



Report identifies key in ready meals growth

Food makers must tap into two key consumer trends if they are to profit from the continuing popularity of ready meals, according to a new report.

Business Insights says that the displacement of regular mealtimes by quick snacking occasions looks set to continue throughout Europe.

Similarly, in the US, the NPD Groups Eating in America Study found that 44 per cent of all weekly meals are prepared in less than 30 minutes.

But food-makers hoping to cash in on this trend must also take into account growing concerns over health. Business Insights found that 70 per cent of respondents to a consumer survey in 2005 claimed that the unhealthy features of prepared meals makes them limit their consumption.

Rising health awareness among consumers has therefore become a key factor in fuelling the market for more innovative and nutritious ready meals.

Another point that the report makes is that ethnicity is increasingly playing a crucial role in the targeting of ready meals. Of the food and drinks experts surveyed for Business Insights report, only six per cent did not consider ethnic minority consumers to be an important group to target.

Source: www.foodproductiondialy.com, 31 March, 2006



The average UK meal preparation time has gone down from two hours two generations ago to 20 minutes today.

Where:

Crown Towers Hotel

When:

Tuesday 9 May 2006

Schedule:

7am Registration and coffee

7.30am Breakfast commences

9.30am Breakfast concludes

Speakers

- Marvin Oka - Consumer Specialist, The Masterlogics Group
- John Eustace - International Retail Marketing Specialist, UK Associate Growth Solutions Group
- Simon Hammond - Brand Specialist, Director SEE Communications Agency

Registrations:

Visit www.cfia.com.au to register online.

T: (03) 9811 6820

E: info@cannedfood.org

FOCUS SPOT:

Consumer Specialist Marvin Oka, The Masterlogics Group.

Marvin Oka's consulting abilities are unique in that his professional background is in an emerging field known as 'behavioural modelling', which examines how human beings learn and produce behaviours considered to be of superior talent or skill (in the three areas of thinking, feeling and doing). Marvin is one of only a handful of people in the world who have been recognised by his peers with the rare title of 'Certified Master Modeller'.

New Litter in a can is the Cat's Meow

Celcat, a newly marketed 100 per cent natural and ecological cat litter product, has adopted the use of the steel container featuring the Bat-plus closure, developed by Brasilata in Brazil. According to Borsatto from the Celta Brasil marketing area, the Bat-plus container is an essential distinguishing factor of the product since it transmits an image of quality and efficiency to the litter in addition to assuring that the product remains fresh.

"The container lends a feeling of status and quality," stated Borsatto. "We had to demonstrate that our product offered greater quality and efficiency. The can is easy to use and has a practical lid which



enables it to be reused in the future. We are the exclusive suppliers of the mineral zeolite and are seeking to position ourselves in a more elite market, not just in terms of income, but especially from a cultural standpoint."

Initially, Celcat will be available in pet shops located in São Paulo, Brazil, with prices ranging from \$7.78 to \$9.73; the company is also gearing up to distribute its products to specialised stores in Rio de Janeiro and the Southern region of the country.--

The Bat-plus can is an innovative steel container that preserves the freshness of dry products, which may deteriorate on contact with humidity. The can features a transparent plastic lid with handles which enables the product to be visualised and handled more easily and dispenses with the use of openers or tools, assuring complete sealing when re-opening and closing the container.

The exclusive Brasilata patented closure system has been internationally acknowledged and honoured with the Silver prize at the "Cans of The Year Awards" and received two awards from the Brazilian Packaging Association (ABRE) as the Cleaning and Sanitation highlight in Industrial Design in 2004.

The Bat-plus closure was recognised in 2005 as the best solution in the category "Ends, Caps and Closures" at the International Latincan 2005 Convention sponsored by the Latin American Association of Metallic Containers. This can has also won first place in the General Line category at the APEAL (European Association of Steel Packaging Manufacturers) packaging awards.

❖ Source: www.brasilata.com.br, March 2006

AUSTRALIAN DEVELOPMENTS:

☉ Australian farmers face harsh citrus situation

Australian citrus growers have told local media that the recent large crop, a flood of cheap imported juice concentrate and shrinking export markets are preventing many from selling their fruit.

The summer crop is being dumped in southern New South Wales, with growers angry at an offer of \$80/tonne for their fruit, according to ABC Rural (www.abc.net.au/rural).

❖ Source: Foodnews, 30 March, 2006

NEWS BRIEFS

☉ Tosa Bussan(Fiji) Ltd has opened a new fish cannery in Fiji's capital. The factory also exports tuna tataki (grilled sashimi), yellowfin tuna, albacore and bigeye tuna loins for steak or sashimi which is sold to supermarkets and restaurants in Japan.

