

THE NEWSMAGAZINE FOR THE FOOD INDUSTRY PROFESSIONAL

*Embracing new technology...*

# How Beaver St. Fisheries adopted RFID tags for Wal-mart: a Case Study

by John Sackton, Seafood.com

Jacksonville, FL ~ When Wal-Mart announced a major radio frequency identification (RFID) implementation initiative requiring its top 100 suppliers to apply RFID labels to shipments starting in January, 2005, Beaver Street Fisheries, a fish and seafood distributor in Jacksonville, Fla., stepped into gear.



Beaver Street Fisheries imports from more than 50 countries and provides frozen fish, meats and prepared foods to Wal-Mart, as well as other retailers, restaurants, and institutions. Although Beaver Street is not one of Wal-Mart's top suppliers it deployed a compliance tagging system more than a year ahead of deadline. When Wal-Mart



RFID bar code printers label packages before being shipped from the warehouse.



presented its phased RFID supplier tagging

requirements to its vendors, Beaver Street Fisheries learned only three of its product lines would be affected, and thus would not have to label its products with RFID tags until January, 2006. Rather than wait, the company decided to use the time to get ahead of the learning curve.

*Widely attended marketing event...*

# Executive Conference Turns 30

It's hard to believe but true. 2006 marks the thirtieth anniversary of Urner Barry's annual Executive Conference and Marketing Seminar! A far cry from its humble roots, this year's event "Charting the Course," is being held at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Knights of Columbus in Toms River, New Jersey, to celebrate the opening of the then new Urner Barry headquarters. A handful of industry veterans attended, and a celebration was had over a few drinks and a meal. Today it's grown into the most

widely attended and recognized marketing event in the poultry and egg industries.

With its roots grounded in camaraderie, education, and fun, today's Executive Conference still has family resemblance to the one that began thirty years ago.



To get an idea of what the first Executive Conference was like, Urner Barry's Reporter contacted retired Urner Barry presidents Paul B. Brown and Michael "Bud" O'Shaughnessy, to get a first hand perspective on how the tradition began.

"We made a decision to be proactive with RFID. There's no real slam dunk ROI that is served up on a silver platter by RFID. We are thinking about how we can use it to get more efficient as we grow," said Howard Stockdale, Beaver Street's CIO.

Beaver Street Fisheries had no previous experience with RFID, and its eight-person IT department was also involved in two other major, high-priority projects. To get started implementing RFID, Beaver Street Fisheries contacted Zebra Technologies, its solutions provider for bar code labeling systems. "We've used Zebra bar code printers for many years and they work great," said Stockdale. "There was no reason for us to look elsewhere." Zebra recommended The Danby Group, experienced with both RFID and



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## A NOTE from the publisher

Welcome to our second issue of *Urnery Barry's Reporter*!

I would like to say greetings from the Boston Seafood Show! Please visit us at booth 1561. We at Urner Barry are proud to offer you this issue, as well as our other new products, *A Practical Guide to the Regulation of Seafood in the United States*, and *Urnery Barry's Who's Who in the Fish Industry 2006-2007*. Also, be certain not to miss our brand new title *The Commercial Guide to Fish and Shellfish*.

We want your reading experience to be pleasant, and so, have continued this issue along the same lines as our first—with plenty of interesting, and informative material that makes good reading. We at the *Reporter* are committed to working hard to bring you more features and unique information that we hope you will enjoy. It is our hope that, as a food industry professional, you'll find the *Reporter* a valuable tool.

PAUL B. BROWN, JR.  
PUBLISHER

### On the inside...

**1 How Beaver St. Fisheries Adopted RFID Tags for Wal-Mart: A Case Study**

Beaver Street deploys compliance tagging system a year ahead of deadline

**1 Executive Conference Turns 30**

Urnery Barry celebrates their 30th marketing seminar in Las Vegas

**4 Joel W. Johnson to Kick off Thirtieth Urnery Barry Conference**

Hormel Foods' Chairman of the Board to be lead speaker

**5 Ari Fleischer to Keynote Urnery Barry Event**

Former Press Secretary for George W. Bush to be keynote speaker



**6 Tilapia: A New Popular Choice**

"Miracle Fish" offers endless possibilities

**7 What is the WTO**

The responsibilities of the WTO are examined

**8 International Poultry Council formed, USAPEEC President Jim Sumner Elected as First President**

Poultry and Egg market to work collectively

**9 Urnery Barry to Publish "The Red Book"**

This *Practical Guide* is a 'must have' for anyone in the seafood business

**10 Vital Role of Selenium in Offsetting Mercury Toxicity Explained at Seafood and Health Conference**

Pilot whales help in study

**11 E. Frank Hopkins Co., Inc.**

Not your local seafood distributor

**12 New Bird Flu Vaccine Shows Promise**

Read how the common cold is helping researchers develop this vaccine

**15 Any Way You Slice It, Salmon is a Winner**

The popular fish with all its trimmings



**16 Top 10 U.S. Shrimp Suppliers 2005**

Thailand tops the list of countries who import this seafood favorite to the U.S.

**17-19 New Seafood Guide to Be Released**

Take a sneak peek at *Urnery Barry's Commercial Guide to Fish and Shellfish*

**20 Top 10 U.S. Seafoods Consumed**

A listing of the most popular seafood items eaten in the United States

**22-23 Focus Groups 101 – Part II**

How to keep your group interested

**24 Traders Follow their Animal Instincts**

What's your sign? Bovine, Bear, Poultry, or Swine

**25 China: The Quiet Giant**

Fast facts about this populous country

**26 That New Fish Smell**

Fulton Fish Market has a new home

**30 Recipe - Spicy Shrimp Scampi**

Learn a hot new dish that will become an instant favorite

**31 Urnery Barry Vice President Continues Recovery Following Aneurysm**

Well-being of seafood market veteran is on the minds of all at Urnery Barry



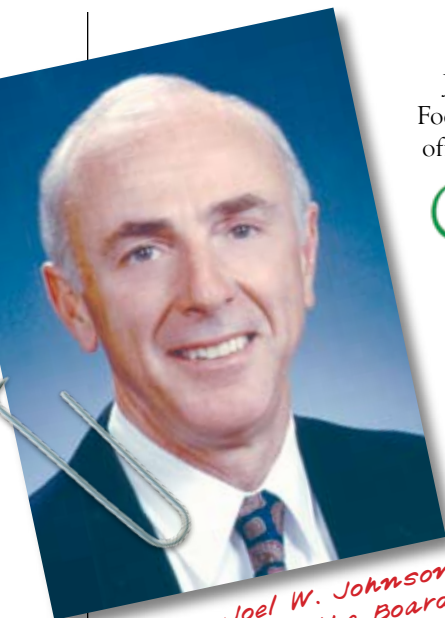
**32 Top 10 U.S. Beef Export Products**

Find what cuts make up the most popular export list

**34 Cold Storage Top 20**

Discover which cold storage facilities have the most capacity in North America

# Joel W. Johnson to kick off thirtieth Urner Barry Conference



Joel W. Johnson  
Chairman of the Board,  
Hormel Foods

Joel W. Johnson, Chairman of the Board, Hormel Foods, will be the lead speaker as Urner Barry kicks off their thirtieth Annual Executive Conference & Marketing Seminar this coming spring in Las Vegas, Nevada. Mr. Johnson's name is



tantamount with accomplishment having achieved personal and professional heights that few have ever attained. Urner Barry president, Paul Brown, is honored to have Mr. Johnson on hand stating that "We are grateful to have a man of such character and leadership address our audience this year. Mr. Johnson exemplifies all that we strive for in our business lives. His name is synonymous with hard work, integrity and marketing excellence."

**"His name is synonymous with hard work, integrity and marketing excellence."**

In July 1992, Mr. Johnson was appointed the eighth president of Hormel Foods. During his tenure, the global food giant experienced escalating financial returns as it became a leader in food packaging, innovation, safety, customer service and achieved distribution excellence.

Recently retired from the CEO position he held since 1993, Mr. Johnson will continue in the role of Chairman of the Board effective January 1, 2006. Prior to joining Hormel Foods, Mr. Johnson spent 24 years with General Foods Corporation.

