

*Aging methods yield different results...*

## The 'age'-old question: **dry or wet?**

If your taste buds desire the ultimate in taste, and you want to experience possibly the most tender bite of beef, order a dry-aged steak. On the other hand, some connoisseurs of fine dining prefer a wet-aged steak. Steak lovers agree to disagree as to which technique creates the best in both taste and tenderness. The purist may prefer the dry-age process, however, many regard wet-aging as the superior method.



Both wet and dry methods of aging break down connective tissues, allowing for increased tenderness. The main difference between the two is in the taste of the product after cooked. While the wet-aged steak retains a traditional flavor, dry-aged beef has a

**“Dry-aging of beef has become a rare entity...”**

distinctive taste that may or may not please your palate.

One factor determining a restaurant's selection as to the method of aging their steaks is the amount of yields and profits. Wet-aging is currently the industry's

standard, with nearly 90% of beef served after aging-in-the-bag. Wet-aging is also popular because less time is required and there is a minimal loss of product as a result of the process. Wet-aging takes a few days whereas dry-aging can take 28 or more.

A typical dry-aging program averages 15-28 days, with some chefs aging the steaks even longer. Dry-aging of beef has become a rare entity as significant product loss occurs during the process. Dry-aging is certainly more expensive, as there may be up to 19% loss due to shrinkage. Additional labor costs are also incurred to trim the final product. Trimming also results in a smaller amount of usable steak. Storage space in the cooler at an optimum temperature range (between 34-38°) as well as a significant investment in temperature and humidity controlling equipment adds to the final costs.



*Dry-aged beef awaits the perfect time to go to the grill.*

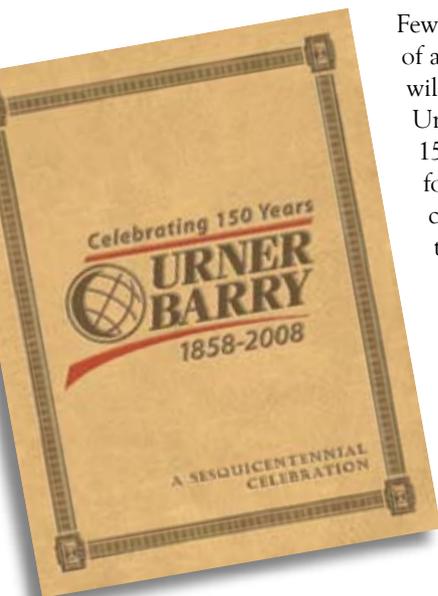
*Urner Barry's sesquicentennial...*

## Celebrating 150 years of service

Few can pronounce it and even fewer have had the privilege of achieving such a milestone, but in 2008, Urner Barry will be celebrating its Sesquicentennial! That's right, Urner Barry is celebrating 150 years of service to the food industry and the company has big plans throughout the year to make it a memorable one.

**“This special commemorative publication will cover the evolution of the food industry...”**

When company founder Benjamin Urner first started printing the *Producers-Price Current* back in 1858, it's hard to imagine whether he fully understood the implications of his actions. 150



*Continued on page 51*

The next advancement for the aging process may be one that combines the best of both methods. Ongoing research and development of vacuum-package bags exists that allows for surface dehydration and crusting while utilizing a common cooler with other beef products. Certainly chefs and restaurant owners would welcome a method that would increase their profitability. The question then is... Will the steak enthusiast feel the same? **UB**



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**COVER: The 'age'-old question: dry or wet?**

Aging beef is an entity all to itself.

**COVER: Celebrating 150 years of service**

Urner Barry is turning 150, and has big plans for the celebration!

**4 Food for fuel: the debate continues**

Taking a look at how the corn for ethanol issue is confronting the food industry and the consumer.



**6 Chicken industry born from pullet surprise**

Delmarva poultry industry born from an ordering error.

**7 Nueske's applewood smoked meats—goodness in every bite**

More than just bacon comes from this family owned business.

**9 Cracking the breakfast market**

AEB helps chains boost the breakfast market.

**10 The Reporter's Guide to... Eggs**

The egg is truly incredible! Take a peek what's inside the egg as well as at some of its more unfamiliar uses.



**11 Potassium: Maintaining the body's water balance**

Fish, red meats and chicken all contain this essential mineral.

**12 On the road with Gerry Wigren**

National Food Corporation's Gerry Wigren stops by Urner Barry while on a motorcycle tour of the country.

**14 Chile: the South American secret**

Seafood is just one area offering economic prosperity to this country.



**15 Aristocrat Angus: where record keeping has always been a priority**

Attention to detail has paid off big for this family-owned ranch.

**16 Food Network a seafood company's venue for attaining a larger market share**

The popular food portal gives advertising a whole new direction.

**18 Concerns over the safety of our nation's food supply**

A sting of contaminated products leads to the review of our nation's policies.

**20 Behind the beef... meeting the creative mastermind of the value cuts**

Get a behind-the-scene look at the next wave of beef value cuts.

**22 Is your fish the real thing?**

A short lesson on distinguishing true grouper.

**23 Goat meat popularity shows no signs of stalling**

Growing demand seen for this significant protein.

**24 AMS poultry program has a new deputy administrator**

No stranger to the USDA, Rex Barnes' qualifications abound.

**26 Chef Thomas Keller: ensuring quality and integrity in all aspects of his kitchen**

The famous French Laundry Chef does what he can to obtain only the finest ingredients.

**27 Pure Bred Lamb™... the way nature intended**

A Pennsylvania lamb company built on a relationship of reverence and respect.

**28 Tasty pork from Seaboard that rivals prime beef**

Well-marbled pork provides cooks with more versatility than ever.

**30 The allure of the oyster... and other little known facts**

There's a lot to learn about this fascinating bivalve.

**32 An Egg in a Nest by any other name is still the same**

Many names accompany this breakfast classic, but they all cook up delicious!

**34 Veal commands profitability at any price**

Veal's versatility will allow for continued profitability.



**36 Family-owned Prestige Foods**

Products reflect company pride and family-backed dedication.

**38 Urner Barry's Person of the Year award**

A look back at the recipients of this coveted award.

**40 U.S. organizing regional agreement to raise minimum size for Caribbean spiny lobster**

Attempting to adopt a minimum size length throughout the region.

**42 Logan Farms gourmet meats**

Revolutionizing spiral sliced meats.



**44 Snow Crab: perpetual volatility**

See how the popular TV show has increased the snow crab's appeal.

**47 Food security and population growth**

Numerous factors affect the availability of food in our country.

**48 Branding is a way to establish trust. If it's from Alaska, it's good!**

The strength of a brand's reputation can send consumers a message they can trust.

**50 A true delicacy: ivory king salmon**

The rarity of this salmon commands premium prices.



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*Feeding livestock is getting more expensive...*

# Food for fuel: the debate continues

At a small farm in South Dakota, Jim, a turkey farmer begins his day with a trek to one of five barns that each house 12,000 turkeys. Those turkeys eat a lot of corn—one bushel each from the time they come to his farm until the time they are marketed. In the recent past Jim bought corn for about \$2 a bushel. Since the summer of 2006, however, average corn prices have just about doubled. "It's been a pretty tight squeeze on small growers," he says. "The next few months will be really tough."

The spike in the price of corn that is hurting Jim and others like him, as well as the corporate food conglomerates in the poultry, pork and beef producing business, isn't caused by any dip in supply. In fact, last year the U.S. produced its third largest corn crop ever—10.5 billion bushels. Instead

of becoming feed for livestock, poultry or people, however, an increasing slice of that supply is being transformed into ethanol.

In 2006, ethanol plants consumed almost one-fifth of the nation's corn crop. Experts say all the factories in operation, under construction and those planned to go into operation could absorb as much as half of the entire corn harvest by 2008—which could trigger even higher meat and poultry prices for consumers.

Feeding livestock and poultry with feed purchased at unprecedented levels is a serious issue confronting the food industry right now and one that looks like won't go away anytime soon. According to a report by Statistics Canada, British Columbia hog farmers experienced feed cost increases of 20 to 30 percent—specifically due to the high demand for corn as a feedstock for ethanol production.

Here in the U.S., the corn war is increasingly hurting the average family. It forces the consumer to stretch their dollar further than ever. A recent report by the Center for Agricultural Development at Iowa State University found that U.S. retail food prices already have increased \$14 billion annually and that number is predicted to climb to \$20 billion under a scenario in which crude oil prices range from \$65 to \$70 per barrel and U.S. corn prices reach \$4.42 per bushel.

Higher meat and poultry prices for consumers also mean reduced production and reduced grain and meat exports. J. Patrick Boyle, president and CEO of the American Meat Institute says, "This study clearly shows that we are reaching a tipping point, and that over-reliance on corn-based

**"In 2006, ethanol plants consumed almost one-fifth of the nation's corn crop,"**



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Former Secretary of Agriculture Mike Johanns unveils the 2007 Farm Bill.

ethanol to meet mandates would further drive retail food prices, reduce domestic meat and poultry production, and erode our meat and grain export markets.”

Still, it doesn't appear as if the battle for corn will come to an easy conclusion anytime soon. Last March, Presidents Bush and Lula (of Brazil) signed a proposal to promote the ethanol industry in the region, ultimately providing ethanol to the United States. Additionally, the U.S. Agriculture and Energy departments have selected 11 projects for awards totaling \$8.3 million for bio-based fuels research.

To many, the solution is not to stop the use of cleaner-air fuels such as ethanol, but to continue to forge new paths into ethanol production utilizing other organic materials, such as grasses and wood fiber

that would have a far less negative impact on the food chain.

The 2007 Farm Bill proposals include more than \$1.6 billion in new renewable energy funding and targets programs to cellulosic ethanol projects. During the unveiling of the 2007 Farm Bill, Former Secretary of Agriculture Mike Johanns stated that “Our scientists, farmers and entrepreneurs must coordinate efforts to continue improvements in crop yields and work to reduce the cost of producing alternative fuels.”

Although the food for fuel debate will no doubt continue for some time, the threat of global warming and the need for renewable energy sources has forced the Bush administration to propose what some observers call the “greenest” and most economically rational farm bill in U.S. history. Only by harnessing the power of American farmers, while at the same time remaining keenly aware of the challenge rising food costs are presenting to the consumer, will the food for fuel debate finally come to an equitable conclusion. **UB**

## What's in a bushel of corn?

**Starch** 32 pounds

or

**Sweetener** 33 pounds

or

**Ethanol fuel** 2.8 gallons

or

**Corn oil** 1.6 pounds

or

**Gluten feed** .4 pounds

Source: Illinois Corn Marketing Board



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# Chicken industry born from pullet surprise

On the large peninsula of the East Coast of the United States, the history of the poultry industry is more than a by-product of egg production, it is the focus of the whole Delmarva Peninsula.

The Delmarva Poultry Industry is comprised of Delaware, Virginia and

Mayland. Since its beginnings in the 1920s the area and its chickens have been very instrumental in the development of the poultry industry.

**“Steele saved the Delmarva Peninsula’s agriculture community...”**

It has overcome many obstacles over the years and today is viewed as key to the success of the broiler industry.

One day in 1923, at a time when farmers grew strawberries, sweet potatoes and tomatoes for cash

crops, a farmer’s wife, Cecile Steele, ordered new chicks for her flock of laying hens. These birds were to be used the way many families used their flocks—to put eggs and meat on the table. Instead of receiving the 50 chicks she ordered, Steele received 500 by mistake.

Dealing with the dilemma, Steele housed them in a piano box, rigged a heater and fed and grew the birds. She sold them 8 months later for a profitable transaction. The following season she ordered 1,000 more birds and by 1926, 10,000 more. The broiler industry was born!

Area farmers who lost flocks due to disease would come to Steele for new birds, and chicken raising also gave jobs to orchard growers and fishermen who were unemployed after blight and storms.

◀ Wilbur Steele, his wife, Cecile, and their children at their Ocean View poultry farm in the 1920s.

Curator of the Delaware Agricultural Museum & Village, Deb Wool said Steele saved the Delmarva Peninsula’s agriculture community, and poultry is still one of the area’s largest industries. Other industries that have generated from Steele’s impromptu business are feed mills, processing plants and corn and soybean crops which are raised for the industry as well.

Steele’s coop is listed on the National Register of Historic Places as the world’s first broiler chicken house and birthplace of the poultry industry. **US**



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▲ Cecile Steele of Ocean View in 1923 turned a mistakenly large delivery of chicks into a new business, raising chickens and selling them for meat.

Perfect family tradition every time...

# Nueske's applewood smoked meats—goodness in every bite

Ever taste something and just “know” it was special? That’s the way it was for R.C. Nueske, founder of Nueske’s Applewood Smoked Meats. In 1933, R.C. Nueske incorporated his German family tradition of applewood smoked products that he knew was unsurpassed by any other.

In keeping with tradition, R.C. shared his family secrets with his sons, Jim and Bob. Even more special than the secrets was how to choose the right meats for the perfect combination of leanness and tenderness... having them memorize the unique recipes for blending the spices and curing... and of course how to create the perfect applewood smoking process.

Bacon is clearly Nueske’s best selling item, however, it’s just the beginning. As

Bob Nueske, the second-generation president says, “People think one bacon is just like the other, until they taste Nueske’s... then they are hooked.” The entire line of ham, poultry—

**“People think one bacon is just like the other, until they taste Nueske’s... then they are hooked.”**

turkey, chicken, duck and pheasant—and sausage are all treated to the award winning applewood smoking.



Often praised for its ham-like quality and full flavor, Nueske’s bacon is special right from the start. The Wisconsin-based company raises no hogs of their own. Instead, the animals used to create their bacon are raised to the company’s specifications in Iowa, North Dakota, South Dakota and Canada.

Nueske’s works closely with the hog farms and they know full well the origin of their animals from start to finish. They also make certain the animals are fed a larger-than-normal percentage of barley along



with corn and are slaughtered at a specific weight to minimize fattiness without destroying taste. They are then brined in a simple sugar solution that uses as little salt as possible, and spend 24 hours smoking over applewood logs—the key to the flavor.

