”

Before building a brand, you must create or understand its foundations. You describe and collect all of a brand – attributes and supports, targets and values – in writing. I encourage you to use the tools I describe to position your corporate brand, your department or your professional brand within your organization. Take time to select the words you use to describe your brand. Take out a fresh sheet of paper and a pen or open a blank document on your computer and work along with this article.

THE POSITIONING STATEMENT

The Positioning Statement is a unifying, overarching idea that drives the creative messaging and artwork targeted at key audiences. Brand positioning defines a differentiated perceptual space relative to the space occupied by its competitors. It is a description of the strategic intent, style, personality and competencies of the organization with both rational and emotional attributes. The Positioning Statement follows the following format:

To Target Audience _____(1),
Brand _____(2) in the Frame of Reference _____(3) delivers the Benefits _____(4).

IDENTIFYING YOUR TARGETS

Clearly identifying your priority target audiences – the WHO – is an important step in brand planning. Who are your customers and prospects? Take a moment now to list your targets. Remember: clients, customers, staff, management, shareholders are common target audiences for marketing messages.

PRIORITIZING YOUR TARGETS

Eighty per cent of your success, profits or results will come from focusing on the top 20 per cent of the customers you serve. Revisit your list, and reorder your targets from most to least important to your future.

FRAME OF REFERENCE

To identify your Frame of Reference, look to your competitors. It is crucial to know how and in which categories of service your competitors present themselves. Check out their websites, or LinkedIn pages, think about how they would be classified in the Yellow Pages, or what terms someone would use to find them online. Review the words they use to describe themselves. Now write down your brand’s Frame of Reference.

HOW DO YOU DECIDE WHAT TO SAY?

Think about each target you listed above. In a professional sense, con-

sider internal and external customers; your boss, your staff. Think about the people, patients, customers, clients you serve. Now list the benefits of your service to them, by describing the firm foundation that already exists for your Brand Stories, rooted in your Values. Capture the benefits your targets derive from working with you.

Don't just write down *what they get* – the features, but how it makes them *feel*. Restate the *what they get* with a *benefit*. For example, the regular service your professional brand delivers in the workplace may be: rolling up weekly food expenditures in a budget for your organization through your manager. You track the inputs, review the content, prepare the budget, customize the report and send it by email. This is a functional description of your service. It is important to be able to describe the functional service you perform, but it is not enough. It is more powerful to describe the benefit the target audience derives from your service delivery. Imagine instead, describing the *what they get* like this: "Providing accurate information so your internal customers can make informed decisions in the best interest of your organization." This is a *benefit-focused* approach to stating the functional service your brand offers.

Once you have listed what you

think are the *benefits* of your *brand*, do a reality check. Find out what your customers actually think you do in their own words. Do a little research. Have a frank, face-to-face discussion with the clients to whom you feel closest. What do your customers get out of their interactions with you? Get them to describe the tangible expression of value – how your service delivery makes them feel? If a less direct approach suits your style, ask some questions using a free online tool. Share the benefits you have listed with stakeholders you trust (your partner, colleague or boss). Get their input. Finalize the descriptions of the *benefits* you deliver.

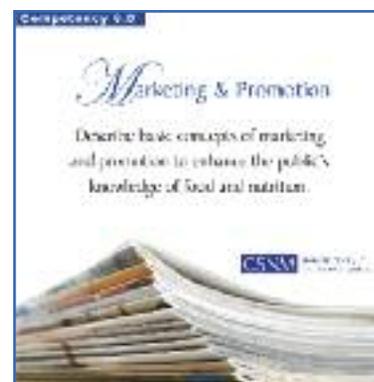
GET READY TO TELL YOUR STORIES

Your next step is to write your own Brand Story. This will help others more easily define how great you are, why you should be sought out above your competitors. Every product or service needs a story, as does every brand. Stories could be about the product's history, the vision of the founders, or a unique experience the brand delivers. These stories provide value and help consumers remember and relate to the brand in language and imagery that is meaningful to them. What is the idealized experience you wish your customers would have? How would they benefit from your service

delivery? What personal attributes will your customers remember? How can you emphasize them? Start with your Positioning Statement, shorten it to create a Brand Promise, lengthen and customize it for different Targets and you are writing your Brand Stories.

FINAL THOUGHTS

Once you identify and build your brand, remember to continue strengthening and protecting it. Make a habit of returning to and valuating your brand. There will always be competing brands ready to fill any gap you leave behind. Happy brand building!