## Conference turns 30

Continued from page 1

The story began sometime back in 1976 when the company moved its headquarters from its previous location in Jersey City to a new home on the edge of the Jersey Pine Barrens. In order to accommodate Urner Barry's growing clientele, the company needed to be located near a major post office in order to get its publications to their subscribers as quickly and efficiently as possible. Paul Brown told the Reporter that "this was still years ahead of any electronic means of news dissemination and the company relied heavily on the U.S. mail and the telephone." Toms River happened to be the site of a brand new, state-of-the art post office and the rest is history.



Bellagio conservatory

So, to celebrate the opening of the new headquarters and to "show off the building," as Mr. Brown said, Urner Barry management decided to have a party. According to Michael "Bud" O'Shaughnessy, the meeting was held at the Knights of Columbus hall in Toms River which was close to the local Holiday Inn, where the attendees from out of town stayed.

After a brief meeting which may have included an economic speaker, the group took a trip over the "Seaside" bridge and the celebration found itself at a favorite local restaurant—"The Top O'the Mast."

According to Bud O'Shaughnessy many industry notables were in attendance. Names like Marvin Johnson, Harold Brock, Fred Jaendl, Sanford Gutentag, Dan Nuzzi, Joe Cotton and Fred Bloom come to mind.

Now, in its thirtieth year, the Executive Conference attracts nearly 400 people and is held each year in Las Vegas, Nevada. A wide variety of personalities have been conference speakers. They included well-known authors, sports figures, university professors, agricultural and marketing specialists, television commentators and

national political figures such as Senator Jesse Helms, Senator Patrick Leahy, Senator Thomas, Secretary of State Alexander Haig, Empower America co-founder Jack Kemp, Vice President Dan Quayle, Senator Bill Bradley and political strategists Mary Matalin and James Carville.



Featured speaker announced...

# Ari Fleischer to keynote Urner Barry event



Former press secretary  
Ari Fleischer

Urner Barry Publications, Inc. has announced Ari Fleischer, former press secretary for George W. Bush, as keynote speaker for their 2006 Executive Conference & Marketing Seminar.



The voice of the Bush administration during its most challenging days, Ari Fleischer brought answers to a stricken nation—with eloquence, honesty and unsparing wit.

Mr. Fleischer articulated White House strategies during terrorist attacks on New York and Washington, wars in Afghanistan and Iraq, economic turbulence and political turmoil. With unique knowledge of century-shaping events, he will offer the Executive Conference audience an unparalleled look

at the underpinnings of presidential politics and the decisions that shape our lives.

For the past thirty years, Urner Barry has hosted a conference for the industry's top leaders representing meat, poultry and egg companies throughout the United States and abroad. This year's event, "Charting the Course," will help attendees navigate the stormy marketing seas that are a daily part of the food industry.

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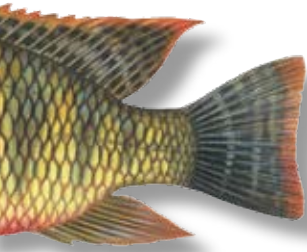
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# Tilapia: A New Popular Choice



Tilapia has a long history dating back to biblical times when it was known as "The Saint Peter's Fish" or "The Miracle Fish." It gets its ancient names because of the belief that it multiplied and fed so many.



In third world countries, tilapia has been the main source of protein for years. In places where other proteins are not available, this

fish, which is able to grow to maturity without feeding on other proteins, has become a staple.

Today, tilapia farming is quite popular and has improved tremendously over the

last decade. Many farmers have worked to perfect the quality and taste by controlling the environment and feed of the fish. Tilapia farms today have mastered a great tasting fish which has become a popular choice for many chefs in the U.S. and Europe.

Even the most inexperienced cooks have taken a liking to preparing tilapia. Its mild taste and slightly oily flesh makes it easy to prepare and quite versatile. Like chicken, it will take on the flavor of how it is prepared which offers endless possibilities.

In planning a large upcoming corporate

event for Urner Barry's Night at the Races, The Reporter spoke to the head chef about this year's fish preference for our lavish menu. After discussing some of the usual choices, we agreed that tilapia would be our selection. What was surprising is that some referred to it as "the new fish."

**"Even the most inexperienced cooks have taken a liking to preparing tilapia"**

Although tilapia has a long history, its new popularity is certainly something to notice. Recent U.S. consumption reports do agree that it has become a fish of choice.

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During the course of our daily lives, we often time here reference to the WTO, an organization that is challenged with the task of policing existing international trade laws while aiming at further liberalizing global trade. Its stated goal is to “help producers of goods and services,

# What is the WTO



exporters and importers conduct their business.” But, just what is the World Trade Organization, and how does it act to influence international trade policy? The Reporter asked just that, and here’s what we found.

The WTO was established in 1995 as the successor to the General Agreement on Tariffs and Trade (GATT). Based in Geneva, Switzerland, its main function is to ensure that goods and services flow smoothly, unhindered and with predictability around the globe while, in the process, generating prosperity for member countries. The main way it attempts this is by arranging a series of negotiations, or Rounds, where rules are made with the goal of reducing policies that inhibit or distort trade. The last trade Round was the Uruguay Round, which was negotiated from 1987 to 1994, and then implemented over the next six years. Previous trade Rounds include the 1964-1967 Kennedy Round and the 1973-1979 Tokyo Round. Agreement among the 149 members (as of 12/05) is achieved by consensus and, while there is a system for majority voting, in practice this has never been needed. The World Trade Organization’s responsibilities include:

- Administering WTO trade agreements
- Forum for trade negotiations
- Handling trade disputes
- Monitoring national trade policies
- Technical assistance and training for developing countries
- Cooperation with other international organizations

## *...and liberalizing global trade.*

The latest (as of December 15) member admitted to the WTO is the Kingdom of Tonga which occurred during the last ministerial conference. Accession times vary widely with the shortest negotiation

lasting 2 years and 10 months for Kyrgyz Republic. The longest was that of China lasting 15 years and 5 months. Russia, having first applied to join GATT in 1993, is still in negotiations for membership.

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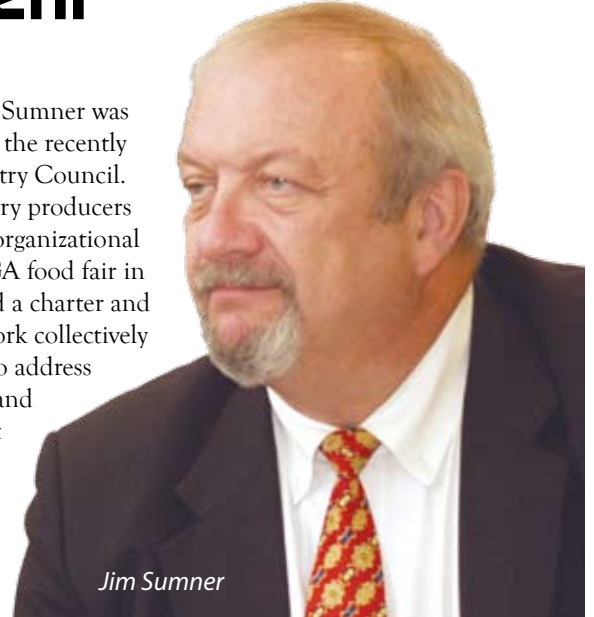
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# International Poultry Council formed, USAPEEC President Jim Sumner elected as first president

USAPEEC President Jim Sumner was elected the first President of the recently formed International Poultry Council. Representing the major poultry producers of the world, the IPC held its organizational meeting during the ANUGA food fair in Germany where it also adopted a charter and elected officers. Its goal is to work collectively and cooperatively as industries to address common problems and issues and was designed so that the impact of international factors and developments in the poultry and egg markets is instant and significant.



Jim Sumner

*Organization strives to offset politics, promote science based decisions*

During USAPEEC's winter meeting last December, Jim Sumner expressed hope that by working together as a union, the IPC will help offset politics and promote science-based decisions on such topics as risk-based inspection, food safety and anti-dumping regulations. Poultry associations from the following countries are charter members of the IPC: Argentina, Brazil, China, the European Union, Mexico, Russia, Thailand and the United States, while associations in Canada, Chile, Egypt and Turkey have expressed interest in joining.

This coming April, Mr. Sumner will be addressing Urner Barry's Annual Executive Conference & Marketing Seminar during the extended export outlook session. For more information, contact Urner Barry at 732-240-5330.