With a modern, well-equipped plant, and state-of-the-art packaging, Nueske’s production process has come a long way over the last 70 years and their quality standards are always above and beyond the government’s standards. The recipes, on the other hand, are still filled with old-fashioned goodness that together, with the perfect blend of time and temperature, yield a perfect product. **U**



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1. SCOM - FDA halts imports of all Chinese catfish, basa, and shrimp, until tests prove it is free of residues - 6/29/07
2. LN - Explosive testimony of investigator at FDA House hearings attacks many seafood import practices - 7/19/07
3. LN - Catfish stuck on surface after swallowing basketball (photo) - 6/28/07
4. SCOM - Seafood industry under attack (Editorial comment) - 7/19/07
5. SCOM - China suggests its fish may have been tainted in the U.S. - 7/2/07
6. SCOM - Cost becoming major issue for shipments of Chinese seafood products on FDA import alert - 7/16/07
7. SCOM - Is China the tip of the Iceberg? (Editorial Comment) - 7/9/07
8. SCOM - NFI releases top ten seafood list: consumption approaches record levels in 2006 - 7/10/07
9. SCOM - Virginia Star Indictment another major catfish duty evasion case - 6/8/07
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Eggs help boost breakfast sales...

# Cracking the breakfast market

Touted as the most important meal of the day, breakfast has been getting a lot of attention in the food industry lately, especially from fast-food restaurant chains serving breakfast sandwiches and premium coffee.

Mintel, a market research company in Chicago, says fast-food breakfast sales have risen nearly 44% since 2001, to almost \$15 billion; meanwhile, Technomic, another Chicago research firm, puts that number closer to \$24 billion.

“Our on-the-go society is really tailor-made for buying breakfast on the way to work,” said David Morris, an analyst at Mintel. “Combine that with an under penetrated market, and we see a strong trend that should last at least two or three years.”

Since major chains are actively attempting to boost breakfast sales, the American Egg Board (AEB) has come to their aid with egg menu ideas, research information and tools to help them succeed in their breakfast pursuit. The Board also said they will do everything possible to ensure that all major chains will be serving breakfast within the next few years.

Starbucks has opted for an eggs Florentine sandwich with spinach and Havarti cheese as well as a turkey, bacon and egg sandwich offering in 700 stores nationwide. Wendy's International has rolled its breakfast menu out to nearly 500 stores nationwide with expansion continuing to 750 units by the end of the third quarter. Burger King Holdings has also re-vamped their breakfast offerings to include a bacon, egg and cheese sandwich. Yum brands will test a bacon and egg taco, a Southwest sausage burrito, and an egg, bean and cheese burrito, as well as a bacon and egg crunch



wrap at Taco Bell, and even Papa John's is testing a breakfast pizza omelet.

McDonald's, the fast-food outlet with the largest share of the breakfast market, reports their breakfast offerings account for one-third of their U.S. revenue with the Egg McMuffin continuing to be one of the

country's best sellers.

The items seemingly in the most demand are eggs and coffee. Yet analysts disagree on what factors contribute most to breakfast's success.

“What generally decides these battles are consumers' feelings for a particular product,” Miner said. “Wendy's and Burger King are looking for the kind of product magic that will do what the Egg McMuffin did for McDonald's.

But if they come out with just another egg-bacon-cheese combo, it's going to be tough.” **UB**

*Adapted from a Foodmarket.com story which originally appeared on September 6, 2007*



**“Our on-the-go society is really tailor-made for buying breakfast on the way to work...”**

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# The Reporter's Guide to... Eggs



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**Cosmetics** Egg is used here to provide shine and firmness to makeup.



**Mayonnaise** Egg yolks are used as an emulsifier, allowing oil and water to mix.

**Ice Cream** Egg is not only used for its emulsifying properties but also to make the product richer.



**Drugs** Sialic acid from the chalazae in the yolk's vitelline membrane is used in oral anti-inflammatory drugs. Antibodies from the egg yolk are used in human vaccinations against viral and antimicrobial diseases.



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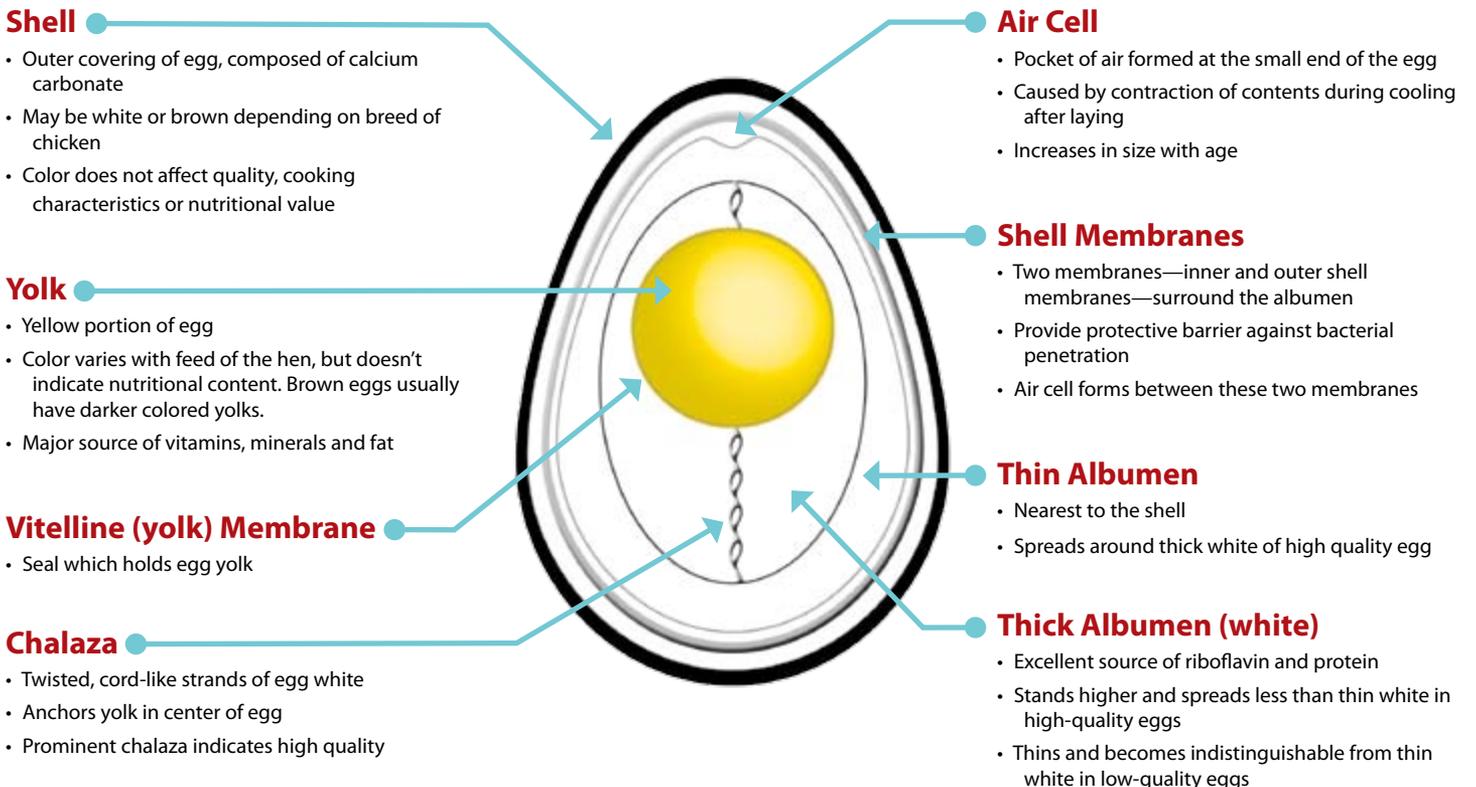
**Animal Feed** Eggs are used in pet food.



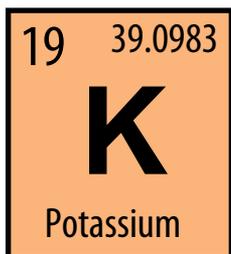
**Egg Tempera** Dishwashers know that egg dries quickly and adheres well to plates. These same qualities made it suitable as a paint additive. A mixture of egg white and other ingredients into the paint made the mixture adhere better to wood. Whole egg was used to prepare paint for fresco paintings on plaster in Southern Europe during the middle ages. Every remaining painting of Michelangelo is made from Egg Tempera.



## Breaking down the egg...



# Potassium: Maintaining the body's water balance



Potassium is a mineral essential for normal body function. With the exception of calcium and phosphorus,

**“A moderate reduction in the body’s potassium levels can lead to salt sensitivity and high blood pressure.”**

no other mineral is as abundant in the human body as potassium. Every muscle movement and every nerve impulse transmission relies on it. Potassium is even necessary for carbohydrate and protein metabolism. It is a key player in blood pressure control as it works in conjunction with sodium to maintain the body’s water balance.

Known as an electrolyte, potassium’s main role is in maintaining the proper function of our cell walls which depends on the tight regulation of potassium concentrations both inside and outside of cells. Potassium balances both water and acid in the blood and body tissues.

Having too much potassium in the blood is called hyperkalemia and having too little is known as hypokalemia. A dietary deficiency in potassium is unlikely to occur, as it is available in a large amount of foods, especially fish, all meats (red meat

SELECTED FOOD SOURCES OF POTASSIUM		
FOOD SOURCE	SERVING SIZE	POTASSIUM (mg)
Halibut, cooked	3 oz	490 mg
Tuna, yellowfin, cooked	3 oz	484 mg
Cod, Pacific, cooked,	3 oz	439 mg
Pork chop, center loin, cooked	3 oz	382 mg
Pork loin, center rib, lean, roasted	3 oz	371 mg
Liver, beef, cooked	3 oz	375 mg
Round steak, beef, cooked	3 oz	325mg
Leg of Lamb, cooked	3 oz	300mg
Turkey light meat, cooked	3 oz	250mg
Chicken white meat, cooked	3 oz	210mg
Egg, Whole,	1 large	67 mg

and chicken), milk, fruits and vegetables. A moderate reduction in the body’s potassium levels can lead to salt sensitivity and high blood pressure.

Latest guidelines from the U.S. Department of Health and Human Services state a recommended daily

allowance of potassium for an adult as 4,700 mg. It is thought, however, that most Americans consume only half that amount per day. Self-dosing with potassium supplements is not recommended and should only be done under the advice of a physician. Increasing consumption of foods rich in potassium has proved a good way to boost potassium levels in the blood.**UB**

## **UB** Fast Fact

### **Alektorophobia**

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# On the road with Gerry Wigren



Left to right: Urner Barry's Greg Deppeler; Gerry Wigren of Nation Food Corporation; Randy Pesciotta, Vice President Egg Division, Urner Barry; and Rick Brown, Senior Vice President, Urner Barry.

At 59 years old, motorcycle enthusiast Gerry Wigren of National Food Corporation had a personal goal, something he was determined to accomplish—Gerry had a long distance riding goal. One organization he knew of was able to help him accomplish his objective, the South California Motorcycle Association (SCMA).

SCMA runs the “Four Corners Tour.” Tour rules state that participating individuals have 21 days to ride their motorcycle around the country to particular checkpoints at each corner of the nation. A photo of participant’s motorcycles in front of a local landmark in the checkpoint city is required for validation, however, the checkpoints may be visited in any order of the rider’s choosing. The four checkpoints are: Blaine, Washington; Madawaska, Maine; Key West, Florida and San Ysidro, California.

So, on May 19, 2007, Gerry and his wife Barb hopped on their 2006 Honda GoldWing and set off from Washington State to begin their USA Four Corners Tour. Visiting family, friends and other points of interest, i.e. Disneyland and several casinos, the Wigrens finished the tour in just 18 days. Little hampered

the couple’s 2007 trip. Naturally, there were a few unexpected weather related breaks, however, nothing really caused an inconvenience.

After completing their tour, the couple spent some time on the East Coast visiting with their daughter in Pennsylvania.

It was at this time that Gerry came to visit the Urner Barry staff in Toms River, New Jersey.

Gerry was kind enough to share his adventure with many at Urner Barry who found his experience of covering 7,401 miles in 18 days intriguing.

When asked what the greatest experience of his tour was, Gerry smiled and said, “People everywhere are just neat.”

As an example of this, Gerry gave an account of his ride to the final checkpoint. In what he described as most surreal, Gerry said that he never imagined getting to the final destination would be so gratifying.

On the final day, after traveling through Albany, New York, Vermont, and then into Canada, Gerry and Barb rode through Quebec, Montreal, New Brunswick then back in the U.S. for Checkpoint #4 Madawaska, Maine.

There, at the border, the guard took time to explain how to find the post office necessary to validate the checkpoint. While at the post office, a kind passerby informed them about the construction of a special park just down the road from where they were which would display an eight-foot monument dedicated to the Four Corners Tour participants. Once complete, this will be the only park in the world dedicated to motorcycling.

Lucky for Gerry and Barb, they happened to be in the right place at the right time, because that wasn’t all. They were then invited to a city council meeting happening that same day that was discussing the progress of the park. They were even presented with a certificate acknowledging their visit to Madawaska. What a final finish!

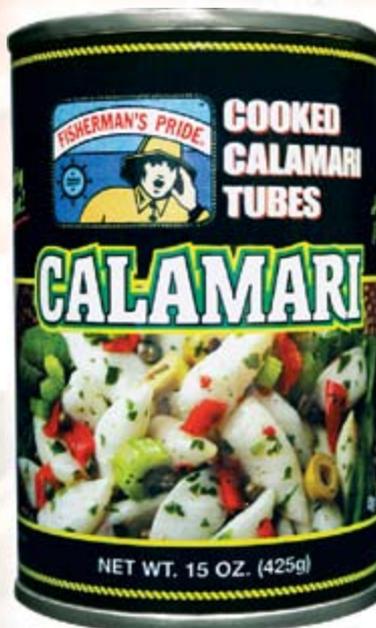
Gerry later reported the scariest moment of the trip occurred on the way back to Washington State. While taking a late afternoon drive through the 25-mile loop through Theodore Roosevelt National Park in western North Dakota, they rounded a corner and encountered a large bull buffalo slowly walking down the center line of the narrow two lane road. The creature was walking away from them, but appeared in no hurry to get anywhere. Stopping and waiting, they watched as it would turn his head and glare at them whenever they made any noise. There was no room to do a quick turn around, so they sat and waited. Finally, after what seemed like an eternity but was actually only about five minutes, the buffalo moved off the road and they roared past and escaped unharmed.

