



FALL 2017 / bema.org

Inside this issue:

CHAIRMAN'S MESSAGE / 02

BEMA 100 YEARS / 02

BEMA CONVENTION / 03

CONVENTION PHOTOS / 04-05

IBIE / GIVING BACK / 06

MEMBER HIGHLIGHTS / 07

Convention 2017

BEMA members from across the globe united June 26-30th at the Ritz-Carlton Laguna Niguel in California for the annual Convention. The event welcomed nearly 400 attendees with a week full of networking activities, meetings, BEMA Connect, education sessions and more. The knowledge share of information did not disappoint with insights coming from the industry leaders around cleaning methods, trends in the tortilla and flatbread and organic categories, insights from the Canadian market and the Clif Bar case study.

Returning attendee, Ken Schwenger, Bakery Concepts, LLC summarized his Convention experience, "BEMA's Convention provides a unique environment for an honest exchange of information between bakers and suppliers. It's an extremely cost effective way to gain knowledge that can be used to improve products and process for the benefit of all."

BIF / WHAT DOES CLEAN MEAN?

Karl Thorson, Food Safety & Sanitation Manager at General Mills and second-year BIF member, kicked off the panel by answering the question, "What Does Clean Mean?" Thorson shared the importance of proper and adequate sanitation procedures, as well as industry trending cleaning methods. Utilizing Neogen rapid testing kits and a production conveyor from Intralox, Inc., attendees were able to interact and experience different sanitation monitoring, allergen screening and quantitative testing. Thorson stressed early management and transparency are important factors within manufacturing facilities.



TORTILLA & FLATBREAD PANEL

Sergio Caballero of FoodTools facilitated the conversation with Tom McCarthy, Chief Operating Officer for Aladdin Bakers and German Chavez,



"BIF' made me think about processes in a different light. It will drive us to be better at cleaning and cleaning in the correct manner."

CONVENTION ATTENDEE

> CONTINUED ON PAGE 03



Chairman's Message

My wife, Michelle, and I are lucky enough to have traveled the world – most often with an extra suitcase. We fill that suitcase with diapers, medicine, tooth brushes, clothing and even dog treats and Mardi Gras beads. We have walked through streets of places from Thailand to Cuba sharing the contents. I know that many BEMA families and companies find ways to share time, talent and treasure as well.

Like recognizes like. In the case of BEMA, we not only find similarities in what we do and the customers and industry we serve, but in how we do it. BEMA members conduct business with an integrity that extends beyond business deliverables. We seek ways to give back and make the world better whether in our own facility, our hometown, or across the globe.

From BEMA's beginning this has been our way. We were founded with the goal of bringing companies together to support the World War I effort. BEMA and its members' willingness to contribute to something larger than ourselves took root in an industry that has helped to feed the world, created jobs supporting countless families including mine, and provided financial support, totaling millions, for industry initiatives.

We're celebrating our 100th Anniversary in many ways this year. First, we're asking you to share your company's most significant contributions to baking at www.bema.org/100years. Throughout the year, industry press will feature stories on BEMA's contributions and future plans. At Summit, we'll celebrate with a gala for the entire industry, and at Convention we'll work side-by-side at our first-ever "service day" to give back a little from all that we have received. You are invited to come along for this year-long celebration, and don't forget to bring that extra suitcase.

DON OSBORNE / BEMA CHAIRMAN OF THE BOARD / INTRALOX

Share Your Organization's Baking Innovations



BEMA's history is your history. And over the past 100 years we have been supporting companies as they have evolved. Your innovations, in partnership with your customers, in equipment, ingredients and processes have moved the industry forward. When we tell the story of our first hundred years in the coming months we can't tell it without you. We are asking you to share your innovation story. We've established a web page, bema.org/100years, where you can upload stories and photos of your company's most significant contribution to the industry. Please share your contributions by **September 25.** ●

Convention 2017 Overview

> CONTINUED FROM PAGE 01

Vice President of Manufacturing at Mission Foods about current and overall operational needs within the industry. Key tortilla and flatbread takeaways consist of:

- Consumers continue to focus on health-conscious goods causing manufacturers to seek new ingredients, new flavors and new product lines.
- In relation to the FSMA Act, there is an ongoing need for equipment that is easy to clean, disassemble and put back together.
- Employee safety is a big concern, and ongoing training is a key part of keeping the workplace safe.

ORGANICS PANEL

One of the biggest trends currently is the growth of organic products. BEMA welcomed Dean Folkvord, President & CEO, Wheat Montana, Pio Pantoja Soto, President, Peruvian Association of Entrepreneurs of the Bakery and Pastry Industry (ASPA), Jonathan Davis, Senior Vice President Research & Development, La Brea Bakery and Keith Sammons, Corporate Production Manager, US Bakery to discuss the consumer demand and their involvement in organics. Some of the findings around organics include:

- Consumer confusion around food and how it is produced.
- Growth of organic sales are vastly outpacing regular products – Kroger, Aldi, Walmart all investing in organic space in the future.
- With the increased demand and sales for organics, it is projected the prices may stabilize in the marketplace.