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# Urner Barry to publish "The Red Book"

Urner Barry Publications, Inc. to Publish "A Practical Guide to the Regulation of Seafood in the United States" or More Commonly Known as "The Red Book"

Companies selling seafood face a bewildering array of governmental requirements. The layers of regulations and the numerous agencies that enforce them often frustrate those unfamiliar with the process. "A Practical Guide to the Regulation of Seafood in the United States" is a comprehensive reference source for seafood professionals, which explains this complex regulatory system and the specific rules that apply to individual seafood products. Readers will learn how to:

- Navigate the maze of rules and agencies.
- Contact the correct agency official.
- Keep up-to-date with changing regulations.

The book, which is written by an author with more than 30 years experience in the field, also is a practical handbook which

guides you through key decisions step-by-step and offers suggestions and checklists to help you identify and avoid common mistakes. It explains how to:

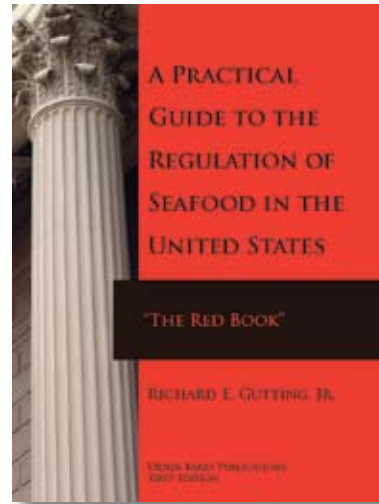
- Protect your company by mastering due diligence.
- Identify critical compliance issues.
- Respond when an investigator knocks.
- Avoid liability for regulatory offenses.

The 600+ page edition is the first book to explain the many different requirements that govern seafood safety and inspections, packaging, labeling, advertising, fish and shellfish conservation, customs, unfair seafood trade practices, trademarks, copyrights and patents, and

import embargoes. A handy index allows readers to find the specific enforcement policies, rules and regulatory guidance that apply to individual seafood products. It is the perfect reference tool for regulatory affairs' professionals, their counsels and others who need to know about seafood laws, regulations and enforcement policies.

The author, Richard E. Gutting, Jr., is a partner in the law firm of Redmon, Peyton & Braswell, LLP and has been actively involved

in the regulation of seafood in the United States for over thirty years. He is the past President of the National Fisheries Institute and has served on several governmental advisory committees regarding international seafood trade. Prior to joining the NFI in 1982, he served as Assistant General Counsel for Fisheries of the U.S. National Oceanic and Atmospheric Administration, counsel for the Subcommittee on Fisheries and Wildlife Conservation of the U.S. House of Representatives, and as senior legal advisor to the President's Council on Environmental Quality. Prior to his government service, he practiced law as a specialist in oceans, environmental and resources law. He received his law degree from Stanford Law School and has published numerous articles and papers concerning the seafood industry throughout his career.



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# Vital role of selenium in offsetting mercury toxicity explained at Seafood and Health conference

It was a Eureka! moment for the audience at the Seafood and Health conference held this past December in Washington, DC.

A riveting presentation by Nicholas v.c. Ralston Ph.D., a biomedical research scientist at the Energy and Environmental Research Center, University of North Dakota, explained how selenium works to offset mercury toxicity.

His presentation on the vital role of selenium in fetal brain

development and the interaction between selenium and mercury appeared to unlock the mystery behind the conflicting results from the large scale epidemiological studies done in the Faroe Islands and the Seychelles.

Both studies tried to find neurological effects in children from ingesting methyl mercury in these two island communities where large amounts of fish are routinely consumed. The Seychelles study showed no effects while the Faroes study did find some effects,

although they were only apparent using sophisticated testing.

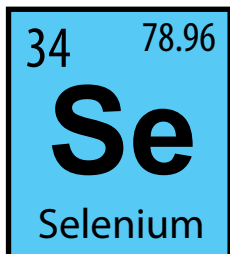
In the Faroes population, the diet includes pilot whale meat. Pilot whales have a lot more mercury than selenium. Specifically, commercially available ocean fish in the U.S. typically contain 5-20 moles of selenium for every mole of mercury; however, in Faroes pilot whale meat, there are approximately 4 moles of mercury for every mole of selenium. As Dr. Ralston said, 'The high and disproportionate amount of mercury present in whale meat makes it particularly hazardous for human consumption.'

The need for selenium in humans is greatest in the fetus, and too much mercury will deprive the fetus of selenium.

Apparently, selenium and methyl mercury readily form a strong chemical bond. In fact, selenium has a demonstrated ability to sequester methyl mercury and thereby protect against mercury toxicity. However, there must be sufficient selenium to not only sequester and offset the mercury, but also enough left over to support normal selenoenzyme activities, the vital role enzymatic selenium plays in the body.

**"The need for selenium in humans is greatest in the fetus, and too much mercury will deprive the fetus of selenium".**

Dr. Ralston showed a map to illustrate how the level of selenium varies in the U.S., and he identified northern Europe, Africa and China as large areas that are selenium deficient. The U.S. is relatively better off, particularly in the heartland. For coastal region dwellers, ocean fish is an excellent source of selenium.



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*In the spotlight...*

# E. Frank Hopkins Co., Inc.

E. Frank Hopkins Co., Inc. is a full service seafood distributor operating in Philadelphia since 1890. Currently doing business all over the world, they handle all forms of seafood and serve all major segments of the industry: wholesalers, retail chains, broad line distributors, and food service companies. The company operates out of the Food Distribution Center and has maintained its presence as a part of city culture.

So, just how did this company get started and remain successful throughout



*...instead of paying him with money, the people "paid in catch"*

the many years? While some people choose their career path, it seemed that E. Frank Hopkins was forced into his, but managed to form a company that still operates today. He was originally a mercantile supplier of such things as gear to the ships in the Philadelphia area. But instead of paying him with money, the people "paid in catch," said Lynn Arnold of E. Frank Hopkins Co., Inc. This left the original founder of the company with a supply of seafood. In an effort to sell the seafood for cash, he became one of the originators of the Dock Street Fish Market, the first commercial seafood market in the United States.

The company has since grown to over 50 seafood specialists and support personnel. Most company seafood specialists started in the fresh fish business, whether it was raising clams or buying and selling fish, according to President Steve Marmer.

Being an innovator allowed the company to remain one of the leaders in the field. In September of 1995, E. Frank Hopkins Co., Inc. was granted HACCP certification under the United States Department of Commerce. At this point, they were the first USDC approved plant in the Tri-State area and the first multi-species HACCP approved plant in the country. When regulations in the United States forced all seafood companies to get certification, the FDA used the company's plant as a model for others.

Steve Marmer explains that the company is still in business today because it has "the best seafood" out there.

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*Research shows 100% effectiveness...*

# New bird flu vaccine shows promise

A new avian influenza vaccine developed by University of Pittsburgh researchers has shown 100 percent effectiveness in tests with chickens and mice, and could soon be developed into a human vaccine, the university announced.



The vaccine, which protects against the deadly H5N1 influenza that has killed millions of birds and hundreds of people in Asia and Europe, was genetically engineered and grows in cells, making it much more easily produced than traditional flu vaccine incubated in chicken

eggs, said the researchers.

The new vaccine also contains a live virus, which may provoke a more potent immune response from the body than dead-virus avian flu vaccines. The immune response in test animals was shown to not only be stronger than for traditional dead vaccines, but also came along several lines of immunity, said the researchers.

The new vaccine was developed by genetically engineering a common-cold virus, the adenovirus, to express parts of the bird flu virus's proteins on its surface, said the research team.

The major advantages of using this method are the fact that the vaccine can be produced in cell cultures, which are unlimited in supply, and the rapid speed of developing a new vaccine for a mutated flu strain. Traditional flu vaccine production is often severely limited by supplies of its production medium and long delays in development for new strains.

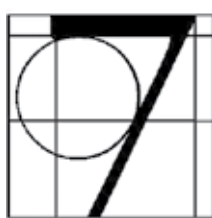
A new version of the vaccine could be fitted to a mutant virus in about a month, as opposed to several months using traditional vaccine methods, said Dr. Andrea Gambotto, the lead doctor in the study.

"This capacity will be particularly invaluable if the virus begins to mutate rapidly, a phenomenon that often limits the ability of traditional vaccines to contain outbreaks of mutant strains," said Gambotto.

The research team is planning a human clinical trial of the new vaccine "in the very near future," said the university.