Round trip, with stops, visits and encounters, Gerry and Barb covered a total of 11,737 miles. Congratulations on their accomplishment! The couple is already thinking about their next adventure. **UB**

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Steady growth since the 80s...

# Chile: the South American secret

Before the days of Spanish rule Chile was inhabited by various groups of indigenous tribes. In the 16th century the Spanish arrived and quickly took over. In 1818, Chile finally rid itself of the Spanish and gained independence, despite declaring independence in 1810.

A military coup overthrew the government in 1973 and the leader, Augusto Pinochet, ruled until voluntarily stepping aside for a freely elected president in 1990.

Chile began a habit of stabilization and a system of sound economic policies has contributed to their steady growth since the 80s. Poverty rates in the country are among the lowest in South America and Chile seems committed to a democratic and representative government.

Chile's reputation of having generally



Colorful fishing boats docked together at a Puerto Natales, Chile marina.

sound economic policies has led them into a strong position on the global marketplace. In fact, they claim to have more trade agreements than any other nation. Chile continues to attract foreign investment into some of its natural

resource-based industries. One in-particular that has been getting significant interest is the livestock sector. Several larger packers and producers have, or are partners in, cattle operations, and numerous calf and seed supply companies say they are among their best customers.

## Chile / U.S. comparison



AREA	756,950 km	9,631,418 km
COASTLINE	6,435 km	19,924 km
POPULATION	16,284,741	295,734,134
LIFE EXPECTANCY	76.96 years	77.71 years
GDP	\$202.7 billion	\$11.75 trillion
GDP (per capita)	\$12,700	\$40,100
AGRICULTURE AS A %GDP	5.9%	0.9%
AGRICULTURAL PRODUCTS	fruits, wheat, seafood, corn, beef, poultry	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	6.94 million	147.4 million
UNEMPLOYMENT RATE	7.8%	5.5%
POPULATION LIVING BELOW POVERTY LINE	18.2%	12%
OIL PRODUCTION / CONSUMPTION	0.0151 / 0.238 (million bbl/day)	7.8 / 19.65 (million bbl/day)

Seafood too, has, and looks to continue to be, a large area for economic prosperity and growth and the products extend well beyond sea bass. Salmon, shrimp, mackerel, scallops, plus much more, are harvested in Chile's bountiful waters. They have even taken to cultivating oysters. Seafood is truly a way of life for Chileans and will continue to provide economic benefits.

Chile's future growth looks promising and the outlook for increasing trade volume is good. All this adds up to Chile continuing its develop into a true international economic power. **U**

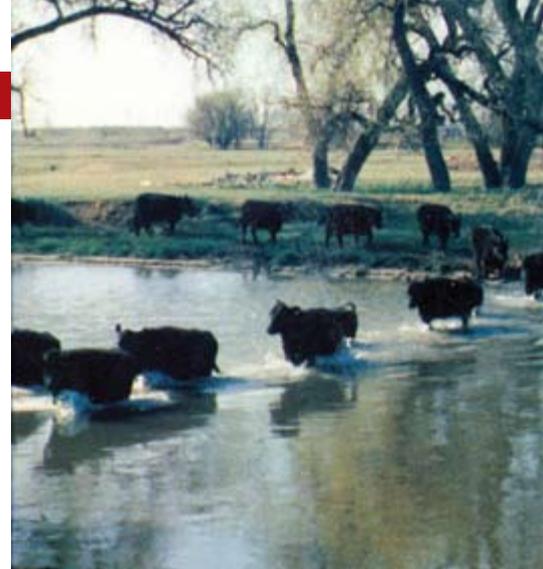
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Understanding the needs of the industry...

# Aristocrat Angus: where record keeping has always been a priority



Recent food safety issues coupled with the current complications with our export partners, has escalated the importance of keeping quality animal records and monitoring problems that may arise. Combine this, with the constant need for more high-quality beef, and good genetic record keeping becomes a necessity.



Angus' prominence was evident as animals from their stock began placing well in livestock shows around the country. Aristocrat Angus has, for the past 15 years or so, utilized the most up-to-date software and current technology systems to trace their animals.

So highly regarded became the Aristocrat Angus program that the international market came calling to this small family owned ranch out in the shadows of the Rocky Mountains. After some negotiations, they became the first organization to ship live animals to the Ukraine in 1992. Since

that time they have also exported live cattle, semen, and embryos to Mexico, Canada, Australia, Japan, Argentina and Costa Rica on a regular basis.

Aristocrat Angus has bred their own success. The levels of genetic control and monitoring exhibited are among the best in the industry. However, unlike what today's industry might prescribe, they have not come through big budgets, but rather through some careful planning, attention to detail, and hard work. **UB**

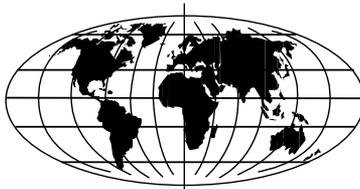
Colorado-based Aristocrat Angus has been monitoring the genetics and keeping records for more than 40 years. They have made quite a name for themselves in the process. This family owned and operated organization has been doing things the way they felt best since their inception in 1965. Through a focus on good genetics and quality breeding, the soft spoken farmer, Ben Houston, and his business minded sons have been able to monitor and refine their genetic lines to the point where their Angus stock is considered to be some of the best in the world.

**"...as animals from their stock began placing well in livestock shows around the country."**

To accomplish this task, the Houston family began their record keeping through an old school pen and paper type approach. Very careful, handwritten records were kept for every animal in their organization. These records traveled with the animal and were constantly updated until the final grading sheets from the packing houses were added. In this fashion the family was able to systematically pull the best, most productive bulls to the top for breeding as well as genetically eliminate certain health and size issues.

Within a few years of business, Aristocrat

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Eat more seafood...

# Food Network: a seafood company's venue for attaining a larger market share



A targeted audience, usually consisting of a time-pressed cook that wants to feed a family in a healthy and environmentally friendly way, makes Food Network and FoodNetwork.com excellent venues for companies to advertise. More and more, Food Network and its Web site have seafood companies promoting safe, sustainable, and easy to prepare meals and recipes.

If you visit the Food Network Web site, chances are you will notice a banner ad from SeaPak Shrimp Company. Take the opportunity to click on it because there's something different about their ad. Instead of going straight to the site, you arrive at an advertising supplement page that instructs on shrimp. Just like their TV commercials that run on the Food Network

channel during the "In the Kitchen," segment, SeaPak works to teach its audience. "Making Great Shrimp Easy" is one message the seafood company drives home.

Tying in with this theme, SeaPak announced that celebrity Food Network Chef Robin Miller has joined forces with the company. Using her energy, enthusiasm and experienced food know-how, Chef Miller will be taking part in SeaPak's

2007-2008 multi-media advertising campaign delivering the company's message of "Making Great Shrimp Easy."

Another feature on SeaPak's Web page is the company's "Shrimp University" link. This again, goes along with the idea of instructing people how to cook shrimp. Their ads also coincide with the "Quick and Easy" section of the Food Network's Web site—once more with the focus

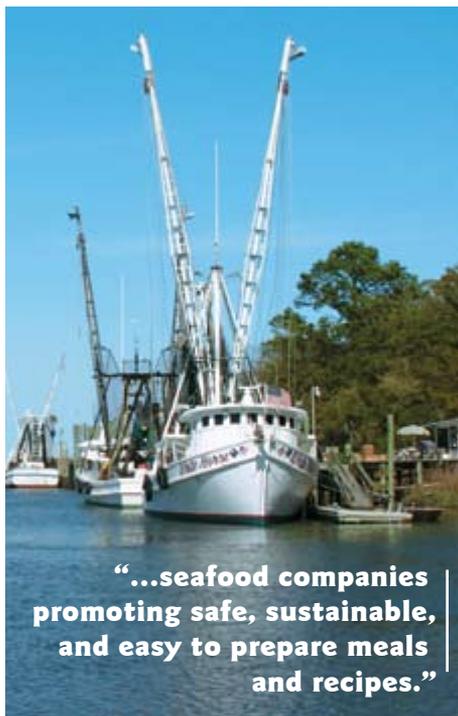
continuing on EASY.

Certified Wild American Shrimp is another venue promoted on Food Network, and with whom they have a close relationship. Their commercial, packed with scenic pictures and a video of shrimp trawlers and real-life shrimpers, conveys the message "Wild American Shrimp, Maybe It's Time You Actually Tried Some." Food Network's celebrity Chef Emeril Lagasse is a strong advocate for the product and promotes the strengths of Wild American Shrimp along with eight other chefs on the site.

As Emeril Lagasse seems to prove an influential presence, companies recognize that campaigns featuring celebrities work in the same fashion. In September 2006, the Alaska Seafood Marketing Institute launched a campaign featuring comedian Ben Stein. 'Wild Ben's' deadpan humor entertained viewers with just the right amount of levity as he reminded us to, 'Grab a fork, there's a lot more out there.'

The first female Iron Chef on Food Networks' *Iron Chef America* and Mississippi native, Cat Cora is another recognizable figure who collaborated with an organization to strengthen their advertising campaign. U.S. Catfish, like others, looked to Food Network and Chef Cora to promote their product as local and wholesome.

As seafood is striving to possess a larger share of the U.S. market, promoting it as easy-to-prepare, sustainable, and healthy seems to be the platform for an "Eat More Seafood" campaign. With Food Network's educated and interested audience, seafood companies appear to be pursuing the right crowd. **UB**



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# Concerns over the safety of our nation's food supply

Food safety has escalated into a high-profile issue between the U.S. and China causing the Food and Drug Administration to come under a great deal of scrutiny. This has become especially evident with the wave of recent nationwide recalls of food products from contaminants such as melamine and pufferfish toxins.



into the U.S. from other countries.

According to the FDA, in 2006, 15 million shipments of goods were processed—products arrived from more than 175 countries and more than 300,000 manufacturers. That being said, FDA inspectors were only able to inspect 1.3 percent of those imports.

Despite the string of contaminated products, it is important to remember that the U.S. still has the safest food supply in the world. It should also be

pointed out, however, that a new approach is needed to deal with the changing nature of the food and drugs arriving

Tainted food imports from China are being rejected by the FDA with increasing frequency because they are filthy, and



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contaminated with pesticides and carcinogens, bacteria and banned drugs—among other problems.

**“...food imports from China are being rejected by the FDA with increasing frequency...”**

Many problems in China stem from the amount of involvement from differing divisions. Food safety responsibility in China lies within many different governmental departments. Additional governmental agencies also typically get involved, which paves the way for ineffectiveness, miscommunication and corruption.

The Chinese government has expressed its willingness to improve upon their policies and is considering the formation of one governmental body under the State Council to oversee all policies and procedures relating to food safety.

The U.S. has addressed the issue with China as well. Specifically, new demands

to China regarding precise food safety goals have been increased. For starters, the U.S. says it wants all food and feed exporters to be registered, and intends to only then permit those manufacturers to send products to America. The U.S. is also requesting details of the Chinese food system in full—complete with raw data of tests performed on regulated products.

The issue of how to improve the safety of both imported food as well as domestically produced food is currently being reviewed. Dr. David Acheson, the FDA’s assistant commissioner for food protection, is working closely with FDA Commissioner Andrew Von Eschenbach on a new plan to do just that. “The shift is to be more proactive, to put more focus on prevention,” said Dr. Acheson. While the details aren’t settled, Acheson said he expects to propose a safety plan very soon. In mid-July of this year, President George W. Bush announced the creation of a high-level government panel, the Import Safety Working Group, to recommend and review the rules to ensure the safety

of food and other products imported to the United States. Headed by the Health and Human Services Secretary, Michael Leavitt, the panel recommended working with the importing community to develop approaches that consider risks over the life cycle of an imported product, as well as approaches that focus actions and resources to minimize the likelihood of unsafe products reaching U.S. consumers.

Other members of the panel include Secretary of State Condoleezza Rice, Treasury Secretary Henry M. Paulson Jr., Agriculture Secretary Mike Johanns, Commerce Secretary Carlos M. Gutierrez, Transportation Secretary Mary E. Peters, Homeland Security Secretary Michael Chertoff and Attorney General Alberto R. Gonzales as well as other members.

The group promises a follow-up action plan to be released in November, which will come up with a risk-based, prevention-focused model to ensure that “safety is built into products before they reach our borders.” 



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# Behind the beef...

## meeting the creative mastermind of the value cuts

What do Steak-umm®<sup>®</sup>, Popcorn Chicken and beef value cuts have in common? They were all developed and licensed by the same creative inventor—Gene Gagliardi, of Visionary Design.

Gagliardi began his career in the meat sector at the age of six working for his family's business which developed products for industry leaders such as McDonald's, Burger King, Gino's and Pizza Hut. He has extensive experience with the development and patenting of products that encompass technology-based research.

Gagliardi invited Urner Barry's Reporter staff to Visionary Design, his "Creative Think Tank," in Cochranville, Pennsylvania, where he demonstrated some of his newest creations for members of the National Cattlemen's Beef Association.

Together with Smithfield Beef Group, Gagliardi hopes that through the NCBA all will be able to deliver



Gagliardi's "creative think tank" and test kitchen (left) nestled on a Pennsylvania farm.

the next round of the finest in value cuts to the consumer.

One key feature of the day was Gagliardi's patented Slinder process, a method for

slicing (rather than grinding) meat while keeping fibers intact. This process gives underutilized cuts of meat an outlet for usage. "The process transforms underutilized, undesirable cuts of meat, of steaklike texture and without additives, into slices of meat that can be immersed in hot sauces or gravies for cooked value-added products," says Gagliardi, president and CEO, Visionary Design.

Other new innovative ideas of the day were several products bound together with an enzyme-based powder to create high volume, unique cuts of beef that the cost-savvy consumer

**"The process transforms underutilized, undesirable cuts of meat..."**

would find appealing. Cuts such as the tri tips, chuck flaps, top butts and top blades were all showcased during our day. Products were also featured during the day that did not use the binding enzyme, such as the clod heart, whaletail from the flat, eye round and the knuckle.

