

*Increased buying competition, advancing energy costs...*

## Economic Research Service: expect food prices to rise again this year

The Economic Research Service (ERS) is telling consumers to plan for higher food prices this year. These increases are in part, the result of a domino effect that many economists say began with higher energy costs. Energy costs cascade throughout the production system and affect transportation, processing and refrigeration, to name just a few areas. Compounding this situation is ethanol demand. Red meat, poultry, egg, and seafood producers now have a new source of buying competition for feed, which is a major input cost. The higher demand for corn also bolsters the price of crops that compete for the same planting acreage. Consequently, the price of wheat and other crops have gone up with corn. These higher prices have been slowly working their way through the



See page 57 for  
Consumer Price  
Index data chart.

production and distribution pipeline.

So what advances are likely for food prices? 2007 saw a total increase of 4% and ERS says to expect a similar increase in 2008. Remember, this applies to not just one commodity but all food inputs included in the Consumer Price Index (CPI). Individual food categories included in the CPI and their forecasts are listed on page 57.

Along the same lines, the ERS has worked to isolate the effect of higher energy costs on prices of consumer foods. It illustrates how producers cope with higher energy costs in both the long and short term.

"In the short term, the effect of an increase in the price of energy is almost completely passed on to consumers because neither food producers nor consumers can immediately respond to changing prices." In other words, producers cannot quickly change their production methods around the higher costs so prices are passed right on to consumers. In the long term, however, they do react, which mitigates the increase in consumer food prices. So how might a processor react to minimize his exposure to energy costs? Economists tell us that just as a consumer trades in their aging Chevy Suburban for a new hybrid, processors will cope with higher energy costs through advances in processing equipment, logistics and packaging, to name just a few. **UB**

**"In the short run, the effect of an increase in the price of energy is almost completely passed on to consumers..."**

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leadership position in the field. Never straying from its original goal of reporting timely, unbiased price quotations and market conditions for the poultry, egg, dairy, meat and seafood industries, Urner Barry maintains traditional values while changing for a modern era.

**1858-2008**

See page 30 for more  
Urner Barry history



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## Center of the plate

**Urner Barry celebrates sesquicentennial**  
Serving the food industry for a century and a half, Urner Barry continues its legacy of leadership as it celebrates 150 years.

**Economic Research Service: Expect food prices to rise again this year**  
The ERS is telling us to plan for higher food prices. Is this a result of the spiraling effects of higher energy costs or part of a bigger picture working its way through the production and distribution pipeline?

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# U.S. seafood industry likely to be caught up in global economic slowdown in 2008

SEAFOOD.COM NEWS [BANR JAPAN REPORTS]  
TOKYO - Jan 11, 2008

[the following analysis appeared in the NSK newspaper, partly based on reports from the Seafood Trend Newsletter and includes material from John Sackton]

2008 will likely become a year with a number of difficulties for the U.S. seafood industry.

Supplies will be short for many commodities and costs will turn up, with the prices possibly staying at high levels. Demand, by contrast, will likely see a setback as the economy in general is hit by recession.

It is premature to say at this stage whether the U.S. economy can overcome the recession, but there seems to be no disagreement on the prospect that the economic growth in 2008 will be slower



**“The result is that economic growth is likely to slow in the U.S., Japan, and the EU, but not in China.”**

than 2007, another weak year.

This bearish outlook appears to be not limited to the U.S. domestic market alone but to major markets of U.S.-produced seafood as well.

In terms of gross national product (GNP), the world economy in 2007 saw a growth of 3.5% over the prior year.

This growth rate showed a slowdown from 3.8% in 2006, and analysts project that it

will further decelerate to 3.4% in 2008.

The same pace will be applied to the U.S., Japan and the European Union.

In the meantime, the economic growth in China increased to 11.5% in 2007 from 10.7% in 2006, but is predicted to pace down in 2008.