*Editors Note: This article first appeared on foodmarket.com February 3, 2006. For subscription and other information about foodmarket.com, please contact 800-932-0617.*



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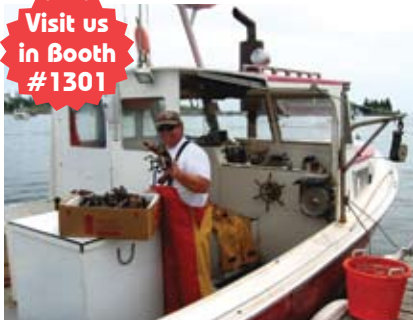
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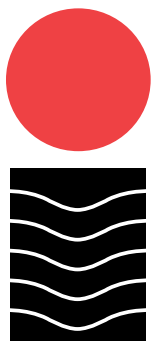
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# Any way you slice it, 2005 was one for the record books

Overall, salmon fillet pricing is at the highest levels the market has ever seen. This applies to both the Canadian and Chilean markets. There are a couple of observations to be made about 2005.

- The Canadian fillet market reached over \$4.00 on fillets.
- The highest quoted levels in the Canadian market previously were \$3.85 in June of 2003.
- The average price for 2-3 lb. Chilean fillets in 2005 is almost 50¢ higher than 2004.
- The highest yearly average price previously was in 1999 at \$3.36.
- June was about the time prices in the Chilean market began to soar. The average price in June was almost 35¢ higher than the 5-year average for Chilean fillets!
- The highest 5-year average is in May at \$2.84.



*Salmon fillets are pleasing to the eye as well as the palate.*

Chile, the largest producer of fillets, saw fresh imports increase to 216 million pounds in 2005. Although this a 2.7% increase over last year, there does not seem to be enough product to go around with the current demand situation worldwide.



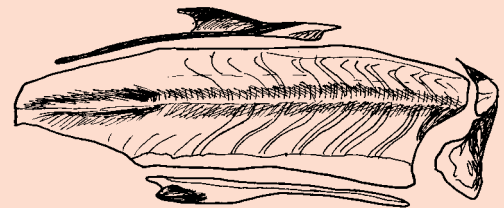
Salmon has become a staple in the world market and, with the current supply situation, can be at times difficult to find. Next time you are at your grocer's seafood counter, check out what's there. You will probably find omega-3 rich, salmon in the case.

As you can see below, salmon fillets are available in a variety of trims. These are general examples and each company may be able to create a spec that is most desirable to you and your company. The most popular trims are C-trims, D-trims, and E-trims.

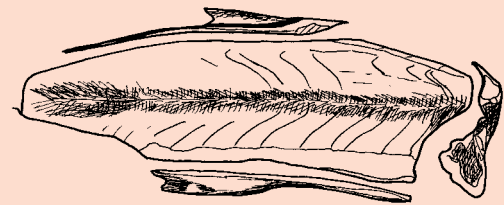
## Salmon fillets: Fives degrees of trim



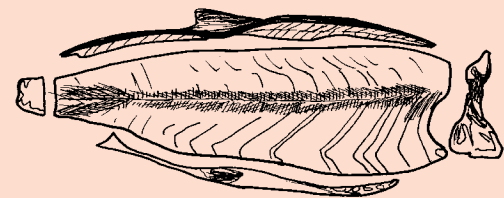
**Trim A**  
Backbone and Bellybones removed.



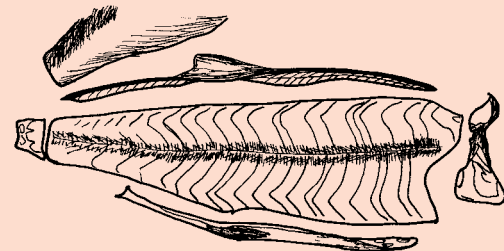
**Trim B**  
Backbone, Bellybones and Collarbone removed.  
Belly fat trimmed.



**Trim C**  
Backbone, Bellybones, Collarbone,  
Back fins and Pinbones removed. Belly fat trimmed.



**Trim D**  
Backbone, Bellybones, Collarbone,  
Back fins and Pinbones removed.  
Belly fat trimmed. Tail squared off.

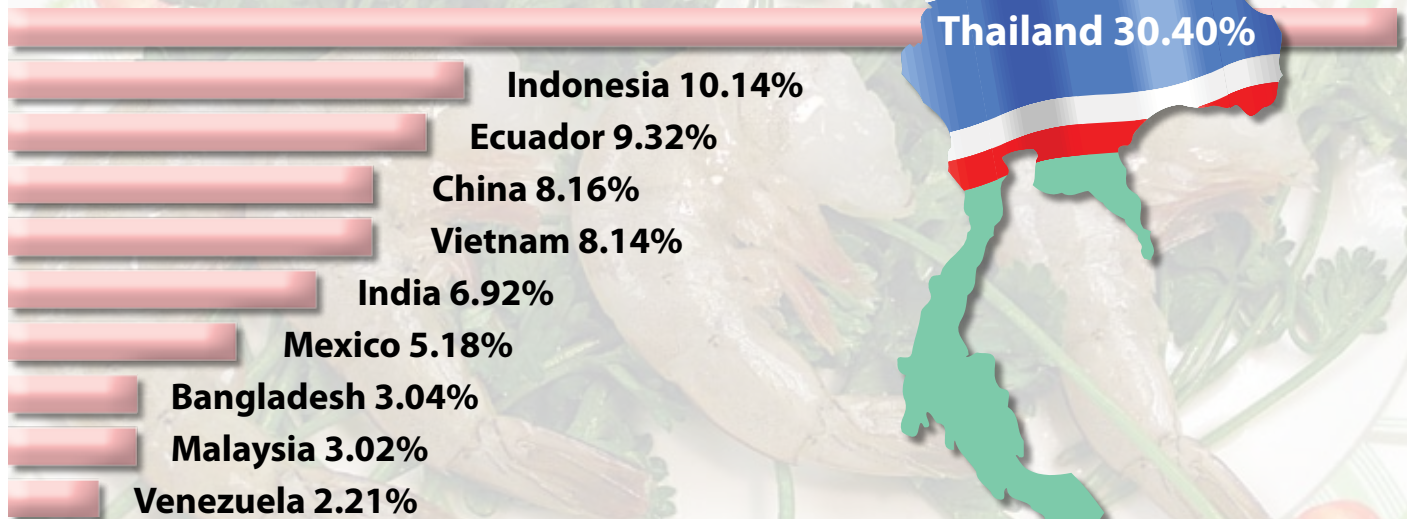


**Trim E**  
Backbone, Bellybones, Collarbone,  
Back fins and Pinbones removed.  
Belly fat trimmed. Tail squared off. Skin off.

*Slight shift in exports to the U.S....*

# Top 10 US Shrimp Suppliers '05\*

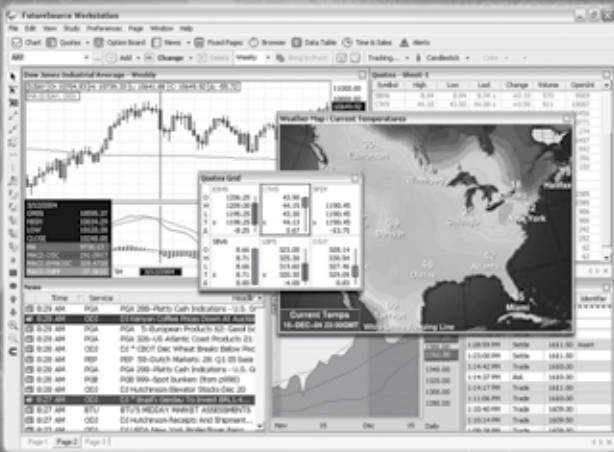
The imposition of tariffs and size of the margin imposed on shrimp producing countries has slightly altered the composition of U.S. shrimp suppliers. Thailand, Indonesia and Ecuador have all gained market share, while China and India's shares of the market have contracted.