Marty Goldberg, BA Hons, MBA is a creative marketing strategist and president of thinkdo – a brand activation agency in Toronto. He helps brands in the profit and not-for-profit sector grow and prosper.

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CSNM's Brand Story (compare this with the Brand Story you have written for your brand)

In today's competitive economy, institutions and organizations are challenged to provide the optimal quality and quantities of nutritious food to their clients at the best cost. The best resource supporting the nutrition management profession in Canada, CSNM successfully communicates the vital role the nutrition manager plays, raising the profile of its members and the profession as a whole. The hub for nutrition management expertise, CSNM provides members clear, simple and proven ways to stay on top of their professional development, make contacts within the broader community and find skilled employees or great new job opportunities.

Members are passionately aware of the importance of their profession and, through CSNM, are empowered to lead as ambassadors in their communities, managing multigenerational, ethnically diverse staff, educating employers, investing in students and advocating for like-minded colleagues to join the ranks. As a result, the welcoming CSNM member community is the "must-join" association for aspiring nutrition managers, has an actively growing member base and is sought out by the best employers.

Coming to the Table

Innovation key to Burlodge Canada's commitment to delivering excellence

By Jamie Parcells



If the spirit of innovation is inherent to the culture of Burlodge Canada, then the practice of the preach is proven in the company's success.

Burlodge Canada executives are proud to reference the company's constant growth, one which represents 95 per cent of the market for advanced meal delivery systems in Canada and supported by constant innovation.

With a research and development department in Bergamo, Italy, the company is quick to disperse new product information to its offices in Canada, the U.S., France and the U.K., and to its distributors throughout the world. "We deliver product to meet global needs and when something is developed, everyone down the chain is consulted. If there is a market trend that demands a certain product – even if we have to make slight alternations to existing product – we can do it from our factory," asserts Helen Scott, director, western operations and sales.

According to company president Paul Gauntley, one of these products launched last year, the Ready to Serve (RTS) Carbon Tech (CT), has generated tremendous response in Newfoundland, Quebec and Saskatchewan, where hot plating is common.

This lightweight, multi-purpose trolley is designed to meet the demands of hot food hot and cold food cold, and can be manufactured to support any meal assembly process. For

hot meal assembly, the RTS CT has built in boosting capability, providing assurance of hot food outcomes while the onboard active chilling of cold food enhances the dining experience. In cook chill applications, the RTS CT can be configured with single or double refrigeration for holding of cold plated foods in advance of heating.

The current success of the RTS CT is expected to carry over to other provinces. Wayne Wellman, manager of support services at the Green Bay Health Centre in Springdale, Newfoundland attests to its benefits. "We used to discuss issues about the temperatures of our meals, but since we purchased the Burlodge RTS, this issue (temperatures) is a non-issue," he says.

In long-term care, cost is a factor. The RTS CT is a far more economical system than its pellet and heat-activation competitors. "With these other systems, parts have to be replaced throughout a 10-year lifespan. Compared to the one-time buy of the RTS CT, a product with minimal maintenance requirement, the ROI is far better," Gauntley says.

Part of the company's approach to product development is to analyze innovative ways of addressing client needs. "It goes back to what I call 'Pillow talk.'" says Thomas Holzschuher, vice-president business development and customer solutions, Central/Eastern Canada. "It starts with the patient in the bed – at the pillow – working back to the kitchen." Some facilities may have a client-focused dining style where meals are assembled at time of

order, while others may have a restaurant style menu; selecting in the morning for the rest of their day. These "face-time" initiatives are the fastest growing trend in Canadian healthcare, according to Holzschuher.

The Optima RS, released this fall, is a roomservice temperature maintenance cart delivery system, able to cross over into tray meal presentation for hot and cold items. Not just for room service, the Optima RS is ideal for facilities that currently have a hot belt line or residents that may need to be served course by course. The Optima RS is compartmentalized, so when pulling out one tray, others are not exposed to the ambient air.

Burlodge Canada is ready to launch The Regen 120, a product that operates in a similar fashion to a combi-oven, but at very low cost and can be plugged into a 120v socket. The Regen 120 combines dry heat and humidity, so clients can cook or simply reheat meals quickly.

Burlodge is currently addressing the use of fresh and local food products in preparation and interaction with retherm and temperature maintenance systems. The company has established a task force to address this issue and has developed 50 recipes for facilities that wish to embrace this concept.



Jamie Parcells is the publisher of Food Service & Nutrition Canadian Society of Nutrition Management News.