The result is that economic growth is likely to slow in the U.S., Japan, and the EU, but not in China, and at the same time, seafood prices are likely to rise more than beef, pork or poultry prices. The result is that the impetus for seafood price rises in the face of shortages is meeting resistance from the economic downturn that seems to be forecast for a number of major markets. The result is that 2008 will likely be a more turbulent and difficult year for seafood sellers than last year. **UB**



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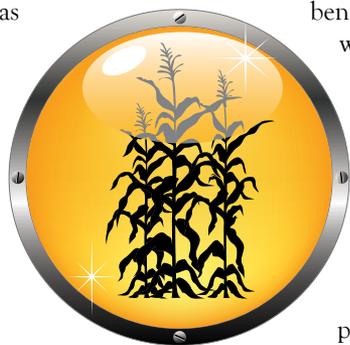
# For a few ears more... corn crops have more to offer than ethanol

From the food store to the gas station and everywhere in between, corn is a common topic of conversation.

The use of corn derived ethanol in our fuels seems to be the most prevalent issue leaving Americans feeling in their pockets the effect increased demand has generated.

However, corn has many other uses besides ethanol; one of the more interesting is "corn plastic."

Corn plastic is a polymer derived from field corn through fermentation of the natural sugars and the separation of the lactic acid that is then converted into the polylactic acid (PLA), or 'plastic.' The



benefit of such a product goes way beyond its renewable resource.

Corn plastic requires about 20% to 50% less energy to produce and contributes only half the carbon dioxide than plastics made from petrochemicals. The resin is also FDA approved for food, bottles, serving trays, cups and mugs as well as a plethora of other possibilities. Items made from corn plastic can be frozen and thawed with no problem, although they cannot be heated beyond 120 degrees, so they are not dishwasher safe.

At the end of a corn plastic product's

life span it can do something that no petrochemical can—it can be composted, and will biodegrade leaving no lasting environmental impact. Corn-based plastics take just 45 days to biodegrade in a landfill. Normal plastic can take thousands of years to decompose.

Recent popularity of corn and 'green' type items has led to a bit of a resurgence in corn plastic, which has been increasingly finding its way into environmentally conscious packaging as well as promotional items. Newman's Own and Wild Oats have been quietly using some PLA products and more recently Wal-Mart announced it will sell some produce in PLA containers. Electronics company JVC plans to market a biodegradable DVD, currently in development, made from corn. Additionally, a recent announcement made by Goodyear Tire Company stated the company's intention to introduce the world's first tire whose compound is derived from corn.

A patented process, similar to that used to make corn plastic, extracts the starch, which is then spun into a fiber called BioTRED, and is then used to partially replace the more conventional tire materials.

**"...it can be composted, and will biodegrade leaving no lasting environmental impact."**

Nathan Fields, manager of research and business development for the National Corn Growers Association estimates that just one percent of the 11.8 billion bushels of corn produced in the United States last year went into corn plastics. Nonetheless, he said corn growers are excited about the potential market surrounding this American staple. The possibilities are seemingly infinite, and ultimately more environmentally sound, yet they still represent just a fraction of the overall corn market. **LB**

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Dark vs. white meat...

# The dark side of the bird



Nearly every time there is a family meal consisting of a whole bird, it is likely you will hear someone say they prefer white meat over dark, or vice versa. The personal preferences for this distinguishing request may relate to the nutrition content (specifically the amount of fat), or it may be simply for taste. Other times, it may be matter of aesthetics. Let's take a look at what exactly gives each their color.

of a workout a muscle gets, the more myoglobin, and therefore, darker coloration. Since domestic chickens and turkeys spend most of their time walking, their muscles in their legs, and those that support the legs, contain a lot of myoglobin and a lot of well-developed dark meat.

To explain more thoroughly, dark, or red, meat is made up of slow twitch muscles. These muscles are better at using oxygen to create more energy. They can contract for longer periods of time before they weaken. Athletes who compete for long distances and long periods of time, such as marathon runners and bicyclists, usually have slow twitch muscles. This means their cells

require more oxygen to mine the energy needed for constant activity.

Conversely, white meat's counterpart to myoglobin is glycogen. Glycogen is a polysaccharide of glucose and an animal starch which is stored primarily in the liver and broken down into glucose when needed by the white meat's muscles. The muscles in the "white meat" section of a bird are usually made up of fast twitch muscles which are good for small amounts of energy, however, they fatigue more quickly than the slow twitch muscles. Sprint runners are a perfect example of athletes who have fast twitch muscles. When cooked, the proteins in glycogen denature and come together giving the meat its whitish color.

So which is actually healthier? White meat has fewer calories and less saturated fat, however, dark meat has more zinc, iron, thiamine, riboflavin, niacin, and vitamins B6 and B12. Dark meat also has more Omega-3s and Omega-6s than white meat.