\*Through November 2005. Source: U.S. Census

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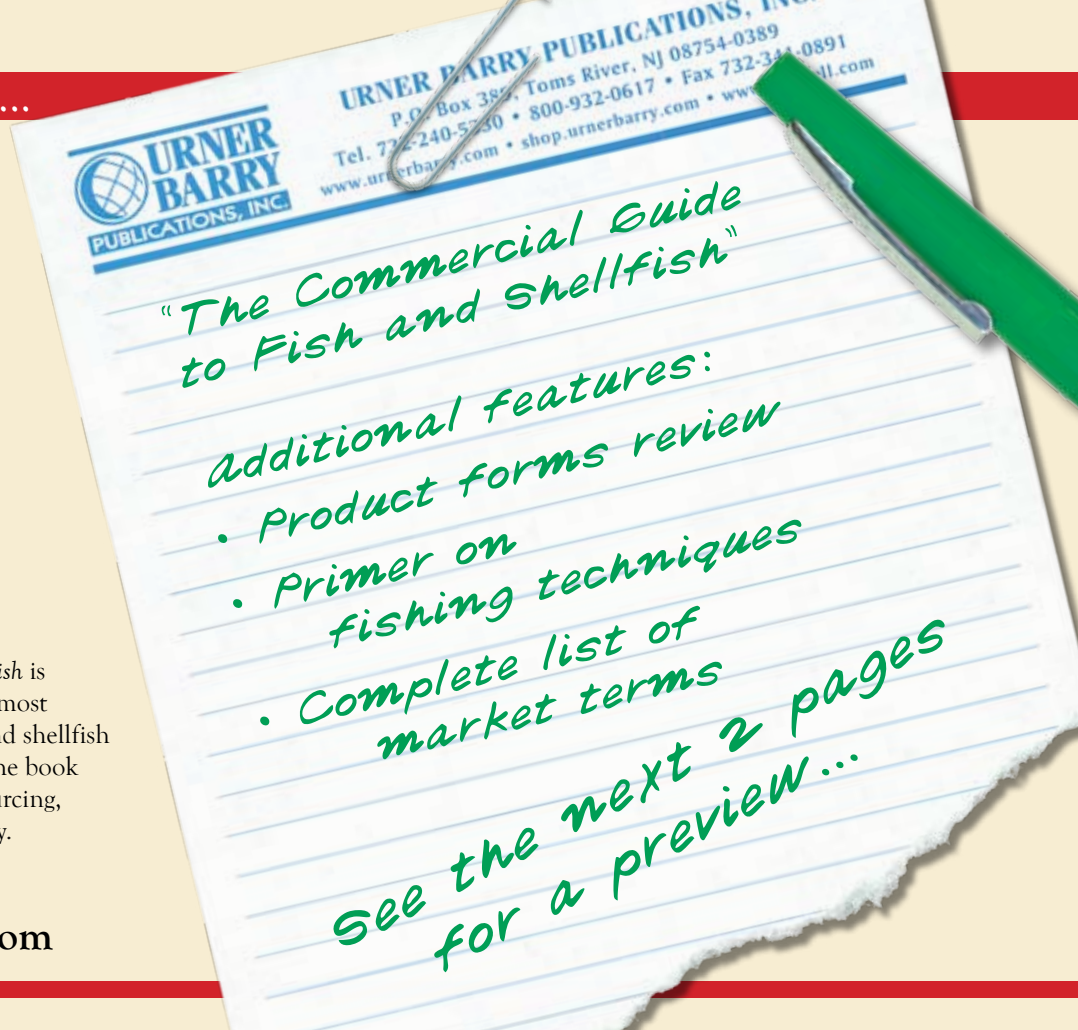


From Urner Barry...

# New seafood guide to be released

The *Commercial Guide to Fish and Shellfish* is designed to acquaint the reader with the most commercially important species of fish and shellfish in the U.S. market. Available in March, the book also provides detailed information on sourcing, nutrition, eating quality and global supply.

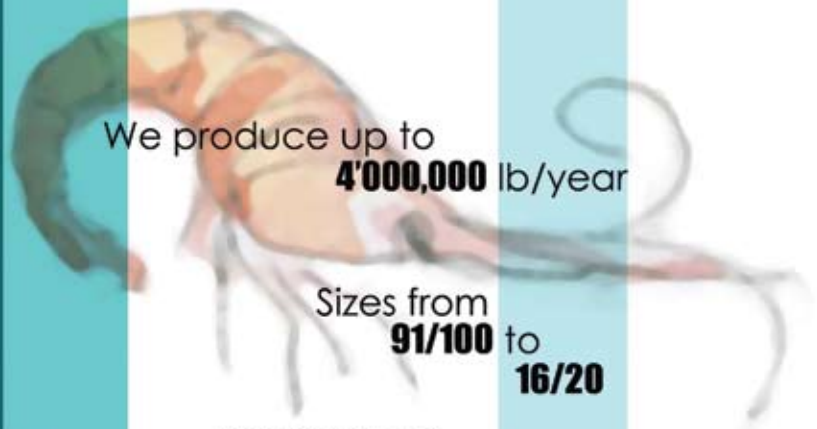
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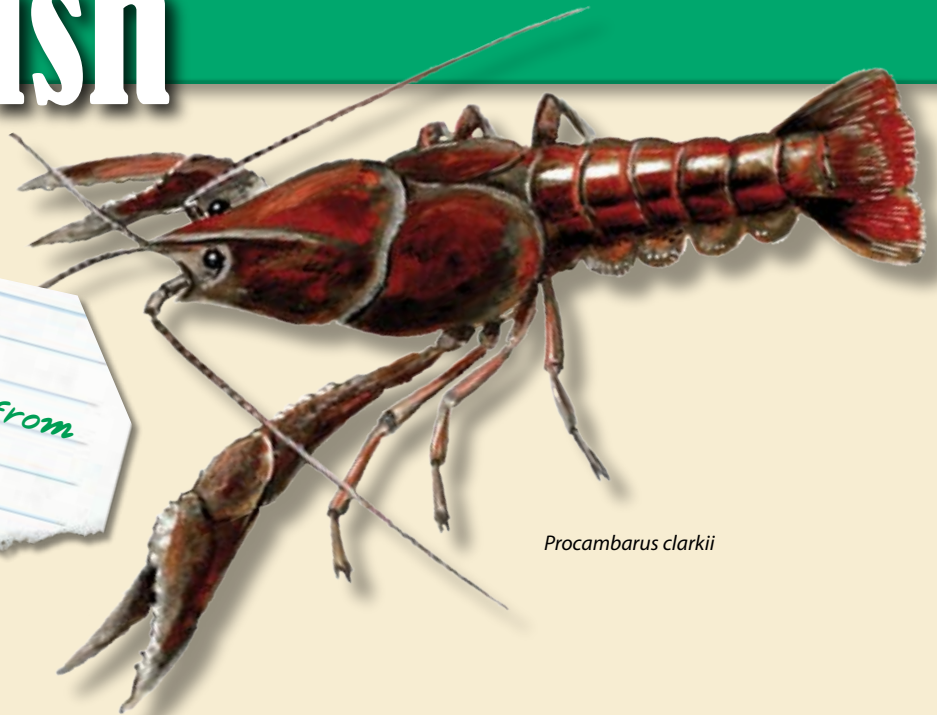
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# Crawfish



*Procambarus clarkii*

This is a sample page from the forthcoming book "The Commercial Guide to Fish and Shellfish"

## Specifications

**Market names** Crawfish, Crayfish  
**Scientific name** *Procambarus clarkii*  
**Common name** Red Swamp Crayfish

**Market names** Crawfish, Crayfish  
**Scientific name** *Procambarus acutus*  
**Common name** White River Crayfish

## Description

Freshwater crawfish are a relative to clawed lobsters. Crawfish are native to every continent except Africa. Crawfishing has a long history in the U.S., dating back to the Native Americans and the first European settlers. Crawfish are known by a wide variety of other names such as crayfish, crawdad, crawdaddy, and mud bug.

Farmed crawfish in the U.S. are either red swamp crawfish (*Procambarus clarkii*) or white river crawfish (*Procambarus acutus*). In the U.S., most crawfish is produced in Louisiana, although a few other southern states produce some commercial volumes. Louisiana also has by far the highest per-capita consumption of crawfish. Imports from China are the other major source of crawfish for the U.S. market.

Increasingly in the U.S., and exclusively in China; crawfish are farmed. Farming began in earnest in the U.S. during the 1950's and has increased dramatically. During the mid-1990's Chinese imports of crawfish meats flooded the market which resulted in a successful U.S. anti-dumping tariff in the late 1990's.

## Nutrition Facts

Serving Size: 3.5 oz.