CANADIAN INDUSTRY INSIGHTS

Patrice Painchaud, Vice President Sales and Marketing, Rexfab facilitated the discussion with Rogelio Arreguin, Engineering, Maintenance & Sustainability Director, Bimbo Canada, John Garofalo, Vice President Engineering, Weston Bakery and Dave Lamothe, Vice President Operations at Premiere Moisson. The discussion shared information around key product

categories, manufacturing facilities, comparison of Canadian regulations and U.S. FDA and FSMA. Other key facts identified around the Canadian baking industry include:

- 80% of Canada's trade is with the U.S. (even higher in the baked goods category).
- 80% of production is generated by Weston Bakeries and Canada Bread.
- Gluten-free movement stagnating.
- Packaged flatbreads saw a 13% growth in 2016.

CLIF BAR CASE STUDY

Rich Berger, Vice President of Engineering & Food Supply, Clif Bar & Company, wrapped up Convention with his interactive case study on the start-up of Clif Bar Baking Company of Twin Falls, ID. Berger stressed the importance of the baker and supplier relationship noting, "Any project no matter how small or how epic is a team effort." He outlined the key responsibilities for bakers and suppliers to consider for a smooth start up.

BAKER RESPONSIBILITIES

- Identify baker and supplier responsibilities by having open discussions early in the process.
- Communicate clear goals and objectives.
- Invite suppliers into facilities to help understand the company, culture and to create a stronger connection.
- Provide resources like ERP and MES systems for real-time manufacturing info.
- Early hiring for a smooth start-up.

SUPPLIER RESPONSIBILITIES

- Bring a value proposition ideally made up of solutions, innovation, knowledge and partnership.
- Customers selection criteria is not always about price.
- Take time to understand the requirements and challenge the status quo.
- Be open-minded.
- Be honest when a project is not a right fit.
- Connect with customers in uncommon ways and be authentic. ●



Convention 2017



FIRST ROW RIGHT: left to right > Chase Neuman Brewer, Rich Berger, Monica Kline; **SECOND ROW LEFT:** Rogelio Arreguin, John Garofalo, Dave Lamothe; **SECOND ROW CENTER:** German Chavez, Tom McCarthy, Sergio Cabellero; **THIRD ROW LEFT:** Allen Wight, Jim Kline; **THIRD ROW RIGHT:** Jeff Heath.



FOURTH ROW LEFT: Robb Mackie, ABA; **FOURTH ROW RIGHT:** Dennis Gunnell, Formost Fuji Corporation; **FIFTH ROW LEFT:** left to right > Daniel Schneider, German Bakers Confederation; Cathleen Speerschneider, iba; **FIFTH ROW RIGHT:** Kent Van Amburg, ASB.



“BEMA convention is a great venue to learn, network, explore and enjoy with my fellow manufacturer, baker and industry ally.”

MARK SALMAN / PRESIDENT
MIDDLEBY BAKERY GROUP



CIRCLE: Liborio Villalobos; **FIRST ROW:** left to right > Mark Hotze, Paul Lattan, Eric Riggle; **SECOND ROW:** Bjorn Tielman, Haywood Hawthorne; **THIRD ROW LEFT:** Scott Beiker, Jeff Dearduff; **THIRD ROW CENTER:** Dan Raatjes; **THIRD ROW RIGHT:** Audrey St. Onge, Pierre Meunier, Dave Lamothe, Patrice Painchaud; **FOURTH ROW LEFT:** back row > Mike Pierce, Mark Podl, Rick Hoskins / front row > Monica Kline, Michelle Osborne, Don Osborne, Jason Ward; **FOURTH ROW RIGHT:** John Miller, Andy Muller, Mark Hotze; **FIFTH ROW LEFT:** Clay Miller, Brandon Heiser, Scott Reed, Brandon Woods; **FIFTH ROW RIGHT:** John Hunter.

Be in the Know / IBIE 2019



IBIE 2016 was a record breaking show and 2019 is slated to be even better. In August, the IBIE planning committee met to finalize details for the 2019 show.

The committee approved for 2019, an educational day on September 7 prior to the official opening of the show. Also, there will be new show hours, opening one hour earlier at 9 am each day. Mark your calendar as the the official show dates are September 7 (education day) followed by the show dates, **September 8-11, 2019** at the Las Vegas Convention Center, Las Vegas, Nevada.

Watch your email for booth application notices the early part of 2018. Questions about future sponsorships, contact Kelly Allen at Kallen@bema.org. For additional IBIE information visit ibie2019.com. ●



BEMA representatives on the IBIE committee include Dennis Gunnell, committee vice chairman (Formost Fuji), Michael Cornelis (American Pan), Fred Springer (Burford Corp.), Andrea Henderson (Rondo, Inc.), and Dale LeCrone (LeMatic).

Giving Back to the Community



AIB & BEMA AWARD THE EXCELLENCE IN LEADERSHIP AWARD

Twenty-seven individuals completed AIB's Baking Science & Technology program making the 190th class the most diverse. Graduates traveled from all over the world representing Japan, Korea, Paraguay, Venezuela, Mexico, China and USA. BEMA President & CEO, Kerwin Brown, attended the graduation and awarded the Excellence in Laboratory Leadership Award. The recipients of this award are selected by staff and faculty and demonstrate leadership, loyalty, excellence, honesty, respect and an appreciation for diversity.