Whether white or dark meat, both offer unique nutritional benefits, taste, and eye appeal, virtually ensuring that the meat color debate will always be a matter of personal preference. **US**

**"...the more myoglobin that is in an animal's cells, the darker the meat will be."**

The difference between poultry white meat and dark meat directly relates to the amount of myoglobin in the muscles. Myoglobin is a protein which transfers oxygen to muscle cells. The more

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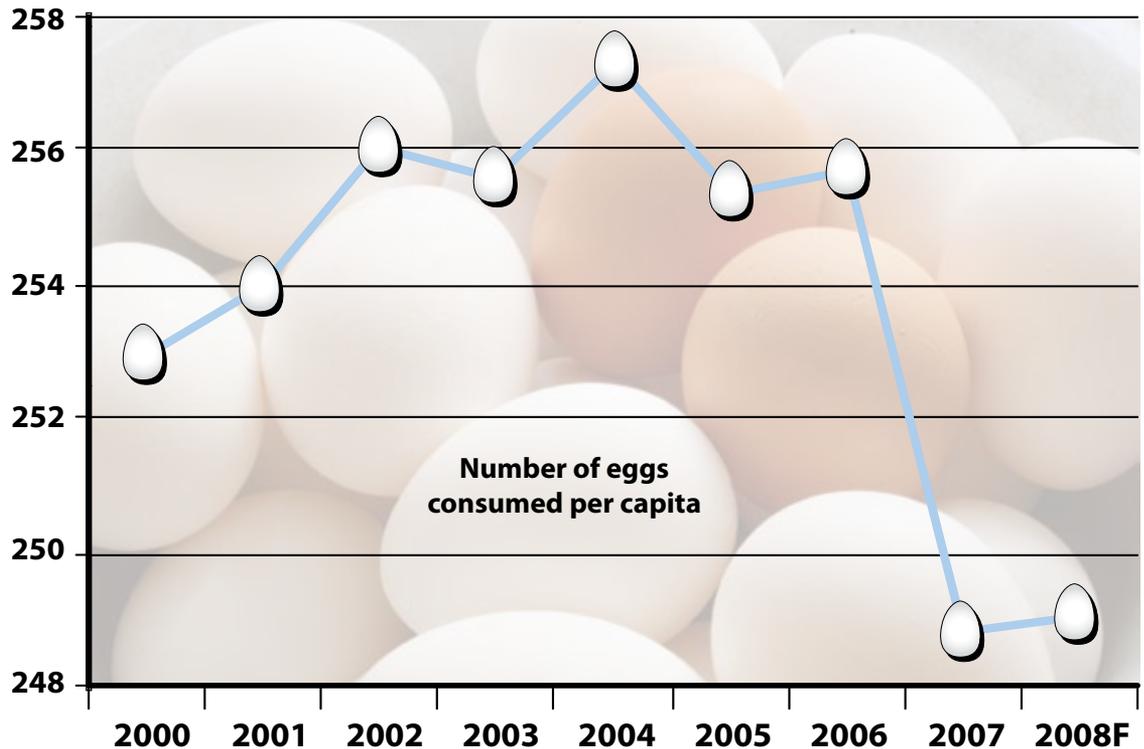
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Prices are 58% higher than 2006, but...

# Per capita egg consumption remains low

2007 brought about smaller overall supplies and increased export volume with production being seen down 1.2% and exports of eggs and egg products being seen as much as 23% higher. These changes resulted in 2007 seeing the largest single year decline in per-capita consumption in the last 10 years. Expectations for 2008 per-capita consumption are for levels to once again be historically low. The news isn't all bad considering prices were seen 58% higher than in 2006. **UB**



Information provided by  
Obsono Egg and Feed Outlook report

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# Feasts, fasts and the forbidden

According to the CIA's 2008 *World Factbook*, American religion is made up of 52% Protestant, 24% Roman Catholic, 2% Mormon, 1% Jewish, 1% Muslim and 20% other or none. Many Americans follow guidelines for what they eat based on their religious background as the most popular organized world religions have strict food practice laws. These religious dietary observations originated long ago, either as required by God, outlined in scriptures or determined by faction leaders.