### Amount Per Serving

**Calories** 77      **Calories from Fat** 8.6

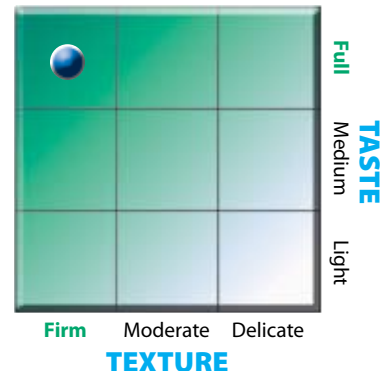
% Daily Value\*

<b>Water</b>	82.24g	
<b>Total Fat</b>	0.95g	1%
Saturated Fat	0.2g	1%
<b>Cholesterol</b>	114mg	38%
<b>Protein</b>	15.97g	32%
<b>Iron</b>	0.84mg	5%
<b>Sodium</b>	58mg	2%
<b>Omega-3</b>	0.174g	

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

## Eating Qualities

Crawfish have a mild flavor and fairly firm texture. Their flavor is enhanced typically by Cajun spices in their preparation.



# Fish Fact

**“Pinch the tail and suck the head.” Cajuns know that this is the way to thoroughly enjoy seasoned and boiled crawfish. Pinch the tail to remove the meat and suck the head to enjoy the tamale or fat.**

Despite the trade sanctions Chinese crawfish and crawfish tail meats have become an important component in the U.S. supply and during times of drought or poor U.S. production Chinese imports have supplemented a tight supply.

**Fishing Methods**

- Aquaculture
- Dredge
- Gillnet
- Harpoon
- Hook
- Seine
- Trap
- Trawl

Farmed and wild crawfish are seasonal with US production from November to June, with peak supplies in April and May. Chinese production runs April to November. Crawfish in the U.S. are grown in managed farms of 10 to 20 acres and are typically produced in naturally vegetated ponds, predominately with rice or other aquatic vegetation established during the summer when ponds are drained. This serves as forage for the crawfish, which are not fed formulated feeds. Crawfish ponds are initially stocked, but farmers then may rely on reproduction by un-harvested or carried-over crawfish from the previous year.



Whole cooked crawfish.

U.S. Crawfish farms are drained from April to June when conditions are right to simulate the dry summer period. The crawfish at that time burrow one to three feet into the pond bottom where their eggs are laid. They remain underground during the summer. During the summer months, vegetation is introduced into the pond as forage, or as a double crop such as rice. In October the pond is re-flooded and both adults and juveniles leave their burrows and distribute themselves throughout the pond. Juveniles, if conditions are right, can reach marketable size in three to four months. Crawfish are harvested in baited traps which are checked daily.

Crawfish is sold whole; live or cooked, and may be purged to empty the intestinal tract of ingested matter. This step eliminates the dark tract but is not necessary. Whole crawfish are generally sold in the following count sizes per pound: under 15, 16-20, and 21-or-more. Live crawfish are packed tightly in onion bags for shipment. Bags are usually 40 to 80 lbs. each. Crawfish will survive for three or four days in these bags if they are kept chilled with reasonable air circulation.

Cooked crawfish tail meats are fresh or frozen and offered with the fat on or off. Crawfish have quantities of fat in the head, similar to the tamale of a lobster. This fat is used as a basis for the rich sauces that are traditional with crawfish. Meat is generally graded as under 80, 80-100, 100-150, and 150-200 count per pound. Tail meat is used in many preparations, including gumbo, *etouffe*, and jambalaya.

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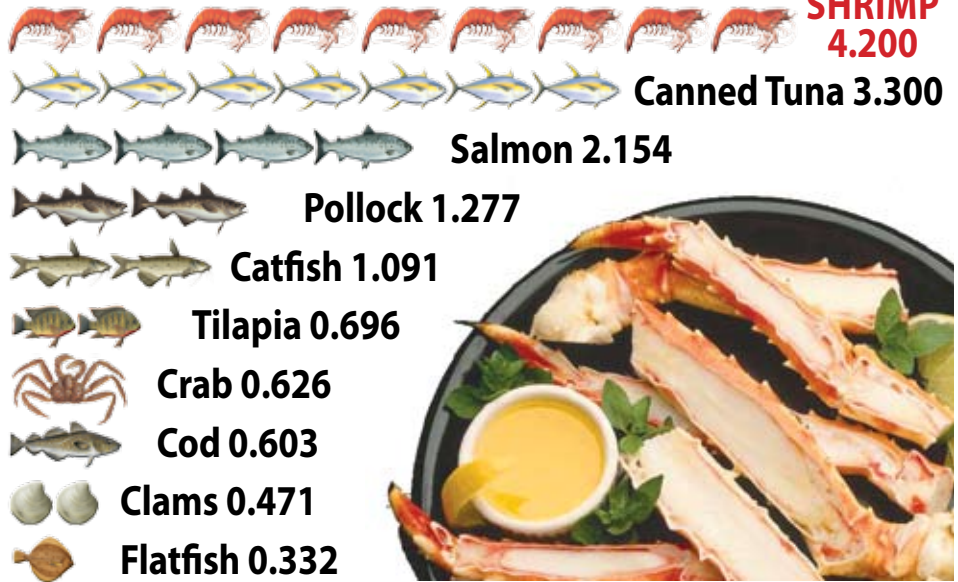
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*Shrimp tops the list...*

# Top 10 US seafoods consumed

Shrimp continues to lead the pack in terms of per capita seafood consumption in the U.S. According to the National Fisheries Institute, each American now consumes 16.6 pounds of seafood and slightly more than four pounds of shrimp.

*Pounds per capita U.S. seafood consumption:*



Data from National Marine Fisheries Service and calculated by Howard Johnson, H.M. Johnson & Associates, for National Fisheries Institute.

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*Beneficial to product development...*

# Focus Groups 101 – Part II



*a good, well-briefed moderator will know when to pursue interesting tangents.*

In the premier issue of the “Urner Barry’s Reporter” Joyce Ng of Springboard Marketing gave readers an opportunity to become familiar with why focus groups are so beneficial to today’s product development, advertising and marketing efforts. In this edition, Joyce will address how to make the most of focus group research through proper preparation and research, observation and follow through.

*By Joyce Ng, Springboard Marketing*

At an average cost of \$3,000 and up, focus groups aren’t cheap (neither is the time you spend designing and observing them). Assuming that you and your competition may be conducting focus research, how can you make sure you get the most out of YOUR research—and, ideally, a leg up on the competition?

The typical focus group lasts two hours and includes eight to ten participants—that adds up to an average talking time of only about ten minutes per participant—so you’ve got to make the most of that time. My smartest clients make the most of their research dollars by thinking hard about their research objectives and by staying attentive, entrepreneurial and open-minded when observing focus groups.

Strategies for maximizing the information and ideas that spring from focus groups include:

## *Preparation and Planning:*

- Emphasize actionability in planning your focus group. While it might be “nice to know” about different aspects of your target consumers’ attitudes and behaviors, focus on learning things that you can take action on. If you know you can’t change anything about the product you sell, focus on learning how you might better package, promote or distribute it.

- Consider having your focus group participants complete a pre-meeting

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exercise related to the research topic. This helps get participants excited about participating in the group with thoughtful interest and involvement in your topic. Pre-meeting exercises can include asking participants to try your product at home (if they are not already users); to keep a journal of product consumption; to bring in magazine photos that illustrate how they feel about a product category, etc.

### *Observing a Focus Group:*

- Don't judge the participants by their physical appearance or whether they're well-spoken. These are real people—not talk show guests chosen for looks and charm.

- Relax and understand that a focus group discussion, while organized and planned, is intended to provide enough 'give' so that participants can bring up relevant information or ideas that may be complete surprises. A good, well-briefed moderator will know when to pursue

**"The typical focus group lasts two hours and includes eight to ten participants"**

interesting tangents. If not, you can send in a note asking the moderator to follow up on a specific topic.

- Keep written notes of the insights, ideas and new questions that are provoked in you by the discussion, and ask fellow observers to do the same.

- Avoid giving much, if any, weight, to votes or polls conducted as part of a focus group. A focus group helps plumb the 'whys' behind people's votes—but will not produce a statistically reliable measurement of opinion.

### *After the Focus Group:*

- Compare notes with your teammates to generate a list of what you think you learned; theories or ideas that the research helped to confirm or debunk; and new ideas or theories generated by the research. Your next steps will depend on what you observed in the focus group and how you interpret what you observed.

