



February 2013

Newsletter

The ABST Vision;

"As a cross functional organisation, the primary aim of the Alliance for Bakery Students and Trainees (ABST) shall be to facilitate and maintain a proactive dialogue within a united baking industry around all issues relating to bakery education and training. In all its thinking, the ABST shall always seek to retain, develop and maintain the underpinning craft skills and technical knowledge required by the baking industry. Further, the ABST shall forever offer guidance, share information and seek to support all who are studying bakery or undertaking training within the industry."

New bakery photo trends...

Baguetting

What you might ask is this? Well, according to the daily mail, it is the latest in a long line of bakery related photo trends.

You simply photograph yourself with a baguette in place of, for example your arm, leg, pool cue or hair curlers. Several celebs have even been getting involved: George Takei of Star Trek fame was one, as he posed with a baguette on a train....

Bizarre, but this got us thinking, and we are going to be giving a prize to the trainee that comes up with the most original "baguetting" picture. Simply upload it onto Facebook or twitter so we can see it. We will have the top 5 pictures shown at conference, with the winner being announced at the AGM... **happy baguetting!**

Welcome to February's Newsletter!

We trust you all have had a good Christmas and New Year! It has been a busy year so far, and the ABST Annual Conference is quickly approaching...

In this Newsletter we will be giving you some more information about the conference competitions, that you can enter at our annual conference. There are a lot of competitions, with a category that is bound to suit everybody, so please ensure that you read the lists, along with the competition schedule which will be sent out shortly, to ensure that you don't miss out on the opportunity to win some money, and trophies.

With the competitions in mind, we are also going to go through some tips on how to ensure you have the best chances of winning, and the benefits of entering competitions. The old saying "it's not the winning, but the taking part that counts" is still valid!

As well as the above, we will be updating you on the "ingredients initiative" which is available to all colleges, where you can request raw materials for "free" from sponsoring suppliers, and use the profit to help fund tickets to the ABST conference. There is more detail on this further on in the Newsletter.

If you would like to send any information that can be put in the next edition, which will be in May, please send it through. Contact details for the ABST are at the end of this Newsletter, or get in touch via Facebook or twitter!

Happy Baking!



Dates for
the diary!

Presidents Cup Competition update:

Puratos are once again sponsoring the Presidents Cup this year at the conference, with an extra special prize planned; Design the bread basket for the Baking Industry Awards 2013. This involves designing and making 3 different rolls using O-tentic to be served with the meal at this prestigious event. The prize will include your breads being served to up to 1000 of the industry's most influential bakers, with your name in the brochure, a story in British baker magazine and on the Puratos website, lots of PR for your CV and of course a place at the Baking Industry Awards ceremony in September as a guest of Puratos, with all your accommodation and transport costs included.

This is a great honour and great prize for the winner of the competition, and we would like to thank Puratos for their continued support, and great opportunities for trainees. Further details on this competition, as well as our other competitions are being sent to your college lecturers and training providers, so ask them what you need to do to enter.... or alternatively contact your competitions secretary on the details at the end of this newsletter.

If anyone has any other questions about this comp or any of the other competitions, why not get in touch in Facebook or Twitter?

Good luck! :-)



ABST Annual Conference - Friday 14th - Sunday 16th June 2013

This years ABST Annual Conference will be held on Friday 14th - Sunday 16th June 2013.

The event will start on Friday afternoon with activities to get involved with. There will then be a Pirate themed evening meal as voted by last years members. There will once again be prize money for the best dressed pirate, along with entertainment after the meal so, get planing your fancy dress now. If anyone has ideas or suggestions on the entertainment, please let us know, either on Facebook, Twitter or email David Mizon. (Contact details at the end of this newsletter)

Saturday will consist of judging the competition entries, and for members that have entered the live events to make their products. For members that are not entering the live events, the use of the water park will be available during the day. On the Saturday afternoon, members are invited to attend the viewing of the judged entries for feedback from judges, as well as the presentation of the awards. It is then a quick break to get ready for the Black Tie dinner on the evening.