The Jewish dietary law is called *Kashrut*, meaning "proper" or "correct." The term kosher refers to the methods of processing foods according to the Jewish laws. Orthodox Judaism says milk and meat cannot be mixed during preparation. Jewish laws dictate the slaughter and removal of blood from meat before it can be eaten. Additionally, animals such as pigs and rabbits and creatures of the sea, such as lobster, shrimp, and clams, may not be eaten. Meat and dairy products cannot be eaten at the same meal or served on the same plate, and kosher and non-kosher foods cannot come into contact with the same plates.

The pig is prohibited, or *Haram*, by Islam in the *Qur'an*. Early Middle Eastern rulers decided that raising pigs was too profitable for villages and posed a threat. Pigs are also easily infected with trichinella and are therefore unclean. The *Surah*, Muslim dietary regulations, lists carnivorous animals and birds as forbidden. Shellfish, eel and land animals with ears are prohibited. Fish with fins and scales are permitted or *Halal*. Blood and anything offered as an idol is considered corrupt. Muslims eat to preserve their good health and over-indulgence and the use of coffee, tea or alcohol are discouraged. Fasting is practiced regularly on Mondays and Thursdays and more often during their holy month of Ramadan.

Likewise, devout Catholics also center their dietary practices around the restriction

of meat or fasting behaviors on specified holy days. On the designated days, Catholics may abstain from all food, or they may restrict meat and meat products. Additionally, the Roman Catholic Eucharist is eating bread and wine which Eastern Orthodox Christians believe actually transforms into the body and blood of Christ. This transformation represents the Christ's Last Supper which took place on the Jewish feast of Passover. Passover commemorates the Exodus of Egypt when the Paschal Lamb is eaten and the blood is smeared on the household to ward off the Angel of Death. In Christianity, the Last Supper falls at the end of the Lenten season, a period of 40 days before the Easter holiday in which Christians abstain from eating meat on Fridays.

*Manu*, specific to the Hindu religion states 200 food-related practices about what defines food's purity. It supports vegetarianism and rejects consumption of



cows, specifically distinguishing it from Buddhism. Meat eating is discouraged in general because harming an animal is seen to be unwholesome. The Code of Manu also has strict rules about who may receive food from whom to define its purity.

Whether one feasts, fasts or forgoes food, it is no doubt that religious beliefs play a significant role in the dietary choices of many Americans. **LB**

**"...popular organized world religions have strict food practice laws."**



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Eye on dining...

# Culinary delights abound in Las Vegas

When Urner Barry began holding their annual Executive Conference in Las Vegas over two decades ago, the options for enjoying a fine meal were limited to a very few local restaurants and the gourmet rooms in the casinos. The food was usually quite good at those venues, but the menus were limited at best. The culinary

experience in the 1980s and 90s typically revolved around the “all you can eat” buffet for \$9.99.

Things definitely changed for the better, as the gaming industry came to recognize the important role that outstanding food played in the customer experience. Many

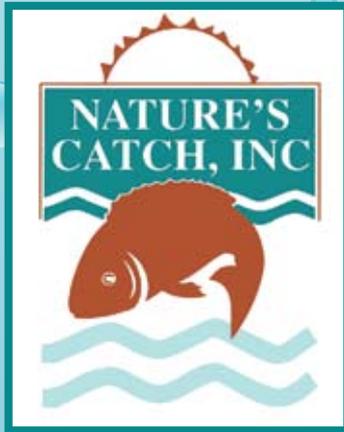
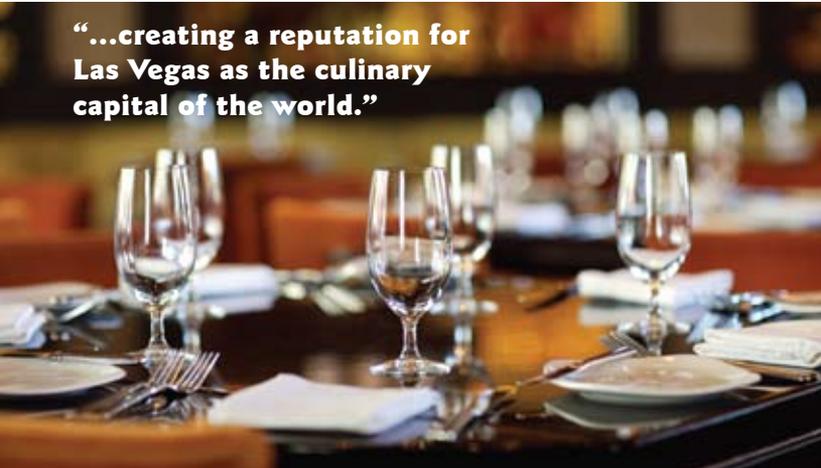
properties have partnered with great chefs, creating a reputation for Las Vegas as the culinary capital of the world. The growth of high-end chain restaurants such as Morton’s, Joe’s Stone Crab, The Palm, and