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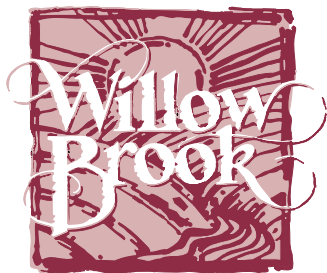
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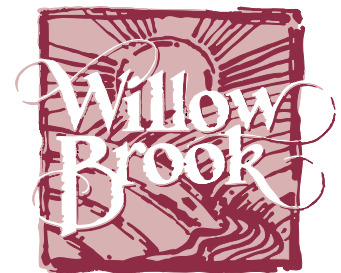
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*Market terminology...*

# Traders follow their animal instincts

## *Bulls*

are generally people that believe the value of something will go up. These people can take long positions, which means they will buy product early with the hope to sell it later when the market has advanced.



## *Bears*

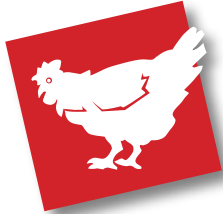
are the opposite of bulls. Bearish traders generally take the view that the value of an item will go down. Bearish traders can sometimes sell an item short or take "short positions." This means that they will first sell something at a higher price with the expectation that they will be



able to buy and deliver it at a later time when the market is lower.

## *Chickens*

are people who are afraid to take on any market risk. As a result, they do nothing and miss out on market opportunities.



## *Pigs*

are commonly high-risk traders who look for massive (and many times unrealistic) returns usually in a short period of time. Many of these traders fail to do the proper market research before entering the market; instead, they can be emotional, impatient and greedy.



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# China: The Quiet Giant

China has stood as a leading civilization for centuries, outpacing the rest of the world, in the arts and sciences. But two centuries of war, famine, and civil unrest have wreaked havoc on their forward progression. Modern times have seen the Chinese refocusing their efforts on market-oriented economic development, which in 2000 quadrupled their output. For much of the population, living standards have improved dramatically and the ability to make personal choices has expanded, yet political control remains tight. This political control has proven to be the biggest deterrent of international investment, but this too is changing. China's abundance of resources—especially cheap labor—will inevitably transform it into a dominant economic superpower.

## China / US comparison



AREA	9,596,960 km	9,631,418 km
COASTLINE	14,500 km	19,924 km
POPULATION	1,306,313,813	295,734,134
LIFE EXPECTANCY	72.27 years	77.71 years
GDP	\$1.83 trillion	\$11.75 trillion
GDP (per capita)	\$6,200	\$40,100
AGRICULTURE AS A %GDP	14.4%	0.9%
AGRICULTURAL PRODUCTS	rice, wheat, potatoes, corn, fish, chicken, tea	wheat, corn, grains, fruits, cattle, poultry
LABOR FORCE	791.4 million	147.4 million
UNEMPLOYMENT RATE	4.2%	5.5%
POPULATION LIVING BELOW THE POVERTY LINE	10%	12%
OIL PRODUCTION / CONSUMPTION (million bbl/day)	3.504 / 6.391	7.8 / 19.65



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U.S. Imports of Shrimp, All Types, 1,000 lbs. With Co

Country	May 2005	May 2004	% Chg Mo	YTD 2005	YTD 2004
	lbs.	lbs.		lbs.	lbs.
Thailand	16,896	7,348	128.7%	103,427	32,688
China	5,542	2,011	175.7%	32,688	32,688
Indonesia	9,074	9,354	-3.0%	46,521	46,521
India	2,729	2,145	27.2%	25,637	25,637
Ecuador	9,513	5,778	64.6%	44,533	44,533
Viet Nam	2,623	4,782	-45.1%	23,782	23,782

Shrimp, Prawns  
07/01/2005 to 09/14/2005

Pounds	Shipments	Percent
39,192,255	1,010	19.19
8,668,755	170	3.27
4,731,580	118	2.32
3,992,919	99	1.95
3,805,738	96	1.88

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**"The fish market...is expected to bring 600 jobs and \$1 billion to the Bronx"**

according to statistics released by Mayor Michael Bloomberg

*Famous fish market relocates...*

# That new fish smell

It took a little longer than anticipated, but the Fulton Fish Market finally moved to its new Hunts Point, Bronx location from the South Street Seaport in late 2005. This will mark the first time in the 183-year history of the market that it leaves the island of Manhattan. The new market will be known as the Fulton Fish Market at Hunts Point.

The new facility is fully temperature controlled to allow conditions to remain constant throughout the year. In addition, there are larger storage facilities and larger dock areas that will enable more trucks than before to be unloading at the same time. The facility consists of 400,000 square feet and cost \$85 million to complete.

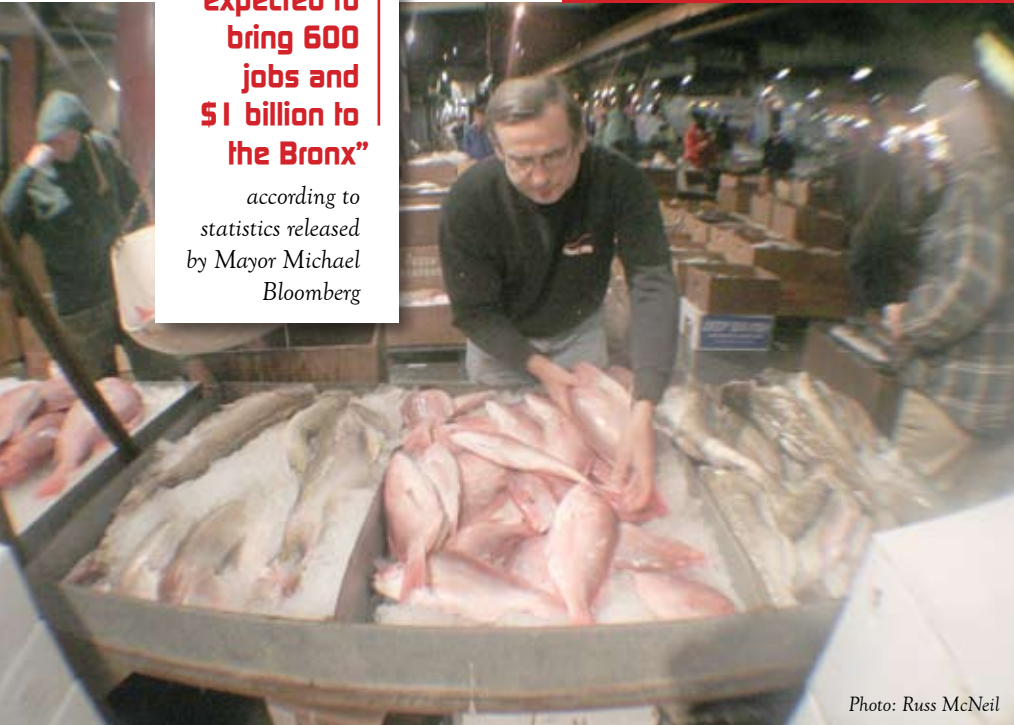


Photo: Russ McNeil

*Bob Kurzynowski sorts fish on the last day of the Fulton Fish Market in Manhattan.*

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As a result of this steady growth, R & R Seafood opened in 1990 a subsidiary in Bakersfield, California in partnership named Del Mar Seafood. With a distribution center covering from Bakersfield to San Francisco and Las Vegas. In addition in 2002 we opened a third company Del Mar Seafood in Denver, Colorado, covering a much greater part of the United States. Our future goals are to cover all the states in the United States.

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# Harbor Seafood... Oyster Bay Supreme Promotion.



Harbor Seafood, well known for King Crab, Snow Crab, Lobster Tails, Shrimp, Fillets, and Imitation Crab Meat, will be raffling off a new Harley Davidson FXDBI STREET BOB Motorcycle on Friday, July 7th, 2006. For an opportunity to be the recipient, just purchase 100 cases of OYSTER BAY SUPREME (at one time) between March 1st and June 30th, 2006. With each purchase of 100 cases, you will be automatically entered as a possible winner. No purchase required, send your business card marked with the words Oyster Bay Supreme to Harbor Seafood to the following address: 969 Lakeville Road, New Hyde Park, NY 11040.



Stop by Booth 820 at the Boston Seafood Show to view this year's Harley and enter for your chance to win an American classic. For more information about Harbor Seafood or Oyster Bay Supreme, call 800.645.2211 or visit [www.harborseafood.com](http://www.harborseafood.com).