The future for restructured meat is bright as Gagliardi says this was simply the tip of the iceberg for what he has to offer. The value cuts have come a long way in their appeal, no longer are they simply the trimmings of the finer cuts of meat. They have been engineered to be more sophisticated to appeal to the consumer. More than that, these cuts deliver a cost effective product that is full of flavor. **UB**



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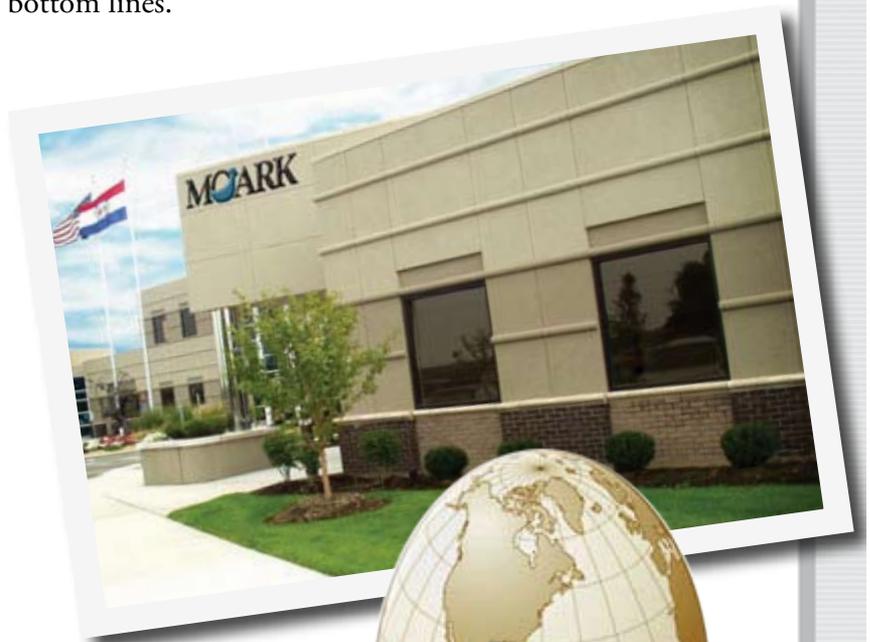
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# Is your fish the real thing?

Grouper authenticity has been a hot topic in the press, particularly in Florida where it is more common to see it as a regular menu item. Whether you are a seller, wholesaler, distributor, restaurateur, chef, or consumer, being able to correctly identify the product is essential to ensure its validation as the real deal.

Why is it so hard to tell the authenticity of this highly desirable seafood item?

The challenge with grouper identification lies in the number of different species. The most common are red, black, and yellowed.

Although there are similarities among all three, the skin color, texture, and shade of the flesh can vary widely, making

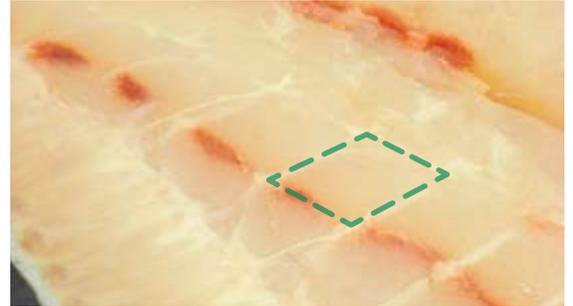
**“The challenge with grouper identification is that there are many different species.”**

distinguishing a difficult task.

Uner Barry's Reporter staff visited Pisces Seafood Services Inc. in Toms River, NJ to see what “real grouper” looked like and how easy it was to identify compared to other species of fish. Although no wholefish was available to view, Guy Pollioni, Pisces Retail Manager, explained to the Reporter that wholefish with the head is easily identifiable.

Pollioni explained that all grouper have a characteristic big mouth with a giant jaw bone unique to their type. He also pointed out that the fish's gill is triangular in shape with a white spot on the gill flap, also signature to this fish.

With some genuine, skin-on black grouper fillets on hand, Polloini was able to show samples as well as provide a brief training



These rhombus-shaped markings clearly distinguish the flesh of black grouper.

on black grouper's distinctive features.

With blackish-gray skin and small, lighter speckled markings, the flesh of black grouper is light pink in color with rhombus-shaped markings. The muscle tissue is what forms this kite-like shape in the flesh and the fat surrounding the muscle outlines the shape in white. The flesh is firm and when cooked it is fine flakes.

Pollioni explained that red grouper has softer flesh and larger flakes than black grouper. According to Polloini there are no other species with flesh markings this exact shape. He explained that red snapper comes close, however, it is a premium fish and it would be unlikely to be used as a substitution for grouper.

After the Reporter viewed the grouper fillets, it was easy to identify the difference between it and others species including catfish, swai, and tilapia. If the fillet is further processed, however, it could become more difficult to identify its authenticity.

To further your ability to identify fish and shellfish, Uner Barry offers the Commercial Guide to Fish and Shellfish, an essential reference for the industry professional. This guide acts as a lexicon for over 100 different species of fish and shellfish that are highly significant to the industry. Complete with detailed descriptions specific to the species, each entry provides the user with all the vital information necessary to purchase, sell, and consume both imported and domestically available seafood. **U**



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*Little known significant protein...*

# Goat meat popularity shows no signs of stalling

Goat meat is a relatively unknown item for the majority of the U.S. population. The Caucasian sector of society, in particular, has had little cultural exposure while some of America's immigrant ethnic communities enjoy this little known protein regularly.

Those familiar with the goat meat trade report that beginning in the early 80s, sales began to rise sharply. After a short stabilization later in that same decade, sales again climbed rapidly. Currently, they are experiencing all time highs, with many saying that the biggest limiting factor to even higher sales

**“...the biggest limiting factor to even higher sales is available supply.”**

is available supply.

The majority of demand comes from ethnic groups in metropolitan areas. Identifying with their ethnic roots and in some cases their religious beliefs, this protein gains almost more importance as a tradition and a custom than simply a meal.

Examples of its religious intertwining are seen in the rapid appreciation of goat prices during the periods surrounding Christmas, Easter and Ramadan which adds to the relatively inelastic demand seen on this product. A certain amount of meat is always needed despite situations of strengthening prices, and these groups therefore improve their purchasing power which results in demand improving even further.

But the story isn't about where goat meat has been or is now. The real story is in what we should expect to see in the future. Production is being increased based on the needs of current demand. As our immigrant population increases even further, production will likely be forced to



© Photographer: Oliver Cleve | Agency: Dreamstime.com

the need for goat meat to meet traditional dietary preferences will be significant.

Growing cultural and religious demand all but guarantees the continued increase in U.S. demand, yet there is still another factor contributing to goat's popularity. Reports of goat meat gaining popularity from the health food focused and what can be called 'yuppie' communities have been widespread, and it has been marketed as a gourmet item. Although small, this niche market has shown consistent growth with no signs of stalling.

The largest limiting factor to the expansion of the goat meat market is availability, or lack thereof. Certain sectors are requesting specific product—from age requirement and weight restrictions to muscle and cut preference. These variations mainly

stem from differences in preparation style or religious specifics and are compounded when demand peaks during certain religious and holiday periods. Regardless, they create a multifaceted market challenge for the industry.

Growing demand for goat meat is a nice problem to have for

a small, but increasingly visible industry. Despite its marketing complications, goat meat is carving out a small niche and, with packers and processors quickly picking up on the economic potential in this extremely popular yet relatively little known protein, its popularity is sure to expand in the coming years. **UB**



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advance at a faster and faster pace. Asian, Hispanic, Caribbean Islanders and the Muslim population all have goat imbedded in their culture. In the case of the Muslim population it is also a matter of religious practice. Considering the U.S. Muslim population already numbers in the tens of millions and is continually growing,

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USDA veteran is a proven leader...

# AMS poultry program has a new deputy administrator



On August 27, 2007, Rex Barnes was selected by USDA's Agricultural Marketing Service (AMS) to be the new Deputy Administrator of AMS' Poultry Programs. "It is a pleasure to announce the appointment of Rex Barnes to head the AMS Poultry Programs," said AMS Administrator Lloyd Day. "He has proven himself a strong leader in various positions within AMS Poultry Programs, which make him an ideal choice for this important post."

**"...we will work to provide solutions in the most efficient manner to fully meet the needs of the marketplace."**

worked in several USDA positions prior to his most recent appointment. He joined the AMS Poultry Programs as Chief of the Commodity Procurement Branch in 1988 and moved to the Poultry Grading Branch in 1995. In 1996 he was appointed Chief of the Grading Branch, and in December 2004, he was selected as Associate Deputy Administrator for Poultry Programs.

Headquartered in Washington, DC, the AMS Poultry Programs provides a valuable service in facilitating the marketing of agricultural products throughout the marketing chain both domestically and internationally.



When asked about his appointment

Barnes said, "I am excited to be a part of this continuing mission and will assist all interested parties at each level of production through consumer. As the issues faced by the poultry and egg industries get more complex, we will work to provide solutions in the most efficient manner to fully meet the needs of the marketplace."

Barnes was born in Marion, Indiana, and grew up on a small farm. He received his Bachelor of Science degree in animal science from Purdue University and his Master's degree in business administration from Strayer University. **UB**

Barnes, a 23 year veteran of the USDA,

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3. **Smithfield's Top Execs Take Home the Bacon** - 8/2/07
4. **Cargill Cuts 300 jobs; Better Beef Employees Laid Off as Meat Packer Reduces Number of Cattle** - 7/25/07
5. **Swift Plant Sale a Relief to Ranchers** - 6/6/07
6. **Corn Could Rise to 112 Million Acres** - 6/5/07
7. **New Plans for Swift Could Return Millions to Economy** - 7/20/07
8. **Taking a Hit in the Gut; As Food Prices Rise, Shoppers Change their Buying Habits** - 7/16/07
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# Chef Thomas Keller: ensuring quality and integrity in all aspects of his kitchen

Internationally renown and widely regarded as one of America's finest chefs, Thomas Keller began his culinary career working in Florida's Palm Beach Yacht Club. It was here that his passion for cooking developed. With no formal training, Keller spent years moving from kitchen to kitchen in fine restaurants in Rhode Island, Florida, the Catskills then France.

Keller returned to the States working for

several Michelin-starred restaurants. In 1992, in California, Keller stumbled upon an old French steam laundry that was converted to a restaurant which he instantly fell in love with. By the summer of 1994, the French Laundry in California's Napa Valley quietly opened its doors with Keller as its owner and head chef.

It was not long thereafter that the restaurant began earning numerous awards. The James Beard Foundation honored Keller with the title Best California Chef in 1996, and in 1997 as the Best Chef in America. In 1999, The French Laundry attained the five star award from *Mobil Travel Guide* which it has held ever since. *Esquire*, *Gourmet*, *Bon Appétit*, *USA Today* and *Wine Spectator* have all called the French Laundry one of the top restaurants in America.

It is not just Keller's cooking that makes his dishes so exquisite. Keller prides himself on using the very best products. His preferred butter comes from only a few very pampered cows that live in Vermont, lobsters are from a certain spot on Penobscot Bay in Maine, and the mushrooms are harvested from the wilds of the California mountains. Now Keller has teamed up with Keith Martin of Elysian Fields Farm in Pennsylvania to bring consumers lamb meat raised the way nature intended. Their partnership is called Pure Bred Lamb™ (see next page).

**"...we wanted people to have access to this wonderful product..."**



"The decision for Keith (Martin) and I to unite on this project seemed like an obvious progression. First is the desire to produce the most natural flavorful and best tasting lamb, and second, we wanted the public to have access to this wonderful product, understand how it was raised, and feel confident about serving it to their families and guests."

Keller is passionate about everything he does. This is especially evident in his passion for sourcing out the finest ingredients to prepare unique dishes in his acclaimed restaurants. When speaking of Pure Bred Lamb at this year's Aspen Food and Wine Classic, Keller said "This man has taken raising lamb to another level. We couldn't do our jobs as chefs without our suppliers. They are the new culinary heroes. It's all about product and execution."

In addition to the French Laundry, other restaurants owned by Chef Keller within the United States are Bouchon, and Bouchon Bakery, and most recently Ad Hoc in Yountville, CA; Bouchon in Las Vegas, NV; and Per Se and Bouchon Bakery at The Time Warner Center in New York City. **UB**

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Source-verifying, holistic program...

# Pure Bred Lamb™ the way nature intended



humane standards during every phase of the program, especially at slaughter.

Martin's program begins at conception and continues up to the animal's harvest. Pure Bred is a simple, easy program for the farmers to oversee. It involves a complete traceability system that the broader industry is unable to accomplish, and involves no lack of integration. No one matter concerning the animals' experiences is emphasized more than another. It is a completely sustainable, source-verifying, holistic program which pays attention to the

independent, yet interrelated functions of the animals' lives.

"Whatever production experiences the animal had prior to slaughter is in the end product," says Martin.

What results is a product that has been raised with reverence and respect. One built on a relationship between steward and animal with accountability and complete traceability.

Holistic Pure Bred Lamb has been well received in the marketplace. It was introduced this year at Aspen's Food & Wine Classic by the great French Laundry Chef Thomas Keller (featured on previous page) and is being featured by high-end retailer Dean and DeLuca in its catalog as well as at other venues across the nation from New York to California. **US**

Giving back to nature. That's the message of Pure Bred Lamb™. A Pennsylvania-based farm program where the focus lies in creating a shift within the industry that gives back to the producer and the animal.

Over the past year, lamb farmer Keith Martin has been touring the country

communicating the Pure Bred statement.

Martin's message of doing what's best for the animal is simple and it's nothing new. In fact, Martin says, "it's been around forever, just went absent for a number of years."