Lowery’s have also driven the competition for a great meal to the next level.

The celebrity chef trend has shown no signs of slowing. Recent arrivals include some of the biggest names in global cuisine. Joel Robuchon (Joel Robuchon at the Mansion –MGM), Alain Ducasse (Mix-The Hotel at Mandalay), Daniel Boulud (Daniel Boulud Brasserie at Wynn), Bobby Flay (Mesa Grill at Caesars Palace), and Tom Collichio (Craftsteak at MRM) have joined the all-star cast with Nobu Matsuhisa (Nobu at the Hard Rock), Emeril Lagasse (Delmonico Steakhouse at the Venetian), Wolfgang Puck (Spagos at Caesars) and Jean Georges Vongerichten (Prime at the Bellagio), among many others.

Today, it is no exaggeration to say that Executive Conference attendees, in addition to Las Vegas tourists, can experience a world of famous dining as Urner Barry celebrates its sesquicentennial. **UB**

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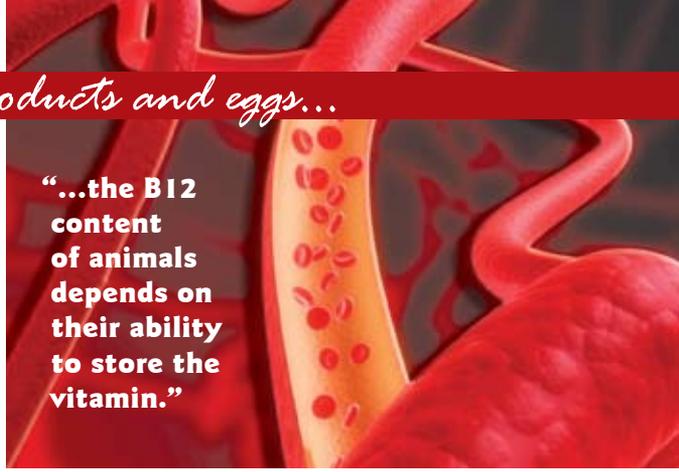
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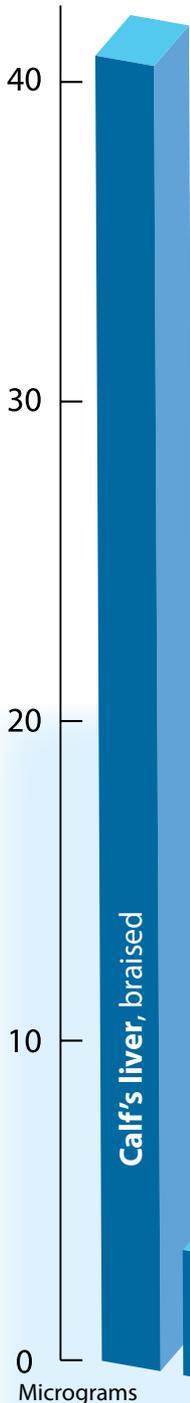
Reliable sources of B12 are meat, dairy products and eggs...

# VITAMIN B12

## Critical to maintaining a healthy nervous system



“...the B12 content of animals depends on their ability to store the vitamin.”



A member of the B complex group of vitamins, B12 can occur in any form and take a wide variety of names which all root from the mineral found in the center of the vitamin—cobalt. B12 plays a huge role in metabolizing food, and protein depends on it for proper cycling through the body. Many of protein's key components—

amino acids—become unavailable for use in the absence of B12.

Probably the most well-known function of B12 is its role in the development of red blood cells. It is also known to guard against stroke and heart disease, fine tune the nervous system and contribute to relieving the affects of asthma, bursitis, depression, low blood pressure, multiple sclerosis plus a variety of mental disorders. B12 also aides in maintaining healthy nerve cells and helps to make DNA. Deficiency in it can cause anemia.