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All taxes and registration fees are the responsibility of the winner. Motorcycle will be delivered, freight prepaid, to the winner's place of choice within the 48 contiguous states, drawing will be held on July 7, 2006 at Harbor Seafood Inc., 969 Lakeville Road, New Hyde Park, N.Y. 11040 (516) 775-2400. Employees of Harbor Seafood, Inc. Or their subsidiaries are not eligible. Harbor Seafood Inc. May elect at their sole option to extend this promotion for a reasonable length of time. If winner is unable to be contacted a new drawing will be held among the remaining eligible customers. Void where prohibited.



# RFID tags

Continued from page 1

compliance labeling systems, to work with Beaver Street Fisheries.

Beaver Street Fisheries set up an RFID test lab in its warehouses and conducted three pilot projects. To label the subset of its cases and pallets for Wal-Mart, Beaver Street Fisheries developed a cart-mounted smart labeling solution. A Zebra R110Xi printer on the cart encodes RFID inlays embedded within the label material and prints a 4-by-6-inch label in a single pass. The printer validates that tags are readable before they are encoded. If the tag is unreadable, "VOID" is automatically printed on the label, and a new label is encoded and produced.

Tagged cases are passed through a portal reader to ensure the RFID tags are still readable after they have been applied to cases. The density and moisture content of each package of frozen fish is not identical, which makes reading performance inconsistent and occasionally results in unreadable cases.

The Danby Group and Beaver Street Fisheries then developed an order confirmation application to process data from the portal reader and compare the items with the customer's order.

Beaver Street Fisheries met its compliance requirements more than a year ahead of schedule, and is positioned to expand its tagging as necessary.

"Beaver Street has gone from managing shipping with a clipboard, to employing cutting-edge RFID technology," said Rich Bruce of The Danby Group. "Its management had a vision. They wanted to be the first in their industry to be RFID-enabled. Now they are capitalizing on this vision to improve their business."

Stockdale is now looking beyond compliance to find ways to improve internal operations with RFID. "There is not a whole lot of efficiency to be gained by

just doing slap-and-ship," said Stockdale. "We're exploring how we can apply RFID to different areas. We are asking, 'How can we leverage RFID to make the most of our investment?'" One potential is to use shipment data collected via RFID to automatically create a bill of lading and advance ship notice for EDI transmission. Another option is to push compliance labeling requirements to Beaver Street Fisheries' worldwide suppliers, so products would be tagged at their source. Stockdale has implemented a test with Beaver Street's Nassau subsidiary to tag product shipped

from the Bahamas to the Jacksonville facility. If this test is successful, this same method will be used with their many partners at their overseas packaging facilities so product could be labeled onsite and tracked at the corporate facility via RFID.

"We have a lot of visions about what we can do with the technology. It's very powerful, but it requires changes to business processes and software engineering," said Stockdale.

(Based on material from Zebra Technologies 4th qtr, 2005)

**"I Beaver Street Fisheries met its compliance requirements more than a year ahead of schedule..."**

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## Spicy Shrimp Scampi over Linguini

- 1 lb. medium shrimp, peeled and deveined
- 2 Tbs. Olive Oil
- 2 cloves, Garlic, chopped
- 1 Tbs. Hot Red Pepper Flakes
- 2 Tbs. Lemon Juice
- 3 Tbs. White Wine
- Salt, sprinkle
- 3 Tbs. Butter or Margarine
- 1 lb. Linguini

Prepare linguini as directed on packaging. Heat olive oil in a skillet over medium heat. Add shrimp and cook between three to five minutes. Add garlic, hot red pepper flakes, lemon juice, white wine, and salt to skillet. Cover and cook for additional two to three minutes. Uncover and add butter or margarine. Serve hot over linguini.



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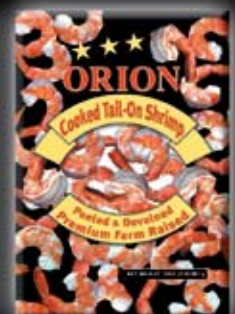
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Joined Urner Barry in 1986...

# Urner Barry Vice President continues recovery following aneurysm



The well-being and recovery of an Urner Barry veteran and reporter continues to weigh on the mind of many people whose life crossed paths with this man.

UB vice president Joe Soja suffered a ruptured cerebral aneurysm on the morning of July 16, 2004. He underwent immediate surgery and has been in the rehabilitation process ever since.

Joe Soja joined Urner Barry Publications, Inc. in 1986 and one year

later started reporting the salmon market. He steadily rose through the ranks in his 18 years at the company to become Vice President, Seafood Division. In addition to his expanded role, Joe was the chief reporter on the salmon market, managed the printing division of the company, focused on the expansion of the information content, and held the title of Editor for all of Urner Barry's business directories.

An active member of his Lanoka

*"The World According to Joe" – Mr. Soja reporting the salmon market in '03.*

Harbor, NJ community, Joe coached basketball, baseball, and soccer for the local teams. Joe and his wife Margaret have three children—Joey, Meaghan and Michael.

The road to recovery is a long one, but Joe has the full support of his workplace. Paul Brown, president of Urner Barry, said "Joe remains part of the Urner Barry family, and we anxiously await his return."

A large advertisement for Global Fishing Inc. featuring a close-up of several large, cooked king crab legs resting on a bed of blue ice. The text "KING CRAB" is written in large, stylized blue letters with a yellow outline at the top left. Below it, the words "call us!" are written in white on a dark blue background. Contact information for Global Fishing is provided, including the address, phone numbers, and website. The Global Fishing logo, which consists of a globe inside a blue oval with the word "GLOBAL" in white, is located at the bottom left. The words "GLOBAL FISHING INC." are written in large, white, spaced-out letters across the bottom of the image.

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Red meat roundup...

# Top 10 US Beef Export Products

When people talk about the beef export markets, the conversation commonly focuses on high-quality beef cuts like ribeyes. But what were the major export items prior to the closure of export markets in 2003? Here is a list, by volume, of the most significant items the U.S. exported before the markets closed.

- 1 Short Plate
- 2 Liver
- 3 Short Rib
- 4 Intestine
- 5 Chuck Roll
- 6 Tongue
- 7 Skirt
- 8 Chuck eye roll
- 9 Rib Fingers
- 10 Tripe

Source: U.S. Meat Export Federation



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*Deep freeze leaders...*

## Cold Storage **Top 20**

The top twenty North American cold storage companies have been released for 2005, ranked by the International Association of Refrigerated Warehouses (IARW).

Once again, Atlas is by far the largest single company accounting for almost 20% of all freezer and refrigerated storage space.

Capacity in the 'Top 20' public refrigerated warehouses (PRWs) located in North America grew 4.5 percent this past year according to statistics recently released by the International Association of Refrigerated Warehouses. Internationally, capacity in the top 20 PRWs grew 2.7 percent.

Ranking No. 1 is Toronto, Canada-headquartered Atlas Cold Storage, with 219,392,902 cubic feet of space—equal to about 9 million household refrigerators. While solidly holding on to the top position, the company operates 68,449,391 less cubic feet of space today than during 2003. That was the year it leapt from sixth to first place following the takeover of parts of CSI.

### COLD STORAGE COMPANY

### IN CUBIC FEET TOTAL REFRIGERATED SPACE

1. Atlas Cold Storage	219,392,902
2. United States Cold Storage	128,640,274
3. P&O Cold Logistics	119,463,003
4. Versacold Group	77,050,419
5. Total Logistic Control	72,773,926
6. Preferred Freezer Services	62,500,000
7. Burriss Refrigerated Logistics	60,167,037
8. Interstate Warehousing	55,802,368
9. Nordic Cold Storage, LLC	54,000,000
10. Cloverleaf Cold Storage	43,375,131
11. Columbia Colstor, Inc.	43,130,000
12. Henningsen Cold Storage Company	37,600,574
13. Hanson Logistics	29,031,551
14. Zero Mountain	23,644,000
15. Richmond Cold Storage Company	22,104,287
16. Interstate Cold Storage Inc.	21,403,000
17. Inland Cold Storage	20,000,000
18. Confederation Freezers Ltd.	19,000,000
19. Trenton Cold Storage, Inc.	18,823,387
20. National Cold Storage, Inc.	17,660,000
<b>TOTAL SPACE NORTH AMERICA 'TOP 20'</b>	<b>1,145,561,859</b>

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