**"...doing what's best for the animal is simple and it's nothing new."**

Approximately five years ago Martin became motivated to take the right position and do the right thing. His goal became getting back to simplicity, back to a natural order. While this all sounds quite simple, Martin says the entire process is actually quite dynamic. He asked his family farms, currently seven in all, to feed the animals differently—without antibiotics and hormones. He asked them to take feed and water samples and adopt completely



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*Epicurean pork delight...*

# Tasty pork from Seaboard that rivals prime beef

At the 2007 Annual Meat Conference's Product Tasting reception in Orlando, Florida, visitors were treated to a new concept from Seaboard Foods... PrairieFresh® Prime™ Pork. Seaboard Foods, a Shawnee

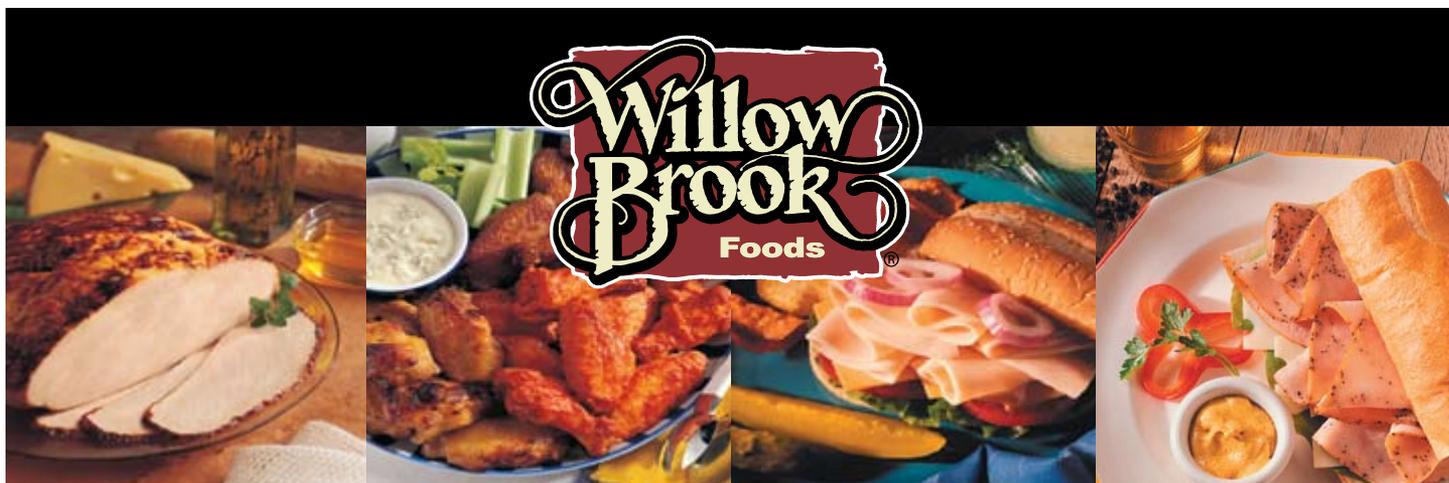
Mission, Kansas company introduced this well-marbled, grain-fed, hand-selected fresh pork to the delight of attendees.

experience as Prime beef."

**"Say goodbye to dry, tough pork..."**

According to Seaboard Foods, this product "resolves the challenges with today's ultra lean pork while maintaining its nutritious traits." Their marketing materials tout "say goodbye to dry, tough pork and prime yourself for an epicurean delight with PrairieFresh® Prime™—well-marbled, grain-fed, hand-selected fresh pork. This pork, with marbling scores of six or greater, comes with a 100% tender and delicious guarantee. We're sure it will remind of the same type of eating

Marbling, or the visible intramuscular fat found within the lean meat, is often evaluated on the freshly cut surface of the loin eye. The most commonly used method for assessing the degree of marbling is visual comparison with published standards, like those supplied by the National Pork Board-National Pork Producers Council. Pork marbling standards are indexed on a scale of one through ten. The industry average ranges two to four, a result of the industry's push to offer a leaner



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product that would fit today's more health conscious lifestyle. Seaboard Foods claims PrairieFresh® Prime™ pork routinely grades six or greater.

“Creating a pork loin with this kind of tenderness and cookability has generated a whole new culinary landscape,” says Tom Blumhardt, Seaboard Foods vice president of marketing. “We’ve given cooks so much more versatility in the kitchen than ever before. Not only have we created a more delicious cut of pork, it also allows for a wider variety of menu options because of

its easy-cooking, superior flavor, texture and juiciness.”

Marbling is considered the most important characteristic in influencing the flavor, juiciness, and tenderness of pork products. Of these attributes, flavor may be the characteristic that is most dependent on marbling.

Seaboard Foods is currently offering PrairieFresh® Prime™ in natural flavor boneless loins and tenderloins, and seasoned tenderloins and loin filets. **UB**

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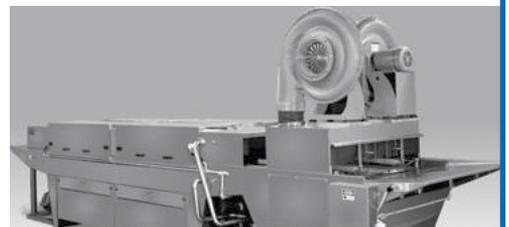
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*A look inside this bivalve...*

## The allure of the oyster... and other little known facts



Oysters have fascinated man for thousands of years. While some 200 species exist worldwide, fewer than a dozen are used commercially, all of which come from two genera, *Ostrea*, which are the flat oysters, and *Crassostrea*, which are the cupped oysters.

Oysters are filter feeders. They are often eaten raw or only slightly cooked, are low in calories and rich in iron. They are expensive, and many times reserved for special occasions and holidays like Thanksgiving and Christmas.

Oysters have developed a subculture among purists much like the communities that have developed around wine and cigars. These purists insist on eating oysters raw with little or no accompaniments. Flavor, texture and meat content vary a

great deal among varieties and regions and are typically marketed by name indicating their locale.

Entire restaurant concepts have been conceived around the oyster. The most famous, Grand Central Oyster Bar & Restaurant in New York City, offers 30 different varieties of oysters. The

***In the East, oysters have names like...***

*Blue Points (Long Island, New York)*

*Apalachicola (Florida)*

*Wellfleets (Cape Cod, Massachusetts)*

*Malpeques (Quebec, Canada)*

***On the West Coast a few unique varieties are...***

*Cortez Island and Fanny Bay (British Columbia)*

*Westcott Bay Sweet (Washington State)*

*Yaquina (Oregon)*

*Hog Island Pacific (California)*

fascination with the oyster compelled Mark Kurlansky to pen "*The Big Oyster: History on the Half Shell*" in 2006. In this work, he writes how New York City was once considered the oyster capital of the world, and that at one time it held half of the earth's supply, harvesting 700 million in 1880 alone.

According to Kurlansky, during the 19th Century, oysters were not just a delicacy for aristocrats, but also an affordable (cheap even), sustenance for working folk. His story is a cautionary tale of man's tendency to exploit natural resources and consider conservation only as an afterthought. He adds, once connected to the sea, New York City has slowly become an island unto itself, lost its connection to its surrounding waterways completely and, lost some of its unique identity to the name of progress.

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# Oyster Facts

- Oysters were farmed 2,000 years ago by the Romans, and almost all commercial production today is farmed to some extent in estuarine, or low salinity, conditions.
- Oysters are filter feeders. This means they absorb their food by pumping water through their systems and extracting the small organisms they need.
- Sex cannot be determined by merely examining the oysters shell, and while oysters have separate sexes, they may change sex one or more times during their life span.
- The islands we know as Ellis and Liberty were Little Oyster Island and Great Oyster Island to the Dutch, who might have been sitting on half the world's supply.
- "R Months": oysters are harvested year-round, though they are best from late September through late May. Traditionally, oysters were only eaten in the fall months.
- World production of oysters is over one million tons annually, with the Pacific Oyster being the most important in world terms.
- In the United States, the Eastern Oyster accounts for close to 70% of production and determines the standards by which other oysters are judged and sold.
- The Pacific Oyster was introduced to the West Coast of the U.S. from Japan in 1903.
- A species of crab, *Pinnotheres ostreum*, has evolved to live inside the shell of certain species of oyster.
- A pearl is produced when foreign material becomes trapped inside the shell and becomes coated over time with a combination of calcium and protein. **UB**

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MEXIMOTO (BAJA, MEXICO)			1.85
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**"New York City was once considered the oyster capital of the world..."**



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*A simple breakfast classic...*

# An Egg in a Nest by any other name is still the same

Although this recipe is known by a variety of names, it is a simple breakfast classic which has been prepared in homes for many years. *Uner Barry's Reporter* found a few variations of the recipe including one from Food Network's Paula Deen who featured Eggs In a Nest on a *Paula's Home Cooking Mother's Day* episode. Using the basic concept of this traditional recipe, Deen used phyllo dough as her bread base and added garlic, ham and cheddar cheese to enhance the flavor. Another variation that the *Reporter* found was to separate the egg. The whites were whipped until they were meringue-like and then they

were spooned into the toasted bread cut-out. The yolk was then added to the middle of the meringue and it was baked until cooked. Other than these few variations, when most people hear or see eggs in a nest, the expectation is for a toasted bread cut-out with an egg in the middle.

An interesting tid-bit was that this recipe has had cameo roles in a number of movies. In 1941, it was seen in the film

**"...this recipe has had cameo roles in a number of movies".**

*Moon over Miami* where the dish was called *gas house eggs*. Now the dish is sometime referred to as *moon-over-Miami eggs*. It was again served in the motion picture *Moonstruck* in 1987 where the name *moonstruck eggs* originated, and in 2006, this famous recipe appeared yet again on the big screen in *V for Vendetta* where it was referred to as *eggy in the basket*. Even a song exists about this recipe by musician Rob Crow. The lyrics are as follows:

## **Eggy In a Bready II**

Got my egg.  
Got my margarine.  
Got my bread.  
Got my pan.  
Got my spike.  
And I got my knife and fork.  
I got everything I need for  
eggy in a bready

An egg in a nest by any other name is still the same. If you haven't tried this classic breakfast favorite, start your own breakfast tradition and perhaps you can give it your own special name. **UB**

Many names for  
an old favorite...

- Eggs in a nest
- Birds in a nest
- Bulls-eye
- Egg in bread
- Egg in a frame
- Egg in a hole
- Egg in the window
- Egg toast
- Eggy in a bready
- Eggy toast
- Egyptian eggs
- Frog in a pond
- Gas house eggs
- Hole in one
- Hobo egg
- Hole in the wall
- Moon over Miami

- Moonstruck eggs
- One-eyed Jack
- Pop-eye egg
- Rocky Mountain Eggs
- Toad in the hole
- One eyed sailor
- Nest eggs

## Eggs in a Nest



**Ingredients:**  
 1 large or extra large egg  
 1 tablespoon of butter or margarine  
 1 slice of bread (any variety)  
 salt & pepper to taste

Using an approximately three-inch circular cookie cutter, make a hole in the middle of the bread. To vary the shape, you may use a heart, flower, butterfly or any-shaped cutter.

Over medium heat, melt one tablespoon butter or margarine in the bottom of a frying pan. Lightly fry the bread on one side. You can also fry the cut-out shape for serving. Flip the bread and reduce the heat to low. If the pan appears dry, add more butter. Break the egg into the hole and sprinkle it with salt and pepper. Cover and cook 3-5 minutes or until the egg has set for sunny-side up. For eggs over easy, you may flip it over.

Remove. Serve alone or with your favorite breakfast accompaniment. Enjoy!

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Did you know that domestic veal producers purchase 5.5% of all the milk solids produced in the United States? That's an astonishing number to even the most chiseled meat industry veterans. Veal

feeds are derived and manufactured from between 70-80% milk by-products, such as whey and whey protein concentrate.

In recent months, not a week has gone by where the high price of milk wasn't in the news. The price of everything from a cup of Starbuck's to a Hershey's chocolate bar has gone up as a result of dairy input costs. While this is good news for America's dairy farmers, it's tough on consumers, and it has been devastating to domestic veal producers. The cost for a ton of veal milk-replacer has risen 120% since the first of this year.

Global dairy demand spurred in large part by China, combined with what has been described as a one-in-a-thousand year drought in Australia, and EU mandated cuts in milk production, have lead to these record milk prices. As a result, the price of veal

cuts will rise substantially from now until year-end and will remain at these record high levels through much of the first half of 2008.

The good news for veal wholesalers and retailers, veal's versatility, its menu up-scaling, and the premium pricing that it commands will allow for continued profitability for restaurateurs. The variety of premium leg and loin cuts for veal slices and scaloppini allow veal to fit on any menu, and by working with these different cuts and adjusting portion sizes, veal will continue to be profitable for your customers, even through this period of higher prices. **LB**

**"... the price of veal cuts will rise substantially though year-end and will remain at these record high levels through much of the first half of 2008."**



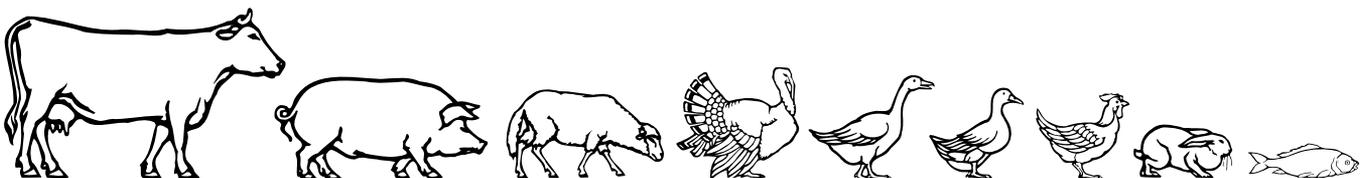
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# Family-owned Prestage Foods

Nestled in the pines of southeastern North Carolina, in the heart of the South's number-one turkey producing state, is the town of St. Pauls, home to Prestage Foods. Prestage may not be the first name you think of when you're buying turkey whole birds, bone-in breasts, meat or frozen tray pack parts, but that won't be for long—at least if CEO Kevin Kniefel has anything to say about it.