Sunday is your opportunity to go round Alton Towers Theme Park, and the cost of the ticket is included in your Conference Weekend price. The cost of the whole weekend, including accommodation and entry to the park is £150 per person, which is very good, bearing in mind the cost for a trip to Alton Towers, which would normally cost £46.20 just to go into the park for one day!

You can also reduce the cost of the conference by taking part in the "free ingredients initiative" which we will cover off in more detail further on in this newsletter.

Upcoming Events



Dates for
the diary!

Creative Problem Solving Workshops - May 14th and 16th

Creative Problem Solving
Shari Rife - Manager, Creativity & Innovation
Rich Products Corporation



Anyone...ANYONE...anyone, can be creative. One of the first things that you will learn in this workshop is that everyone has the ability to learn and contribute creatively; however, when push comes to shove, most people tend to take the path of familiarity rather than risk. Creative Problem Solving (CPS) combines brainstorming (the act of generating new ideas) and convergent thinking (selection of the best ideas to solve problems/pursue opportunities). Brainstorms are meant to be fun and to bring out the uninhibited, child-like side in all of us ... free from the worries of judgment and the limits of process so we can achieve a creative peak. Come and gain an understanding of your preferences in the creative process and learn Creative Problem Solving tools and techniques to drive innovation to create new products and solutions.

Details of the sessions are:

Tameside College - 14th May 2013

University College Birmingham - 16th May 2013 (**fully booked**)

Numbers are limited to 16 per session so spaces will be allocated on a first come first serve basis.

The sessions planned at Birmingham have already been filled so those interested in attending must on the Tameside session need to contact Lorna Jones, or Matthew May. Further details are available on request and will be posted out to members in due course. **Closing date for applications is Friday 29th March 2013.**

We can not emphasise enough, the importance of showing your interest to attend these workshops if you are available and want to get a place on the session. As we said before, the remaining spaces after the hosting college members have had first refusal, will be on a first come, first served basis.

We would like to thank RICH'S, for supporting the ABST in offering this training, and also for supplying the the buffet lunch on the two training days.

Please contact Matthew May (ziltam@me.com) to show your interest for this great opportunity!



ALLIANCE FOR BAKERY STUDENTS & TRAINEES

Nurturing skills for the industry



Helping fund your events!

What have we been up to?

The primary function of the ABST is to support Bakery training and education, and this year we plan to arrange some unmissable events for our members. An example of these would be the very popular "Creative Problem Solving Workshops" of which Birmingham is already fully booked. It is very important that if you are interested in these types of events, you need to let us know, as the more we have members engaging in opportunities, the more we will be able to offer.

Some events will sometimes cost a small amount of money, and bearing this in mind, we have come up with some solutions that will help spread the cost of events through the year, without you having to spend some of your hard earned cash!

Check out some of the great ways you can help fund your events below!

Ingredients Initiative

This is quite possibly one of the most popular initiatives we have used, and involves bakery suppliers supplying our trainee members with free products such as pre-mixes, and other ingredients, that members can then use to produce baked products, which when sold can be used to fund events throughout the year....

This year we have the following suppliers that have very kindly offered to supply colleges with products to fund events...

- Ireks - Bread pre-mixes
- British Bakels - Bread pre-mixes
- Dawn Foods - Cake premixes

This is a great chance to earn some money to fund events, and also use products that are used by bakeries all around the country.

We would like to thank the above companies for their continued support!



Sponsored Events

Lob the Cob!

This event is popular with a number of members, and involves throwing a 400g Cob, with the aid of a Peel.....

The person that "Lobs" their cob the furthest, is the winner, and would then compete against the winners from other colleges and training centres at our annual conference!

Previous years, our members have been sponsored, with money raised going towards costs to attend ABST events throughout the year. For more details, including the rules on this event, we have a video on YouTube, so just search for "Lob the Cob"

Good luck with all the initiatives above to "help you to help yourselves" in terms of funding for activities provided by the ABST.....please let us know how you are getting on throughout the year, and send us updates to inspire others! You could even get into our May 2013 newsletter! You can also keep in touch with us via the Facebook page, and Twitter (@abst_) throughout the year!

Conference 2013 Update.....