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Mix of Experience on SSNM Board Bodes Well for Coming Year

THE SSNM BOARD OF DIRECTORS ATTENDED the annual fall board meeting in Moose Jaw in early October to continue moving the strategic plan for this year forward. There is a good mix of new and seasoned directors who will be able to bring fresh ideas to next year's plan and conference. "Like" the SSNM Facebook page and you will receive the latest news, updates and job postings.

This year, the SIAST Kelsey Campus has 11 returning second-year and 16 first-year students enrolled in the Food and Nutrition Management program. The SSNM wishes them well in their studies and field placements.



SSNM celebrated 40 years this past spring with a celebration conference and AGM. Attending the event at the SIAST Kelsey Campus were (L to R) Stacey Rowe; Karen Kwan; Laurette St. Jacques; Ellen Quaroni; Tennille Corbet; and Leanne Kolbe, CNM.

CSNM Welcomed in California

THE ANFP CONFERENCE WAS HELD JUNE 30 TO JULY 3 IN SAN DIEGO, CALIFORNIA, in a welcoming atmosphere, providing plenty of opportunities for networking and camaraderie with hundreds of nutrition and foodservice professionals. Representing Canada, CSNM communications chair, Margaret Brausse, and CSNM continuing education chair, Barb Cockwell, decided to individually attend as many speaker presentations as possible.

In many ways, nutrition managers in Canada and the U.S. are very similar, striving to make the best and safest foodservice environments for their residents, patients and customers. However, there is much that each can learn from the other. For example, it was interesting to hear that a self-study, online training program is provided to new members who need to write an exam for membership purposes. The post-trip consensus was that it was time well spent.

East Coast Busy; Holiday Dinner Returns

ACTIVITY ON THE EAST COAST IS PICKING UP. NUTRITION MANAGERS FROM ST. John's will be participating in a facility tour of a new long-term care facility (opening soon). Newfoundland members of the Atlantic Chapter are also planning a Christmas dinner (last year's was successful). Full details will be sent to members when a date is confirmed.

Focus on Food Source

THE ALBERTA SOCIETY OF NUTRITION Management (ASN) fall conference will take place October 26 in Calgary with the theme "Resetting the Table, Garden to Plate." This one-day conference will include guest speakers from Alberta Pulses ("Healthy Food, Healthy Planet") and Alberta Agriculture ("Involvement in assisting manufacturers to get products to market"). Other speakers include Sysco's chefs, an advocate from Conscious Caring and a local area farmer who will relate his family's success story.

The ASN board continues to work with provincial partnerships such as Alberta Health Services by introducing the spring 2013 AGM at the AHS Conference in Edmonton. For more information regarding our fall conference or on membership in ASN, contact Donna at abrep@csnm.ca.

FEBRUARY 5 – 6
Alberta Milk Nutrition File
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MARCH 4 – 6
CRFA Show
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www.crfa.ca

APRIL 17 – 19
CPMA Fresh Success Convention
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www.cpma.ca

MAY 9 – 10
CSNM/Dietitians of Canada Conf.
 Toronto, ON
www.csnm.ca

TIME
 LINE

Waterloo County Welcomes OSNM

OSNM KICKED OFF THE FALL WITH THEIR AGM AND CONFERENCE, “THE Flavours of Waterloo County” – a sold-out event! The conference committee is commended for their assorted activities and speakers that overwhelmed even the pickiest of palates. Oktoberfest started early for OSNM members with the Official Keg Tapping Ceremony and the entertaining “Spirit of Gemutlichkeit.” The participants were introduced to The Working Centre/KW Kitchen and “Me to We” and raised donations for each.

The MOHLTC clarified the new protocols concerning nutrition and hydration and shared the top 10 issues cited in recent inspections (See the Members Only section of the OSNM website). Participants enjoyed the flavours of Waterloo with an off-site trip to St. Jacobs Farmers’ Market. At the Waterloo Inn, there was a webcast, *The Role of Nutrition in Pressure Ulcer Management*, that was viewed by an additional 100 CSNM members in the virtual world. The day concluded with a moving discussion on therapies offered at Homewood Health Centre and Grief Gardening.

CSNM members in Ontario are reminded to maintain their OSNM membership. Nutrition managers in Ontario need to stand united and in substantial numbers to promote the profession to the ministries and/or regulating bodies in which we work. Issues specific to Ontario are to be addressed by OSNM (with the support of CSNM) but, without members, we lose strength and integrity. You are encouraged to join OSNM.