☉ Pork may soon be Omega-3 enhanced. Dr Jing Kang - a Harvard Medical School researcher, one of 17 authors of the paper which appeared in the online edition of the *Nature Biotechnology Journal* - modified a microscopic worm that converts Omega-6 into Omega-3, giving it the ability to function in mammals. This means that pork, laden with Omega-3s could quite possibly help brain development, reduce the risk of Alzheimers and ward off depression.

☉ A pineapple cannery is to re-open in Zambia after financial assistance was granted by the Netherlands. The Dutch government, through its embassy in Zambia, has earmarked US\$1 million for revamping the previously defunct Mwinilunga pineapple plant. A grower scheme has also been set up to help farmers provide raw material for the plant.

☉ FSANZ seeks comment on proposed changes to food code

Food Standards Australia New Zealand (FSANZ) has invited public comment on the latest changes being proposed to the Food Standards Code - regulations that cover the content, labelling and handling of food throughout the supply chain.

Changes under consideration include the development of a food safety standard for the dairy industry, new requirements for infant foods, approval of foods derived from genetically modified corn and lysine, and a review of processing aids.

Most amendments to the Code are requested by industry.

FSANZ has to ensure that Code changes will not adversely affect the health of consumers. In the case of GM foods and food additives. FSANZ achieves this by carrying out pre-market safety assessments.

Sometimes, FSANZ - an independent government agency - raises proposals of its own to change the Code. New food safety standards for the primary industries, including dairy, are a case in point.

For more information visit www.foodstandards.gov.au

❖ Source: www.foodstandards.gov.au
22 March, 2006

INTERNATIONAL DEVELOPMENTS:

☉ Two-piece steel can takes on US

An award-winning prototype from Cannex 2005 has gone onto the market.

DS Containers won a prototype Cans of the Year 2005 Bronze Award at Cannex for its new two-piece can.

The steel can is now available for a range of liquid and viscous products. Made of polymer-coated steel and an FDA- and EU-approved interior lining, the can is now in commercial use.

With the opening of its new plant in Batavia, Illinois in the autumn of 2005, DS Containers began production of a two-piece polymer-coated steel can - the first consumer package of its kind in the US.

The new container uses proprietary technology developed by its partner, Daiwa Can Company of Japan, and will initially target the aerosol sector, but is equally adaptable to non-aerosol product applications.

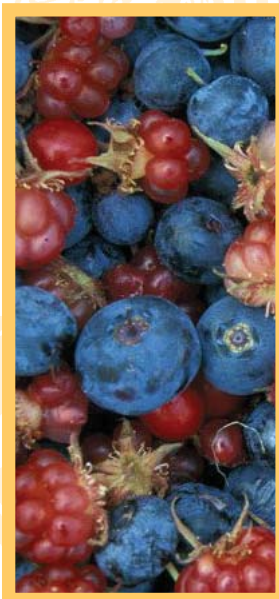
❖ Source: www.packworld.com & www.dscontainers.com



Super fruits set to dominate flavour market

So-called super fruits could prove to be the success story of 2006, according to Innova Market Insights.

The analyst says that the increasing popularity of berries and berry flavours in recent years is now extending to other less well-known super fruits, such as pomegranate, mangosteen, acai and noni, which are all being marketed on their antioxidant content and associated health benefits.



This could have a knock-on effect into other sectors. Datamonitor recently said that in Europe, the increased popularity of exotic fruit contributed significantly to a growth rate of 26 per cent for the European organic food industry between 2001 and 2004. The US market looks to be following suit.

Innova said that berry flavours have been popular for a number of years, with initial interest in summer fruits, such as strawberries and raspberries. This has gradually given way to fruits marketed more strongly on a health platform, such as cranberries and blueberries.

In total, 5,291 food and drinks launches featuring berries were tracked by Innova in 2005, making it the second most popular flavour overall - behind chocolate on 7,247 launches.

The analyst also said that more exotic and less well-known fruits are starting to come to the fore, with over 100 product launches containing pomegranate tracked over the year, for example.

Scientific research to date has centred on the antioxidant and related heart-health properties of pomegranate. Pioneers include the Pom Wonderful juice brand, available in both the US and the UK and marketed on a clear health platform.

Source: www.foodproductiondaily.com
31 March, 2006

Industry blasts new rules on preferential trade area imports

Stricter rules on imported foods and ingredients would cause a red tape nightmare for processors, says the EU food industry.

An obligation to detail where each ingredient originated and how much value the overseas supplier added to the product would raise costs for processors benefiting from preferential import tariffs.

