



Friday, September 28, 2007

The Business of Healthy Baking

Scott Florence kicked off the day's seminar with a presentation titled "Food Heritage and Health". More consumers are looking for products that address three distinct issues of a food's heritage: 1) Does the heritage of my food include the use of poisons? 2) Does the heritage of my food include non-food additives that could make me ill and 3) Does the heritage of my food harm the broadest notions of health - personal, community and land health?

The presentation traced these themes through a number of authors over the past 100 years including Upton Sinclair (*The Jungle*), Rachael Carson (*Silent Spring*) and Michael Pollard (*Omnivore's Dilemma*) and tied current healthy food trends to the basics of health and nutrition presented through the food guide pyramid. Scott noted that today's manifestations of these concerns are being addressed at natural food stores and farmer's markets. He noted additional opportunities for food manufacturers will include whole food applications, non-ingredient technologies, and hyper-secure food sourcing.

That said, the audience was mostly enamored with the water absorption qualities of whole grains as presented by a Phd cereal chemist who didn't have nearly as many slides.