**“...every turkey we pack reflects Prestage pride and the family-backed dedication and loyalty to our customer.”**

The Prestage family is currently best known for operating the largest independent hog and turkey growing operation in the country. Headed by Kniefel, along with Sales Manager Kent

Puffenbarger and General Manager Ken Braswell, Prestage Foods has positioned itself as an up and comer. Founded in the year 2000, when the Prestages purchased a turkey processing plant near St. Pauls, NC from Rocco Foods. After undergoing extensive renovation, Cargill began processing at the plant for Prestage Farms in 2002 and by 2005, Prestage Foods began operating the plant and selling poultry under its own label. In the 2007 WATT PoultryUSA survey, Prestage Foods ranked number 10 with



The Prestage Foods management team includes: (L to R) John Prestage, Tim Creech, Scott Prestage, Ken Braswell, Kevin Kniefel and Kent Puffenbarger (not pictured).

total live weight processed projected to be 236 million pounds. Prestage increased its presence in the processing scene in 2006 when 120 million pounds of toms that were previously being processed by Cargill's Dayton, Virginia plant were added to a second slaughter shift in St. Pauls. During the course of one year, Prestage Foods sends about 10 million turkeys to the plant in St. Pauls, about 80 miles south of Raleigh. Workers bag half the turkeys to sell whole and cut up the rest for meat or tray pack parts. In addition to marketing their product under the Prestage Foods family owned label, the company also packs private label. According to CEO Kevin Kniefel, what sets Prestage apart is the company's commitment to the customer and to producing the safest, highest-quality product available. "Our team strives to meet and exceed the expectations of our customers while providing them with turkey of the highest quality and wholesomeness. Whether selling turkey overseas or right here in our own backyard, every turkey we pack reflects Prestage pride and the family-backed dedication and loyalty to our customer." Adding capital in 2005 to enhance its presence in the cut up and de-boning arena was just the beginning for Prestage Foods. Looking forward, the company has plans to continue investing in the business as they forge into the future, continuing the family's tradition of producing pork and poultry to feed the world! **LB**

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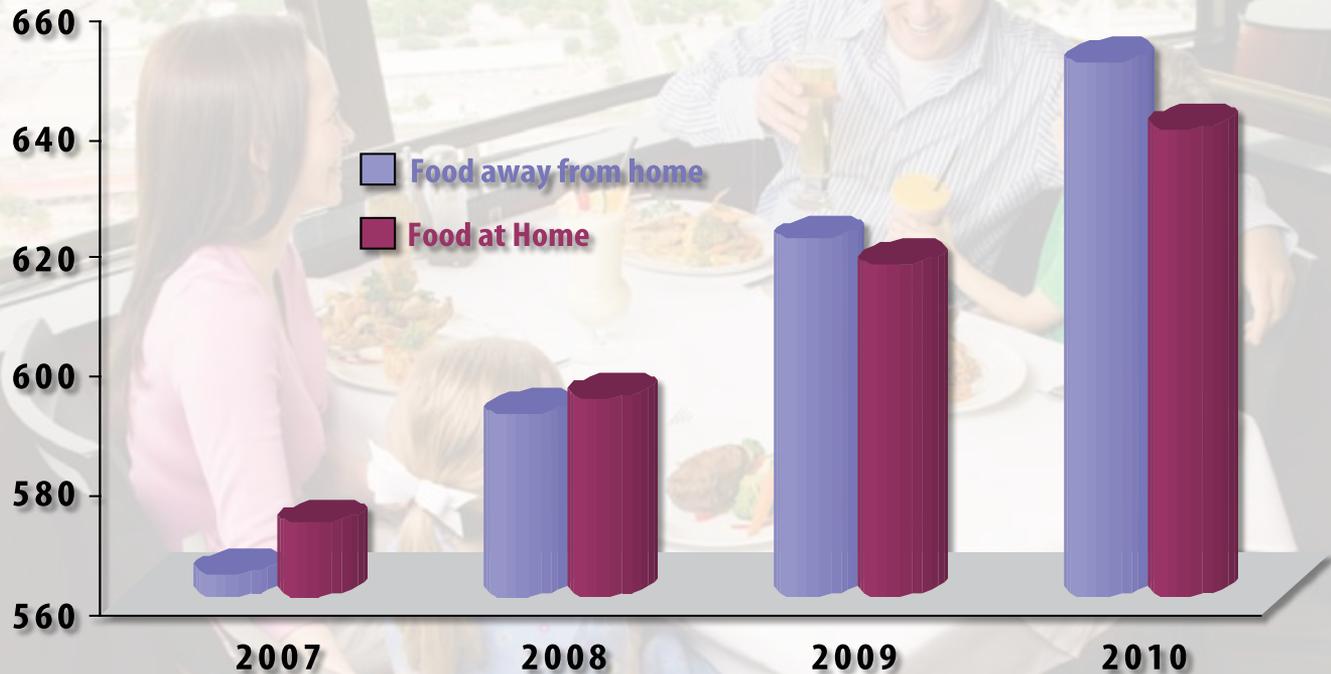
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Billions of dollars



Source: USDA/ERS Agricultural Projections Report

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# Urner Barry's Person of the Year award

Since 1986, Urner Barry has presented its prestigious "Person of the Year Award" to representatives from within both the poultry and egg industries. It is an honor bestowed upon individuals who have exhibited tireless efforts toward improving the efficiencies of food production, marketing and distribution as well as an overall universal respect they have earned from their colleagues.

**"...the recipients have proven themselves to be honorable in their business practices and trusted friends to the industry."**

This year, at Urner Barry's Executive and Marketing Seminar in Las Vegas, the twenty-second presentation of the coveted award was presented to individuals that have made outstanding life-long contributions to the betterment of each industry. As always, the recipients have proven themselves to be honorable in their

business practices and trusted friends to the industry.

The 2007 Poultry Man of the Year was awarded to Stan Bloom of Randall Foods, Inc., while the Egg Man of the Year went to Bernie Diekema of Hamilton Farm Bureau.

Stan Bloom had his beginnings in the poultry business at a very young age when his father employed him, along with his two sisters, in the Randall Foods family business. With a strong sense of commitment and an enterprising spirit, Stan persevered through tough times and grew the company into a successful further processing and distribution empire.

Born on a poultry farm in Michigan, Bernie Diekema actually became affiliated in the egg industry as he drove a truck for Hamilton Farm Bureau. Eventually moving to his current position as Division Manager, Bernie marketed product from several hundred local producers and grew the business five-fold. His thirty-plus years in the egg industry have helped him gain a mature understanding of the business and Urner Barry's 2007 Award for Egg Man of the Year. **UB**



◀ *Urner Barry's Market Reporter Egg Division, Greg Deppeler (Left), and Vice President Egg Division, Randy Pesciotta (center) presenting Bernie Diekema with his award for Urner Barry's 2007 Egg Person of the Year.*

◀ *Senior Vice President Poultry Division, Michael O'Shaughnessy (Left), and Russell Whitman, Vice President Poultry Division (Right), presenting Stan Bloom his award as Urner Barry's 2007 Poultry Man of the Year.*

## Past Recipients:

### 1986

John Foley, Rivers Scarborough

### 1987

Earl Olson **1**, Floyd Hemmelgarn

### 1988

Kenny Longacre **2**, Jack Radlo **3**

### 1989

Milton Cohen **4**, Doug Hoffer

### 1990

Don Swanberg, Morton S. Neiman

### 1991

George Matthews, Jerry Faulkner **5**

### 1992

Morris Pollack, Arthur **6** & Tony Papetti **7**

### 1993

Carl Nichols **8**, Fred Adams **9**

### 1994

Marvin Johnson **10**, McCall Sanders **11**

### 1995

Herman Mason, Dave Hefler **12**

### 1996

Wally Jerome, Larry Seger **13**

### 1997

Leo Rubin **14**, Ken Looper **15**

### 1998

Jim Sumner **16**, Harry Eisen

### 1999

Paul Brogowski **17**, Harold Cutler **18**

### 2000

Don Haselhorst **19**, Al Pope **20**

### 2001

Dan Blackshear **21**, Joe Arias

### 2002

Joe Grendys, Bob Sparboe **22**

### 2003

Harold Brock, Gil Eckhoff **23**

### 2004

Earl Ishbia, Paul Sauder **24**

### 2005

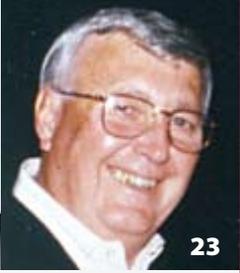
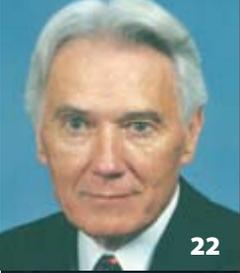
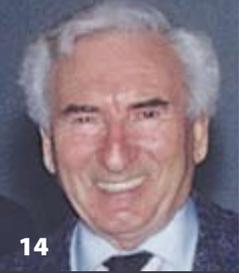
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Louis B. Raffel **25**, Buddy W. Bolinger **26**



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# U.S. organizing regional agreement to raise minimum size for Caribbean spiny lobster

Earlier this year in *Uerner Barry's Reporter* we reported on the Brazilian initiative to have the spiny lobster added to a "protected species list." That action has been withdrawn.

Minimum size regulations for Caribbean lobster (*Panulirus argus*) vary by country and many are computed on the carapace (see diagram) or the shell length of the whole lobster which is not available to importers

of the tails. Yet the importer is liable under U.S. law and must obey the laws of the exporting country (Lacey Act). Failure to do so results in serious penalties.

Recently, in an attempt to sustain the fishery and clear up confusing export laws, the U.S. has proposed fisheries council actions to regulate the minimum size for import of spiny lobsters. This is part of an ongoing U.S. funded initiative to raise minimum

spiny lobster sizes throughout the Caribbean by working with national governments and harmonizing national laws.

In 2003, the Western Central Atlantic Fisheries Commission (WECAFC) agreed on addressing stock decline, IUU fishing for lobsters, and lack of coordinated action to halt overfishing. The U.S., as one of the fishing nations and a major importer of lobster, agreed to fund further working meetings that led to a commitment by WECAFC to harmonize national regulations where necessary to address these goals.

**"Minimum size regulations for Caribbean spiny lobster (*Panulirus argus*) vary by country and many are computed on the carapace."**

In September 2006, a U.S.-funded FAO workshop and managers' meeting in Merida, Mexico on Caribbean spiny lobster produced agreement in principle among participating states on a minimum size limit for harvest.

The proposal, now before the three U.S. fishery management councils on a minimum import size, is part of this same initiative and represents an attempt by the

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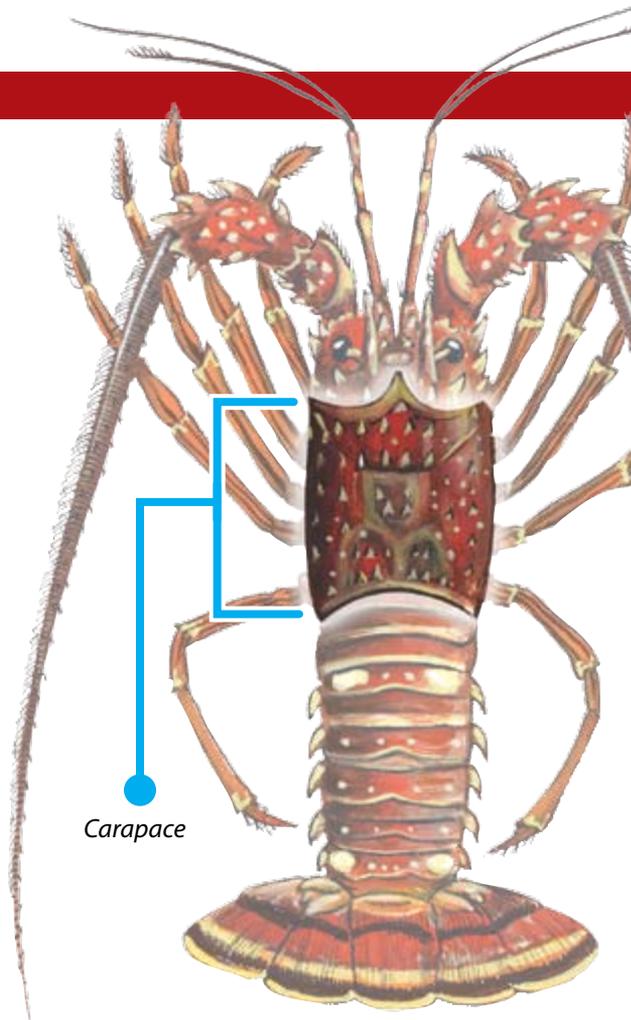


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U.S., as a major importer, to propose a minimum legal size that would then eventually be adopted throughout the region.

This same need for an established minimum size, possibly through import requirements, was discussed at the industry sponsored spiny lobster meeting held in Florida in June.

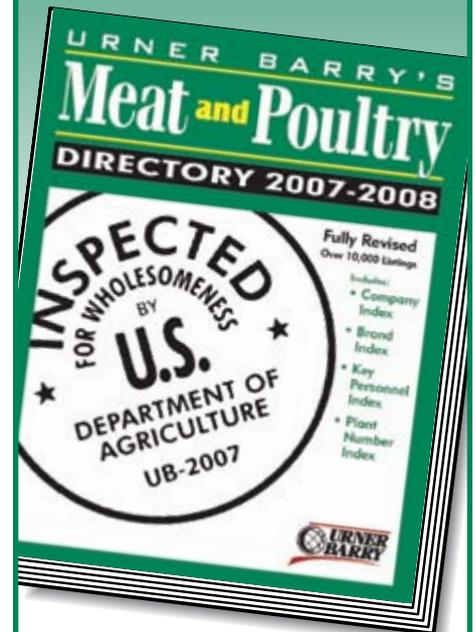
The wheels of negotiations grind slowly, but it is far more productive for the U.S. to put its resources into establishing a Caribbean-wide minimum size standard for spiny lobster than to prosecute importers under the Lacey Act because their lobster imports violated a fishing regulation that varies from country to country. **UB**



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Far from the average dining experience...

# Logan Farms gourmet meats

Logan Farms may not exactly be a household name, but chances are you know its products—spiral sliced meats. Probably best known as the originator of the first low-salt ham, company founder and president, James “Pink” Logan and his hard working staff are revolutionizing the spiral sliced foods industry with franchise stores and an on-line catalog—one delicious bite at a time!