Some imported products might even end up being excluded from the system if the Commission determines they were ultimately sourced from countries not benefiting from preferential tariffs.

The European Commission says its planned new system would cut down on fraud and abuse. The Commission wants to prevent overseas suppliers from using ingredients or food products sourced from countries that are not under the EU's preferential trade agreements and then re-exporting them to the bloc, claiming they are eligible for the lower tariffs.

Source: www.foodproductiondaily.com
30 March, 2006

Thai tuna benefits from new EU tariff agreement

The European Union has announced it will provide limited duty-free access to its market for Thai canned tuna and sardines, as part of a compensation agreement stemming from the 2004 enlargement of the union.

Under the new tariff arrangement, to be implemented no later than 1 July 2006, Thailand may export an additional 1,816 tons of canned tuna annually to the EU market, duty-free.

That is in addition to Thailand's preferential tariff-rate quota of 13,390 tons of canned



tuna in the EU at 12 per cent, compared with the EU's normal tariff of 24 per cent on the product.

The agreement also permits Thailand to export duty-free 1,410 tons of sardines.

The increases to duty-free access was agreed to as compensation for the EU's inclusion of Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovakia, Hungary, Slovenia, Malta, and Cyprus in May 2004.

Under World Trade Organization (WTO) rules, the EU must offer compensation for imported items that suffered higher tariff rates after the EU enlargement.

"The EU enlargement saw a significant reduction in the level of tariffs for exporters doing business with the 10 new EU members," said Friedrich Hamburger, who heads the delegation of the European Commission in Bangkok.

"However, for a small number of products where tariffs had to be raised, the EU, in fulfilling its WTO obligations, has negotiated with the Thai authorities a fair and satisfactory compensation agreement."

Source: Foodnews, 30 March, 2006

Maruha cuts into Chinese canned food market

Japanese company Maruha has announced it plans to produce and sell foods and canned goods in China, a first for a Japanese seafood manufacturer.

The firm signed an agreement on 29 March to establish a joint venture in May with a major Chinese marine product producer, at a cost of around 300 million yen (US\$2.55 million), with Maruha taking a 49 per cent stake.

The joint venture will produce products for supermarkets and convenience stores in such major metropolitan areas as Beijing and Shanghai.

Source: Foodnews, 30 March, 2006

WHAT'S ON

2006

-  **5-7 April**
Cannex 2006, Singapore Expo
 T: +44 1293 435 200 E: events@sayers-publishing.com
-  **5-7 April**
Fillex 2006, Singapore Expo
 T: +44 1293 435 200 E: events@sayers-publishing.com
-  **6 April**
The Canmakers Conference, Singapore
 T: +44 1293 435 200 E: info@spgevents.com
-  **6 April**
The Fillers Conference, Singapore
 T: +44 1293 435 200 E: info@spgevents.com
-  **25-26 April**
Label Summit Tokyo, Japan
 T: Cordelia Meacher +44 (0) 20 8846 2700
 E: hcmeacher@labelexpo.com
-  **9 May**
CFIA Breakfast for Marketers,
 Crown Towers Hotel,
 Level 1, Garden Room 2&3,
 8 Whiteman Street,
 Southbank, VIC. 3006
 7am registration,
 7.30am breakfast starts,
 9.30am breakfast concludes
 Register online
www.cfia.com.au
 T: (03) 9811 6820
 E: info@cannedfood.org
-  **5-6 June**
Packaging Summit Europe, Amsterdam, Netherlands
 T: Chris White +44 (0) 20 8846 2713
 E: cwhite@pkgeurope.com
-  **15-16 June**
Australian Institute of Packaging Conference,
Conrad Jupiters, Gold Coast, Queensland
 T: (07) 3278 6461
 E: nerida@aipack.com.au
-  **16-18 June**
The Melbourne Good Food and Wine Show,
Melbourne Exhibition Centre
 Visit www.goodfoodshow.com.au
-  **21-23 June**
The Queensland Safety Show,
Brisbane Convention Centre & Exhibition Centre
 T: (03) 9654 7773
 Visit www.aec.net.au/qss/
-  **23-25 June**
The Sydney Good Food and Wine Show,
Sydney Exhibition Centre
 Visit www.goodfoodshow.com.au
-  **9-12 July**
Festival of Food – a celebration of food science
and technology, 39th Annual AIFST Convention
Adelaide Convention Centre
 Contact (02) 8399 3996
 Visit www.aifst.asn.au
-  **10-12 November**
The Brisbane Good Food and Wine Show,
Brisbane Convention Centre
 Visit www.goodfoodshow.com.au