B.C. Road Trips Informative

THIRTEEN MEMBERS OF PSNM MET IN JUNE AT THE Langley Seniors Centre. It is run by The Langley Senior Resources Society and is an independent, non-profit, charitable organization that has been providing health, recreational and food services to seniors and adults of all abilities since 1982. The society is governed by a voluntary board of directors who work or live in the Langley community with day-to-day operations managed by an executive director, staff and volunteers. Members were treated to lunch provided by Nestle; Nestle Vitality. Attendees also enjoyed smoothies made from the Sunkist Fruit Ultimate Collection.

Members also met at Hawthorne Seniors Care Community, a 200-bed campus of care in Port Coquitlam, on September 20, for an Oktoberfest lunch provided by Maple Leaf. General discussion included a benefit for Shelley Huitema-Ludlow, the *Apetito* representative who suffered serious medical issues following knee surgery.



Food for Thought: Study Food & Nutrition at Fanshawe College

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For more information contact:

Tracy Jones, Coordinator
 (519) 452-4430 x4868
tjones@fanshawec.ca



CONTINUING EDUCATION QUIZ



YOUR NAME

MEMBERSHIP NUMBER

PHONE NUMBER

DATE

MORE THAN A MOBILE MEAL

Competency 5.0 Food Service Systems Management

1. What is the industry standard for keeping foods out of the danger zone?
 A - Above 85°C and below 0°C
 B - Above 65°C and below 4°C
 C - Above 60°C and below 4°C
 D - Above 65°C and below 0°C
2. What is HACCP?
 A - A tool to assist foodservice establishments in practicing safe foodhandling steps and procedures
 B - A systematic approach to food safety with seven specific actions taken during the food handling process
 C - A system based on Standard Operating Procedures or Good Manufacturing Practices
 D - All of the above
3. What is one benefit of practicing FIFO? Best answer.
 A - To prevent pathogens from contaminating food
 B - To prevent employees from tripping over excess stock or inventory
 C - To organize storage areas in a neat, orderly fashion
 D - To rotate stock and ensure the latest product in is used last
4. When modifying recipes for a cook-chill or cook-freeze system, what is one property chefs should be aware of?
 A - Suspension of food particles in mixed products such as soup may not stay suspended and increased mixing may be required
 B - Browning of specific products may be hindered
 C - Spices may be enhanced while food products are resting
 D - Excess ice crystals may form and the product may need to be tempered out

Available in French on the CSNM website

Seront maintenant disponible sur le site web de la CSNM/SCGN

BRANDING FOR SUCCESS

Competency 8.0 Marketing & Promotion

1. To be a brand, a product or service must have
 A - Defined target audiences, measurable sales and a strong online presence
 B - A distinctive logo, broad retail distribution, unique website
 C - Awareness of its brand name, a consistently delivered function and clear, motivating benefits associated with it
 D - Customers who are willing to pay a premium
2. What is a target audience?
 A - Prospects, customers, employees, influencers and other stakeholders who pay a premium, make a selection and actively spread the word about the brand.
 B - Prospects, customers, employees, influencers and other stakeholders who we hope will pay a premium, select and actively spread the word.
 C - Prospects, customers, employees, influencers and other stakeholders we wish to speak to directly or indirectly.
 D - Loyal customers, employees and influencers who have been purchasing the brand from the beginning.
3. When developing a message, how should you choose what to say?
 A - Restate what your target audience gets, highlighting the benefit and capturing how they feel.
 B - Emphasize the features that differentiate your brand from your competitors'.
 C - Say what you think your customer wants to hear.
 D - Provide a description of your product or service.
4. What is a positioning statement?
 A - The brand's same perceptual space relative to the space occupied by its competitors.
 B - A unifying, overarching idea that drives the creative messaging at everyone whether or not they could use your brand.
 C - A description of the strategic intent, style, personality and competencies of the organization which can include both rational and emotional elements.
 D - Your brand's target audience, brand name, benefits and frame of reference organized into a paragraph.

COMPLETE THIS QUIZ ONLINE!

GO ONLINE TO WWW.CSNM.CA - CLICK ON **MEMBERS ONLY** (UPPER RIGHT) - LOGIN - COMPLETE THE QUIZ

OR, CLIP AND SUBMIT THIS PAGE BY MAIL OR FAX TO:

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Food and Nutrition Management at Fanshawe College
Students are trained in kitchen operations, employee relations and nutrition; enabling them to manage kitchens in the dynamic food service industry. Areas of study included nutrition sciences, menu planning, budgeting and institutional cooking. Graduates will be equipped to pursue careers as food service supervisor, nutrition managers and dietetic technicians in the health care and hospitality industries. Visit fanshawec.ca/tourism for more information.



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