So what makes Logan Farms so unique? “It’s the value-added factor,” Mr. Logan says. “Our bone-in ham has no water added and it’s not reformed. We offer a special slicing method which completely spiral slices the ham around the bone while leaving it intact...a special glaze application... traditional smoking...(results in) a fully cooked, ready-to-serve gourmet ham for any occasion that makes a wonderful, attractive presentation at the table.”

Logan Farms is not just about ham.

Today, the once one-item operation boasts meats from across the board including specially marinated rib-eye roasts, boneless pork loins, chicken breasts and rotisserie chickens, plus a Cajun turkey seasoned by Logan Farms with spices by Zatarain’s of New Orleans, Louisiana, and one of their hottest products, the spiral sliced, honey glazed boneless turkey breast.

This turkey breast is so unique that it was

awarded a U.S. Patent (Patent #RE 35,374)! It starts with meat from the breast of young, tender turkeys. Then the special slicing method spirally slices the turkey breast from bottom to top while leaving a small central core of meat, keeping the turkey breast intact. The turkey is then topped with the same crunchy glaze as their ham.

At 98% fat free, and also low in salt, this fully-cooked gourmet meat is an obvious choice for the health conscious consumer who does

not want to sacrifice taste. Not only that, but Logan says his company’s turkey breast is far from the average dining experience. The product’s eye-catching looks, serving ease and delicious taste have customers coming back for more again and again.

**“The product’s eye-catching looks, serving ease and delicious taste have customers coming back for more again and again.”**

Maintaining individuality isn’t an easy task in today’s market. One of the keys to Logan’s success is its vigilant protection of several proprietary technologies. Besides their spiral-sliced turkey, another one of the company’s patents was for a spiral slicing machine. An invention now so widely used in the industry that you can “hardly buy a ham that isn’t spiral sliced.” The patents are what allow franchisees to retain their competitive advantage.

That’s not all. In addition to their special patented processes, once Logan Farms’ meats are cooked, spiral cut and glazed, they never freeze them. The company says by not freezing, the resulting product has richer flavors with perfect texture—a winning combination with consumers.

Logan Farms is sure to please the most discriminating palate whether it’s with one of their spiral sliced meats or a gourmet offering in the store’s deli section. Stop in one of their stores or go on-line for a meal experience not soon to be forgotten! **UB**

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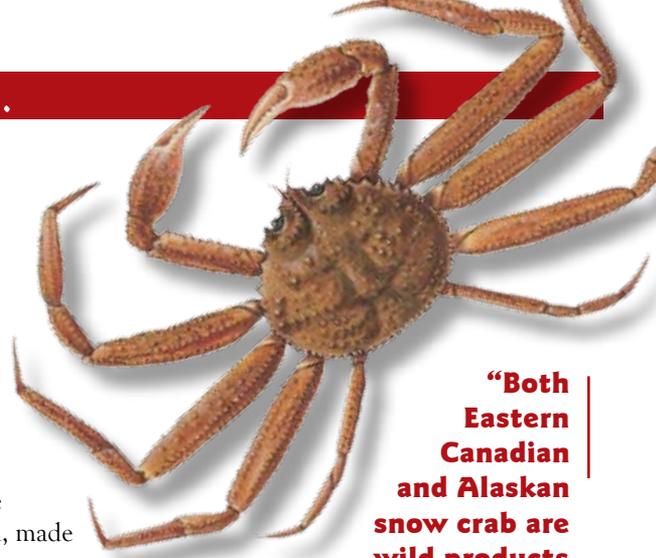
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# Snow Crab: perpetual volatility



**“Both Eastern Canadian and Alaskan snow crab are wild products, subject to fluctuations in availability.”**

Crab in all forms has become increasingly popular in the U.S. and is one of the top ten seafoods which has shown steady and impressive growth. Shows like “Deadliest Catch” have aided in snow crab riding this wave of popularity as well.

Seeing inside the crab world has really opened the eyes of consumers. Executive producer Thom Beers commented on the species increased popularity... “Does the scenery change your perspective on eating crabs or anything related to crabs? You know what; the fun thing about this show is that the crab industry itself, they’re selling out a lot quicker these days. Crab has become actually a favorite item in restaurants and in stores. So if anything else, we’ve kind of increased the appetite for crab around the world. I don’t feel any different about them because crabs are really unique.”

An additional aspect that makes snow crab and crab so popular is that people realize it’s a wild caught species. The romance of being wild and a combination of seeing the TV show creates a feeling about buying and eating crab which is enchanting to both the appetite and mind.

All crab consumption has been rising strongly for five years or more, not just due to “Deadliest Catch.” National Fisheries Institute shows crab continues to be one of the top seafood items consumed on an annual basis (see facing page). Three years ago snow crab experienced a period

of low pricing which increased demand. The increased demand, in turn, caused prices to rise. The increased popularity and demand, made it more difficult for retailers, who move large volumes of product, to then purchase and run ads for it in their stores...thus, producing a very volatile market. Retailers cannot depend on a product whose price swings so dramatically year to year.

Both Eastern Canadian and Alaskan snow crab are wild products which are subject

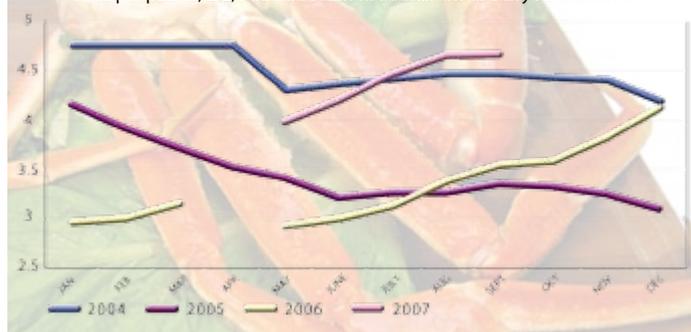
to fluctuations in availability. In recent years, Canadian quotas have been stable, around the 200 million pounds, while Alaskan quotas have been in the low end of their range, around 35 million pounds. Because the principal snow crab consumers are the U.S. and Japan, the relative strength of the Japanese demand is an important factor in the ultimate price U.S. buyers pay for snow crab.

U.S. retailers and large foodservice buyers have problems menuing and promoting seafood items that exhibit such price volatility. Yet because of its popularity, when crab is reasonably priced, it is very attractive for retail promotions and food service menus.

In 2006, when prices hit an eight year low, demand exploded, rapidly absorbing available supplies and pushing prices back up again, helping to continue the cycle of price volatility. In 2007, with snow crab prices back well over \$4, retailers were again priced out of the market. Whether crab becomes an affordable retail item in 2008 depends largely on the strength of the Japanese purchases. **U**

## Snow Crab, Cluster, Newfoundland, 5-8 oz.

Price per pound, LTL, FOB Mid-Atlantic. Source: Urner Barry Publications



## Japan’s imports of snow crab (*Opilio*)

(Unit = volume: tons; unit price: yen per kilo)

	Russia		Canada		U.S.	
	Volume	Unit price	Volume	Unit price	Volume	Unit price
2002	12,136	1,036	15,559	1,026	2,343	1,128
2003	12,453	1,092	7,991	1,309	1,352	1,359
2004	13,363	966	10,430	1,283	1,297	1,403
2005	13,095	827	8,834	1,085	1,620	1,139
Mar-06	346	769	205	1,025	537	997
Apr-06	525	1,048	161	987	753	989
May-06	1,595	974	218	1,065	464	849
Jun-06	2,635	919	1,078	915	302	808
Jul-06	2,829	931	2,271	926	44	1,188
Aug-06	2,021	942	653	1,069	89	1,040
Sep-06	1,312	937	234	1,254	40	1,620
Oct-06	1,008	944	347	1,565	52	950
Nov-06	1,025	998	463	1,515	42	1,255
Dec-06	625	911	307	1,392	52	1,183
2006	14,779	929	6,194	1,081	2,506	977
Jan-07	377	830	156	1,609	-	-
Feb-07	339	951	79	1,762	150	1,180
Mar-07	157	1,021	14	1,712	116	1,258
Apr-07	748	1,077	32	1,616	233	1,247
May-07	1,565	1,104	54	1,405	136	1,086

Statistics available through May 2007. Source: Finance Ministry trade statistics. This BANR report is available on Seafoodnews.com

*Consumption of seafood in 2006 near record levels...*

# Per capita U.S. consumption '04-'06 Top 10 seafood species

	2004	Pounds	2005	Pounds	2006	Pounds
1	Shrimp	4.200	Shrimp	4.100	Shrimp	4.400
2	Canned Tuna	3.300	Canned Tuna	3.100	Canned Tuna	2.900
3	Salmon	2.154	Salmon	2.430	Salmon	2.026
4	Pollock	1.277	Pollock	1.470	Pollock	1.639
5	Catfish	1.091	Catfish	1.030	Tilapia	0.996
6	Tilapia	0.696	Tilapia	0.850	Catfish	0.969
7	Crab	0.626	Crab	0.640	Crab	0.664
8	Cod	0.603	Cod	0.570	Cod	0.505
9	Clams	0.471	Clams	0.440	Clams	0.440
10	Flatfish	0.332	Flatfish	0.370	Scallops	0.305
	<b>Total*</b>	<b>16.600</b>		<b>16.200</b>		<b>16.500</b>

\*Total for ALL Species, not just fish listed above.  
Source: Raw data from National Marine Fisheries Service. The Top Ten list was calculated by Howard Johnson, H.M. Johnson & Associates for NFI.



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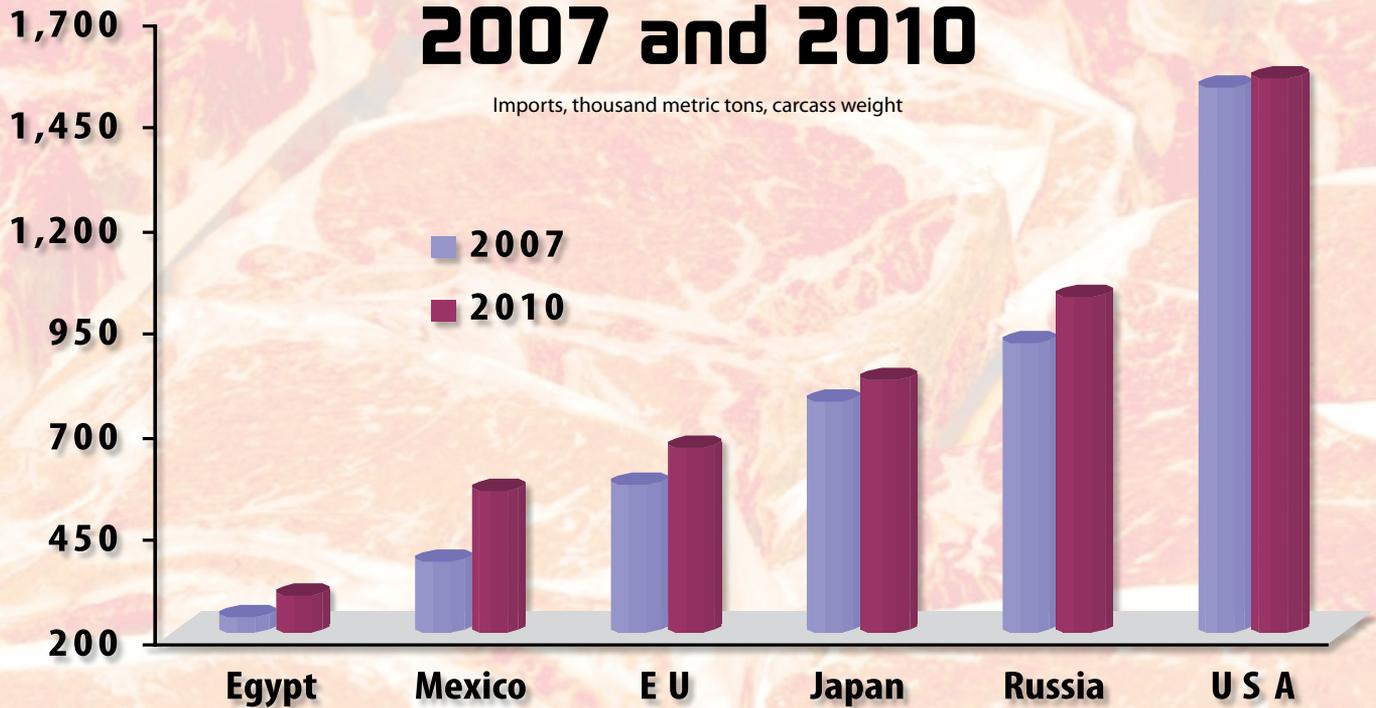
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# Projected top 5 major beef importers

## 2007 and 2010



Source: USDA/ERS Agricultural Projections Report



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# Food security and population growth

Population growth and its relationship with food security is one issue that many economists and policy makers continue to deliberate. As immigration numbers and birth rates continue to rise, the population growth rate in the U.S. undoubtedly puts pressure on the available food resources and production levels.

Food security, simply put, is when people do not live in hunger or fear of starvation. Logic dictates that a direct relationship exists between food consumption levels and poverty.

According to Professor David Pimentel, Cornell University's department of Agriculture and Life Sciences, the U.S. is in a privileged position when compared to other countries in the world given that "per capita endowment of natural resources is relatively high because of the relatively low population density."

However, this does not mean we should take our attention away from issues surrounding the sustainable management of natural resources. In fact, the U.S. could well be in an adverse situation threatening the standard of living of many Americans.

**"...the U.S. could well be in an adverse situation threatening the standard of living of many Americans."**

Approximately 99% of all U.S. food comes from the land. The remaining comes from oceans and other aquatic ecosystems. Clearly, significant pressure is placed on agricultural goods such as grains, cereals, vegetables, and meat. According to Pimentel, each American requires 1.2 acres of cropland and 1.8 acres of pasture land for food production.

Roughly speaking, 3,740 pounds of



agricultural products are produced to feed each American annually. While this figure may not come as a surprise for many Americans, when compared to China, (where each person is fed with 1,540 pounds), it is quite an astonishing number. Although the U.S. presently enjoys a somewhat privileged situation in comparison to other countries, current population growth patterns indicate that the U.S. will require about 1% more acres of crop and pasture land in order to feed every American. Growing land erosion issues and less arable land per year further strain already tight resources.