This years ABST Annual Conference is to be held at Alton Towers Friday 14th - Sunday 16th June 2013. For all of our new members, this is a weekend where all members can come together in one central place, and meet potential employers, enter competitions, both live and pre-event baked products, network with other members from around the UK, as well as other activities, such as use of the water park at the hotel, themed Pirate Party on Friday evening, and Black tie dinner on the Saturday evening..... and you get entry into the theme park as well!

National Competitions

Students, Trainees and Professional Bakers can enter one or more of the competitions (which are free). Even if you can't make it to the conference, you can still enter.

The series of competitions at this conference include bread, pastry, cake, sugar-work, chocolate work etc and these are supported with prizes by members such as British Sugar, Slattery, Rank Hovis, Puratos, Renshaw, Callebaut, The Worshipful Company of Master Bakers, BSB, Warburtons, CSM, IREKS, Bakels, Train2Bake, Jane2Train, California Raisins and Wrights.

This years prizes are even more impressive (including money prizes & the opportunity to bake the dinner rolls for the BIA in September).

For more information about the different competitions available, please contact Graham Duckworth, Competitions Secretary on (graham.duckworth@talk21.com)

Competition update...

Your competitions secretary has been working around the clock to pull together this years competition schedule, which will be available soon.

There are lots of different competitions to enter, that are designed to test your newly learnt skills, in bread, confectionary and cake decorating.

There are lots of money prizes available for 1st, 2nd and 3rd place winners, and diplomas as well, which are great to put in your CV, for when you leave college, and are looking to impress any potential future employer.

It is worth entering, and the old saying "it's not the winning, it's the taking part that counts" is still true of these competitions.

After the judging has taken place, students can have a look at their entries, and ask judges for feedback and tips for next year, so is perfect opportunity for all students to get involved and get feedback from some of the baking industry experts.

One last thing about competitions...

Please make sure that you read the rules, and if unsure about anything let us know. Important things like finished product weight, size, types of products, and the classes where you have to submit more than one product are important to get right, or you could get marked down.

Also, please be careful when transporting your entries to the conference, as squashed bread and cakes don't tend to do as well as normal ones :-S Accidents do happen though!

Reporting In....

This area of the newsletter will look to report in on all our members activities, including fund raising activities, or just to let other trainees and students what everyone is getting up too....

This is your part of the Newsletter, so if you have something that you would like to share, please let Chris know: christopher_foxall@yahoo.co.uk

DIT reporting in!

Jill Daly, student rep at DIT in Dublin has been keeping us up to date. They have just finished their Christmas fundraising and have raised €540. So along with their Halloween fundraising of €275 they now have €815 in total. Jill said "We got all of our ingredients sponsored so everything we earned was 100% profit. We plan on doing more fundraising for Valentine's day and Easter this year and hope to raise about €1,500 in total towards our conference"

Well done to all the students and members involved at Dublin! To get involved with your own fund raising for conference and ABST activities, please see earlier in the newsletter, to take advantage of the ingredients initiative for yourselves!

More updates will be available on the ABST Facebook page, as well as on our twitter feed, so there's no need to be left in the dark when it comes to great opportunities.....

Hope you have enjoyed your bakery training so far this year, and let us know if you have any feedback about anything in this Newsletter.

Last but not least, please make sure you send in your membership forms, as you need to be a member to receive further Newsletters, and updates on Conference 2013, as well as our other planned activities throughout the year!

Membership forms available on our Facebook page :-)

Great British Bake-off



Andy Taylor of Zeelandia has been reinventing the Great British Bake-off, in order to show food technology A level students at the Sacred Heart of Mary Girls School, that a career in the baking industry has great career opportunities. Students at the school took part in a bake-off competition, and produced Focaccia using a mix from Zeelandia. The winner of the best focaccia bread was Emily Foley.

Caroline Ratcliffe, marketing executive at Zeelandia said "It is crucial for the food industry to attract a new generation of intelligent, knowledgeable, motivated people - and at Zeelandia we're determined to support the efforts to spread the word about all the great opportunities in the bakery sector.

Well done Emily, and well done Zeelandia!

Useful contact details:

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