The 2017 recipients are Goeffrey Smith from Bimbo Bakeries USA and Donald Weightman from AAFES OWEX. BEMA presented each of the winners with a Surface Pro and keyboard.

CONVENTION ATTENDEES SUPPORT CROP HUNGER WALK

Each year baking industry representatives raise money and support Crop Hunger Walk by partaking in a 50-mile walk across the Grand Canyon. This year BEMA members jumped in and supported the cause. By donating attendees of the Chairman's Dinner skipped the formal attire for casual resort wear. Together \$7,422.00 was raised! Thank you for everyone's generosity!

Crop Hunger Walk is an organization that ensures people worldwide have access to nutritious and sustainable food sources. To learn more about the organization, visit crophungerwalk.org.



CLIF BAR & CO. DONATES 625 ON BEHALF OF BEMA

The Clif Bar & Company describes its sustainability model in four words, think like a tree. Trees are strong, run on 100 percent renewable energy, recycle all waste, and sustain and improve places they grow. This metaphor relates to the food company as they work on using organic, sustainable ingredients, eco-friendly packing, leverage renewable energy and use delivery methods that do not pollute. Rich Berger, Vice President of Engineering & Food Supply said, "To celebrate trees and recognized the commitment BEMA membership has to the environment Clif Bar & Company planted five trees for each attendee through the American Forests' Global Releaf Program." ●

Member Highlights



FIRST-TIME CONVENTION ATTENDEES RECEIVE THE RED CARPET WELCOME

With almost 400 attendees one might think it would be easy to get lost in the crowd. While all attendees are important, this year our 27 first-time attendees received a little extra BEMA love with special networking events to help connect new members with those rooted in the industry.

At the first timers welcome reception, BEMA's board members rolled out the red carpet to get to know the new attendees in a smaller group setting. From here board members introduced new attendees to existing members as they arrived for the welcome reception. First time attendees were also invited on a paddle boarding excursion.

First timer, Jon Miller of AM King reflected upon his experience, "In anticipation of attending my first BEMA Convention, I did not know what to expect. Starting off the week with the phenomenal paddle boarding event, I was blown away by such a great group of people, friends, networking and comradery found in this group. They welcomed me with open arms." By providing experiences to our members both old and new, we foster valuable and meaningful relationships. ●



BEMA U

Growing
Industry
Impact



Engaged in any BEMA-U training? If the answer is no, you are missing out on the best value in the baking industry! The program has had an impact within BEMA member companies and throughout the baking community.

Self-awareness is the buzzword throughout the training sessions. Self-awareness is the foundation of excellent teamwork, improved communication, enhanced productivity and truly inspirational leadership. Dennis Quinn, a recent participant in Sales Effectiveness training from Formost Fuji, stated, **"I've done similar training seminars before, and I have to say that this by far is the best I've participated in."**

The feedback is consistent and excellent. This is the type of training the baking industry needs to face the challenges of today and plan for the successes of tomorrow. BEMA-U is delivering insights and breakthroughs for business. With our full range of customizable offerings, every team and business can benefit! For more information, please contact Emily Bowers, Director of Education & Professional Development at ebowers@bema.org. ●



10740 Nall Avenue / Suite 230
Overland Park, KS 66211, U.S.A.
Tel: 913-338-1300
Fax: 913-338-1327
E-mail: info@bema.org
Web site: bema.org

OFFICIAL PUBLICATION OF: BEMA

This newsletter is published by BEMA, an international, non-profit association through which members coordinate their efforts to progressively serve the baking and food industries.

Don Osborne, Intralox
Chairman of the Board
Kerwin Brown, President & CEO

FIND US ONLINE /  www.facebook.com/BEMACnectsYou/  linkedin.com/company/bema

Calendar of Events

2017

SEPTEMBER

12-13
BEMA-U: Transformational Leadership Program III
Chicago, IL

25-27
Pack Expo
Las Vegas, NV

OCTOBER / NOVEMBER
OCT 31 - NOV 2
Gulfood Manufacturing
Dubai

2018

FEBRUARY

24-25
Summit
Chicago, IL

25-27
BakingTech
Chicago, IL

JUNE
19-23
Convention
Los Cabos, Mexico

SEPTEMBER
15-20
iba
Munich, Germany

INTERNING AT BEMA

EMMA STERBENZ RECAPS HER EXPERIENCE



When I walked into BEMA on my first day, I wasn't sure what to expect. I wasn't even quite sure what BEMA was... all I knew was that it had something to do with the baking industry, and that was about it. During my time here, I have met incredibly welcoming and kind people who have helped me grow and take a step toward my future career in hospitality management. Working at BEMA has been an amazing experience, and I will cherish the memories I have made these past few months. The knowledge and experience I have gained during my internship will stay with me long after I graduate from the University of Arkansas in May. As I walk out the door on my last day, I know what BEMA is... **BEMA is family.** ●