Other factors affect food availability as well. Demographic changes, life expectancies, income levels, labor efficiencies, government intervention, social conflicts, technological advances in medicine, among others all place a burden on available resources.

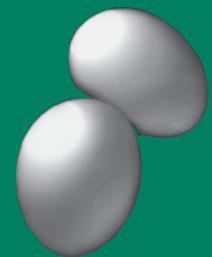
The U.S. is considered an agricultural net exporter, and as we remember from our economics 101 class, this means that the U.S. sells its food surplus production in the international market. However, this does not mean that people in the U.S. do not go hungry. According to the USDA, 89% of all households in the U.S. are "food secure," while the remaining 11% are considered to be "food insecure;" the

percentage of households considered to be "very low food security" is 3.9% and are included within the "food insecure" group.

As we can see, there are many factors involving food security for a growing U.S. population. From a population position, the reality is that there is a shortage due to income disparity—but that's only a part of the equation. Prudent policies, such as controlled immigration, allocation of resources and technology for sustainable agriculture, public environmental awareness on such issues, just to name a few,

are some of the solutions to a problem that could perhaps significantly threaten the current standard of living of Americans. **UB**

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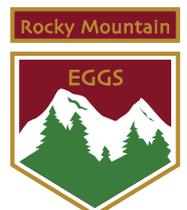


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*Editorial*

# Branding is a way to establish trust If it's from Alaska, it's good!

By John Sackton

Seafood needs branding. One of the reasons that our products are so whipsawed in the market place by environmentalists, by food safety advocates, and by massive consumer confusion over wild vs. farmed, organic vs. local, certified vs. uncertified is because our industry has few recognized brand names. That gives any critic a platform on which to stand, because no one is trusted to fight back.

Brand names are a capitalist invention, but they give consumers enormous power and leverage over companies. Once a brand name is established and trusted, companies want to go to great lengths to protect it from

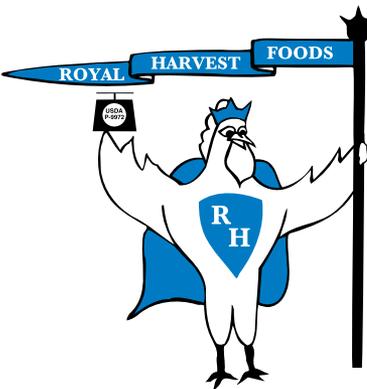
assault, from whatever cause.

Remember the Tylenol scare several years ago? Someone put poison in Tylenol capsules on drug store shelves. This was the mother of all food safety issues. Could consumers ever trust that brand again?

Well, the company, acting on its own and not due to the FDA, recalled every single product; changed the packaging to make it tamper proof, and changed the capsule product to a caplet, which cannot be tampered with in the same manner. Tylenol and its brand survived. The reason was that consumers saw the lengths a particular company would go to ensure its product was safe and wholesome.



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A brand is a shorthand way of establishing trust. In the seafood industry, there are virtually no producer brands. The brands that are recognized at the consumer level are retail products, like Gorton's or High Liner, or foodservice brands like Red Lobster.

The one exception in the U.S. market is Alaska. The Alaska Seafood Marketing Institute (ASMI) has been marketing the

**"...once a brand name is established and trusted, companies want to go to great lengths to protect it from assault..."**

Alaska brand of seafood, for salmon, cod, crab and other species, and spending money consistently year after year to promote the qualities of Alaska seafood. ASMI has built a brand; and that brand is stronger than an ecolabel, or a food safety inspection report, or any of the other tests and certifications used to try and impart the trust that a good brand embodies.

ASMI deserves a lot of credit for the public recognition of Alaska seafood as wild, wholesome, and romantic. Ray Riutta, executive director of ASMI, has stated "if it's from Alaska, it's good". That is exactly the message a consumer needs to hear, and it is a message too few seafood

producers can offer.

Other examples of this branding are Norwegian Seafood, which has replicated ASMI's success on an international scale, but is now invisible in the U.S. due to the weak dollar making this country an unattractive market.

Wild American Shrimp Inc. (WASI) is another brand with potential; but to succeed it has to stand on its own merits; it cannot succeed by attacking other products. No one buys a Coke because they don't like Dr. Pepper. They buy Coke because they want the positive attribute. In the same way, selling domestic shrimp needs to be based on quality, freshness, taste, local production, etc., and those products that are soaked, that are not chilled or frozen properly, or that are too old – all are products of domestic shrimp producers, but they are not the products that make a brand. WASI is making the right move with inspection and certification. But they are failing to let the public know what their standards and requirements are, fueling suspicion that the standard is a marketing gimmick, not a statement of trust.

The seafood industry has been tied up in knots over certification and sustainability issues, and as a result has been defined by its critics. A brand allows you to define yourself. In the past, when seafood was more of a commodity item, it was harder to justify the expense of creating a brand. But now, as more production comes under the control of vertically integrated producers, or of quota holders who collectively represent the supply, a new opportunity to define your own brand and quality is available.

What would be a better investment for the Alaska crab industry, for example? Paying for MSC certification; or building up the Alaska Brand? When you buy a Mercedes, do you buy it because of the JD Power's survey results, or because it is a Mercedes? For the seafood industry, either choice will cost several hundred thousands of dollars, and it sounds like ASMI is inching towards a decision. **LB**

*This article originally appeared on Seafoodnews.com on August 13, 2007*

**SEAFOOD NEWS.COM**

## Empacadora Celaya, S.A de C.V

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Founded in 1976, Empacadora Celaya is one of the top producers of high-quality deli meats in the nation. With its beginnings as a small family business in the city of Celaya, Guanajuato, Mexico to today, Empacadora Celaya has experienced such growth that it is currently expanding its processing plant with the intentions of doubling production levels.

Capistrano, one of the company's most successful brands, offers a complete line of hams and deli meats at very competitive prices. It is marketed under the slogan "The Fresh Taste of Every Day" while clearly demonstrating its commitment to the company's mission statement, "To proudly accomplish every established commitment with our clients while satisfying society's nourishment needs."

In addition, Empacadora Celaya plans to introduce its newest brand under the name Marietta, which will provide meats of utmost *quality*.

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*A rarity of the salmon world...*

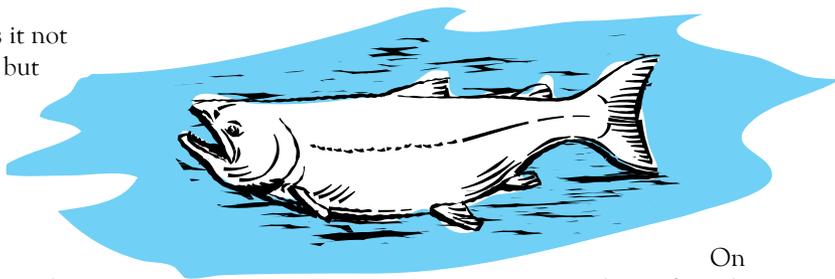
# A true delicacy: ivory king salmon

Over the past few years, the salmon market has experienced growth in the demand for ivory king salmon. They have demanded premiums, and have now become a much-awaited culinary delight in fine restaurants all over the country. Years prior, ivory kings were considered an inferior fish and were often thrown aside as purveyors were more interested in their counterpart, the red king.

What makes the ivory king salmon such a desirable item? Simply put, no one knows for sure. However, the breed's rarity

certainly makes it not only intriguing but an interesting point of conversation as well.

Ivory kings usually comprise only five percent of the salmon catch in highly-concentrated rivers of southeast Alaska, Canada and Washington State.



On the surface, the ivory king, or white king salmon, looks exactly like its red brother. The naked eye can't detect a difference in appearance, and an angler can't see a distinction until the fish is cleaned and filleted. The difference between the two lies in the salmon's genetic make-up. Just as brown eyes are dominant over blue eyes in humans, red flesh is dominant over white flesh in salmon.

Ivory kings do not possess the dominant trait of being able to synthesize the pigments in the food that they eat. As a salmon's diet consists of krill, shrimp, and crabs (all of which contain astaxanthin, a carotenoid), other salmon will attain a red to orange-like color flesh. Ivory kings, on the other hand, are left with a white or ivory looking flesh.

**"...the breed's rarity certainly makes it not only intriguing but an interesting point of conversation as well."**

When it comes to taste, a large amount of salmon connoisseurs prefer white kings to red kings. Many are quoted in saying that the white kings have a richer, more buttery flavor than their red counterparts making them a milder and more delicate fish, yet nutritional analysis shows no difference between the two. Omega-3s and all the taste and benefits of red king salmon are the same.

Rarity, genetics and diets aside, people all over the country are paying a premium for ivory king salmon. While they prove difficult to obtain, many believe they are well worth the effort. **LB**

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# Sesquicentennial

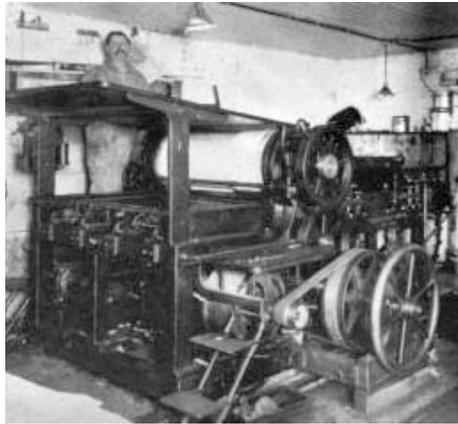
Continued from page 1

years later Urner Barry has emerged as the oldest, most trusted name in commodity market reporting—no small feat for what began as a small print shop in New York City.

As part of the company's celebration, Urner Barry intends to publish a commemorative book spanning the years since Urner Barry's founding and they want you to be part of the action. This special commemorative publication will cover the evolution of the food industry and Urner Barry's 150 year association

with the trade. Evolution of the dressed poultry, egg and stockyard businesses,

food safety, international trade, refrigeration, food marketing technology and more will all be paid tribute in this once



A linotype machine in the Urner-Barry printshop circa 1910

in a lifetime publication.

Urner Barry invites you to tell your company's story in their commemorative book! Tell it in a letter or an ad and reserve space now! For more information contact Janice Brown or Brooke Joenson at 732-240-5330 or, by e-mail, [Janice@urnerbarry.com](mailto:Janice@urnerbarry.com) or [bjoenson@urnerbarry.com](mailto:bjoenson@urnerbarry.com). **LB**

## Advertiser Index...

American Egg Products.....	7
Australian Premium Brands.....	2
B. Rosen & Sons.....	3
Baker Commodity .....	40
Bird-In-Hand .....	18
Chiappetti .....	7
Chore-Time Brock .....	50
Crystal Farms .....	51
D & R .....	29
Deb El.....	4
Eastern Poultry.....	41
Empacadora Celaya.....	49
eSignal.....	43
Estherville Foods .....	35
Farbest.....	7
Harbor Seafood .....	52
Harvest Meat Company.....	42
Hickman's Egg Ranch.....	9
HRR Enterprises .....	5
International Marketing Specialists.....	17
Jason's Foods .....	48
Jurgielewicz Duck Farm.....	11
Kuhl Corporation .....	29
L & S Foods.....	24
Maloney Seafood.....	8
Manning Poultry.....	51
Midwest Poultry Services.....	27
Moark LLC .....	21
Natural Choice Farms.....	22
Nicolosi Foods .....	36
Northern Beef Industries .....	46
Nucal Foods .....	47
Pierce Trading .....	15
Perdue Farms Inc .....	30
Poultry Specialties Inc. ....	14
Prestage Foods.....	6
Protein Alliance.....	15
Radlo Foods .....	31
Royal Harvest Foods .....	48
Ruggiero Seafoods .....	13
Savage Poultry.....	16
Schiltz Foods.....	35
Sigma Seafood International .....	40
Stewart Miller .....	14
Tastie Farms .....	25
Taurus Foods Inc.....	35
Townsend Inc.....	45
Turkey Valley Farms.....	14
Virginia Poultry Growers Co-op.....	39
Vista Foods Exchange .....	19
Wabash Valley Produce .....	33
Westside Foods .....	34
Willow Brook Foods.....	28
Win Transport .....	23
Zephyr Egg Company .....	26



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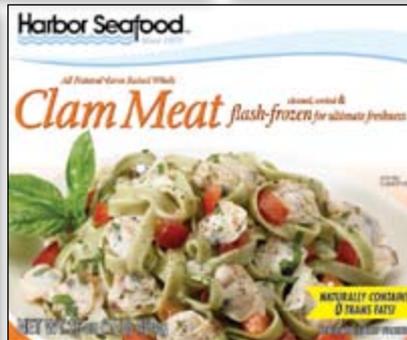
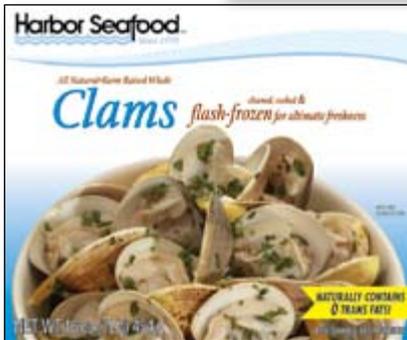
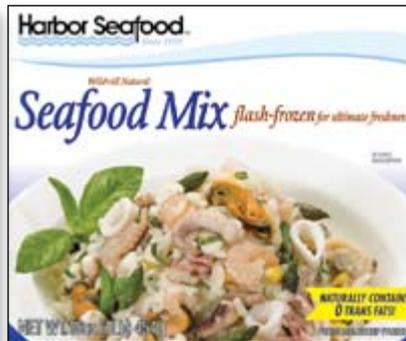
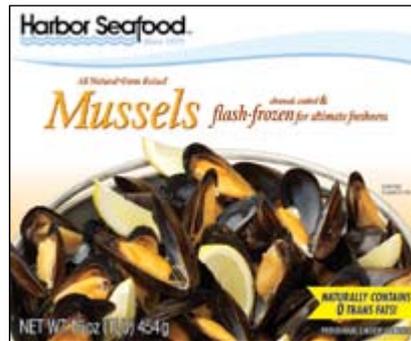
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