A soluble vitamin that is easily absorbed into the body's system, B12 is dependent upon vitamin B6 for proper absorption.

It naturally occurs in foods that come from

animals including fish, meat, poultry, eggs, milk and milk products, however, animals are unable to make it. Because of this, the B12 content of animals depends on their ability to store the vitamin. Plants are considered to have a negligible amount of the vitamin, and excellent sources of vitamin B12 are therefore limited to animal foods.

Calf's liver is one of the best sources of vitamin B12. Other very good sources are snapper, shrimp, scallops, salmon and beef. When derived from animal foods, vitamin B12 is fairly well preserved under most cooking conditions. **UB**

### Vitamin B12 Content

Serving Size 4 oz-wt.  
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Luring all lamb lovers...

# American lamb industry overview

Contributed by  
The American Lamb Board

The per capita consumption of lamb is estimated at less than one pound and accounts for less than one percent of the average American's protein diet. While the amount of lamb consumed in the U.S. has remained mostly flat over the last 20 years, imported lamb, on the other hand, has flooded the market.

In the last 10 years, lamb imports from New Zealand and Australia have increased nearly 270 percent and now account for 40 percent of the lamb sold in the U.S. Due to downsizing in their own markets,

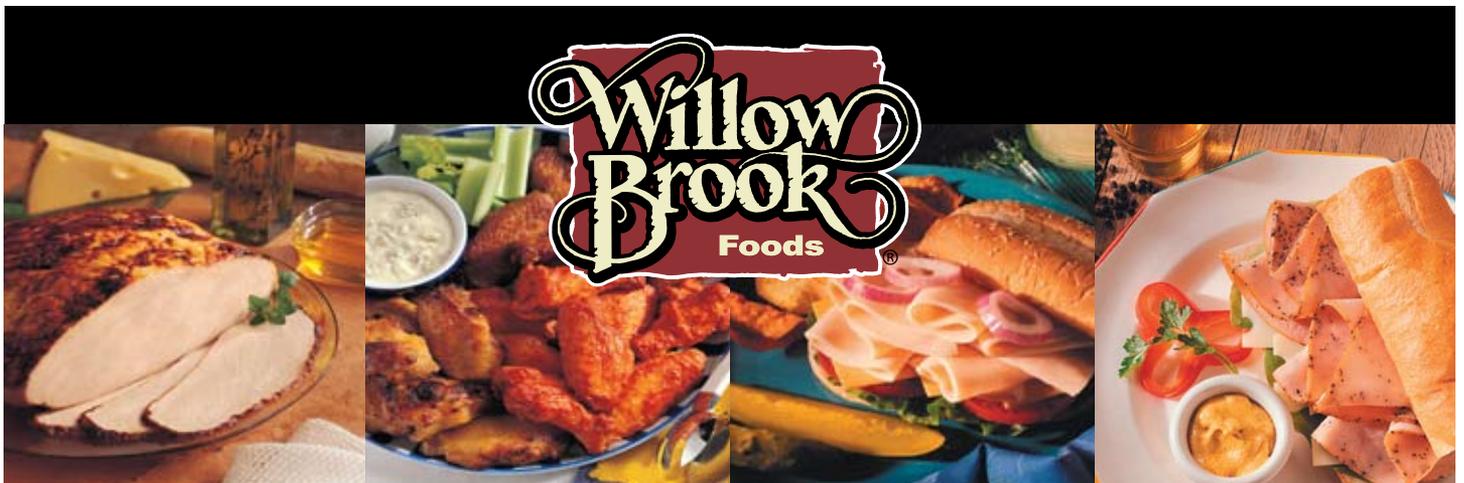
**“Many American Lamb suppliers are developing new pre-cooked convenient products...”**

these countries are able to under-price American lamb. As lamb consumers are more price-sensitive, imports have a greater impact on demand for American lamb than they would for other meats.

