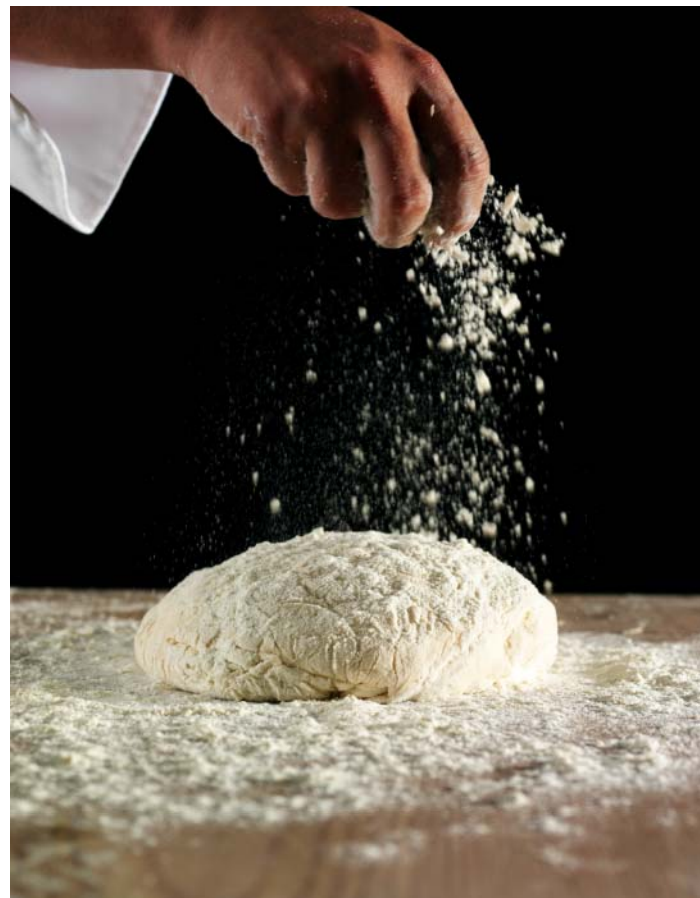


Working With Craft Bakers to Lower Salt



Understanding

The Baker



- Trained using established methods
- Craftsman
- Traditional
- Proud
- Having to adapt to changing markets
- Competing with major companies
- Not always methodical
- ‘bakers handful’
- Taste & Crust
- Fermentation & Flavour

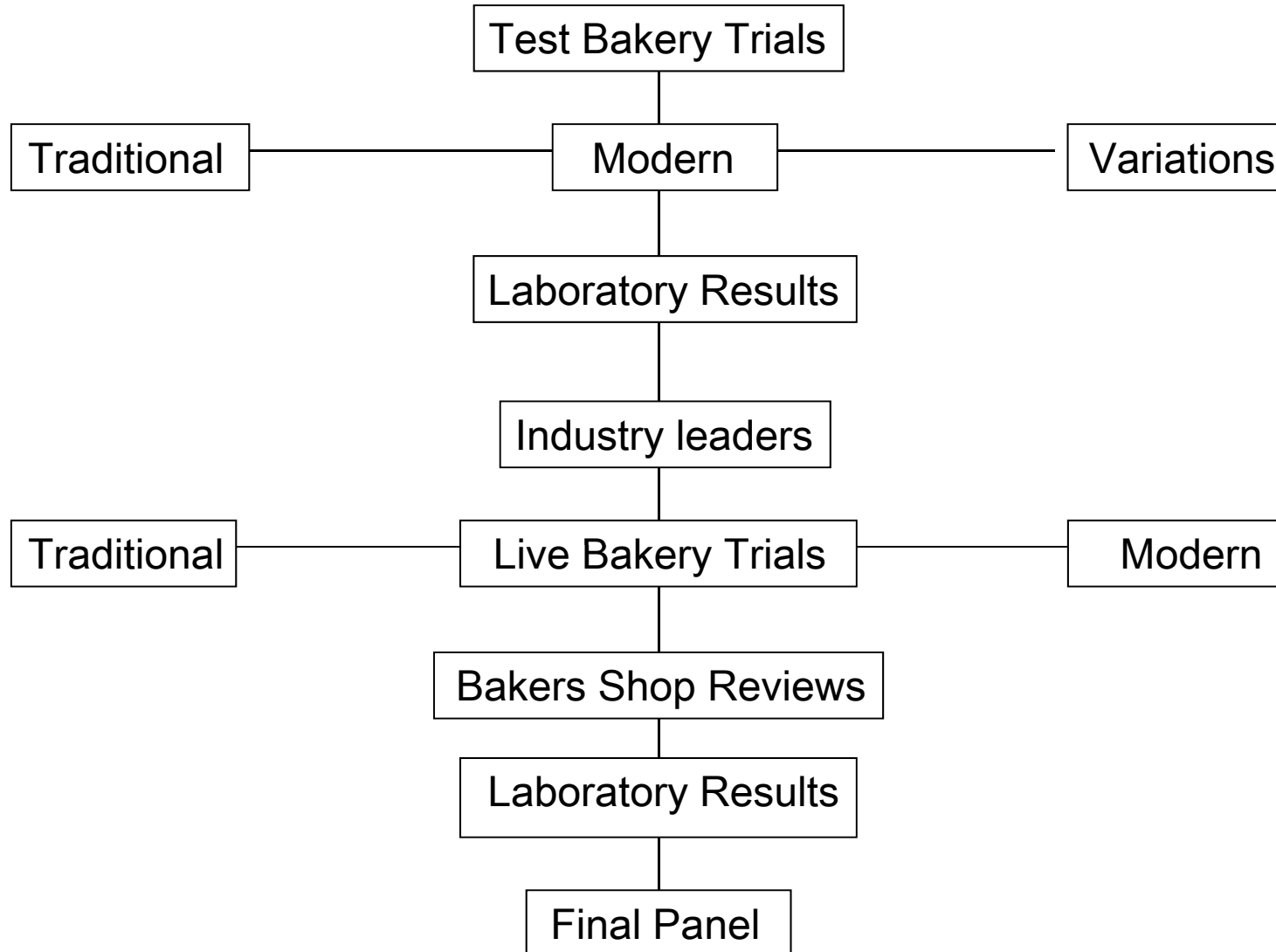
To use expertise and experience
to develop a work plan to discover and
demonstrate the role of salt within the
craft bakery sector.....



- Test the true reaction of lowering salt
- Build the tests according to real bakery conditions
- Use traditional and modern methods
- Test time, temperature and recipe change
- Keep key sceptics and influencers informed
- Take the results into the bakeries
- Create an aid to calculating salt reduction

Task & Objectives

The Plan



- Have independence from key stake holders
- Involve leading industry members to assess results to give credibility
- Research the assumptions – perception tells us what will happen, will it?
- Remove base variables – flour and core ingredients need to be consistent
- Use a skilled but objective team – we need to know what is happening and why
- Demonstrate the team is able to talk to industry on their terms
- Use industry leaders to help influence the wider membership
- Blind tasting and evaluation
- Ensure baking tests reflect reality in terms of recipes and processes
- Cover off all styles of production
- Choose test products that will exaggerate any faults in the tests
- Confirm the data
- Demonstrate live in commercial bakeries

Key Steps



What
does



do in
Bread?

Flavour – concerns from craft bakers was that their bread would lack taste

Controls yeast activity – bakers worried that dough would be uncontrollable

Volume – if salt is not controlling yeast activity would the bread would be too big

Texture – bread which is too big has open weak texture

Weak texture - makes slicing and spreading difficult

Industry hearts, minds.....

- Understand the concerns from the bakers
- Show our results and demonstrate that the bakers concerns are met
- Work alongside the bakers in their own businesses
- Discuss the impacts on their business and the marketing benefits
- The rest of the baking industry is making lowering salt a customer benefit
- Demonstrate this is an opportunity for the craft baker sector to be ahead
- Working with the industry body to help disseminate the information
- Design a device to help bakers calculate salt levels in their recipes
- Make this device relevant – e.g. cover all units of measurement
- Ensure that the wider supply base to the industry carries the same message



.....& business

Project Summary

- With small private business it is essential to understand the people
- Understand how the industry sector works.....
 - Units of measurement
 - Traditional vs. modern production techniques
 - Production variables
 - What are the key quality attributes?
- Identify the industry influencers and keep them as part of the project
- Use a team that has credibility and can work with individual businesses
- Make the results relevant and in language familiar to the industry
- Provide clear tools and assistance to help lowering salt become an easy option that will be adopted quickly across the sector.