Lamb faces several consumer biases that other meats do not. Many consumers assume that lamb is higher in fat than other proteins, less versatile, more difficult to prepare and, therefore, less convenient. Others view it as only a “special occasion” meat. In addition, consumers believe that lamb is only available in a limited selection of cuts. These perceptions are closely tied to lamb's diminishing presence in grocery stores. Of the supermarkets audited by Cryovac, only 65 percent carried lamb. It was

found to account for only one percent of average meat cases, and only three percent of SKUs. Not surprisingly, lamb's presence is higher on the coasts, where demand for the meat is much higher.

The American Lamb Board is working to raise awareness and educate consumers about the benefits of American lamb through media campaigns, advertising, retail promotions, participation at consumer food shows, foodservice promotions, and culinary education. Many American lamb suppliers are developing new pre-cooked convenient products like lamb sausages, meatballs, seasoned medallions plus more to further tempt the taste buds of the American consumer into the fine taste of American lamb. **LB**



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December 1, 2007

## Sea Best 10 oz Jumbo Breaded Shrimp Sizzles to #1 Ranking in National Brands Units Sold For Breaded Shrimp

By RICK ARMSTRONG  
Staff Writer

Summer Sales Memorial Wk - Labor Day Wk			16 Weeks Ending 9 / 8 / 07 *			16 Weeks Ending 9 / 9 / 06 *			% Change	
UPC	Description	Size	Units	Dollars	Avg Retail	Units	Dollars	Avg Retail	Units	Dollars
007539197555	SEA BEST BTFL SHRIMP JUMBO WHOLE BREADED	10 OZ	628,343	\$1,993,811	\$3.17	208,181	\$712,227	\$3.42	201.83%	179.94%

- \*\* #1 IN UNITS SOLD FOR NATIONAL BRANDS
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- \*\* OFF THE CHART INCREASES

Data Source: AC Nielson



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# VIETNAM: Poised to take on the world



▲ Fishing boats at Cat Ba harbor

Vietnam is a densely populated developing country in Southeast Asia. It is rich in natural resources and boasts a well-educated population. Over the last 20 years Vietnam has shifted from a centrally planned economy to a more market-oriented one. This has proven beneficial as it has become Asia's second fastest-growing economy—experiencing 8.4 percent growth last year. Over this same period investments have tripled and domestic savings have quintupled. At 2%, the unemployment rate in Vietnam is one of the lowest in the world.

Agriculture and rural development are major focus areas for the Vietnamese government. The country has become Brazil's main rival for coffee exports and Thailand's in rice. It is the world's largest Robusta coffee, cashew nut and pepper exporter. Other agricultural exports include tea, rubber, crude oil, garments

and fishery products. Agriculture, forestry and fisheries contribute 25% GDP, 30% of total export earnings and involves 73% of the rural population in agricultural production and other related activities.

Vietnam is one of Asia's most open economies: two-way trade is around 160% of GDP, more than twice the ratio for China and over four times that of India.

**“The seafood industry has become Vietnam's fourth largest revenue earner...”**

The seafood industry has become Vietnam's fourth largest revenue earner—solidifying the country's position as one of the top ten exporters in global markets. It aims to capture the booming seafood market in the Middle East and the new and untapped markets of Africa, South

America, China, Canada and South Korea.

Vietnam has posted seafood exports totaling over US\$525 million to date.

During the last 30 years the country has had to recover from the atrocities of war, the loss of financial support of the Soviet Russians, the rigidities of Communist rule and the East Asian financial crisis of the 1990s. Yet they are poised to experience real GDP growth of 8% per year—a remarkable transformation that seems to be only getting stronger.

The shift from a centrally planned economy to a market-oriented one hasn't been easy. In the process, however, Vietnam has become a serious contender in the world economy. A well-educated populace, abundance of natural resources and increasing levels of foreign investment are sure to keep it the forefront of the world's developing economies. **UB**



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## Vietnam / U.S. comparison



AREA	329,560 sq km	9,631,418 sq km
COASTLINE	3,444 km	19,924 km
POPULATION	85,262,356	295,734,134
LIFE EXPECTANCY	71.07 years	77.71 years
GDP	\$1.83 trillion	\$11.75 trillion
GDP (per capita)	\$2,600	\$40,100
AGRICULTURE AS A %GDP	19.4%	0.9%
AGRICULTURAL PRODUCTS	seafood, coffee, pepper, cashews, sugar cane, rice	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	45.73 million	147.4 million
UNEMPLOYMENT RATE	4.2%	5.5%
POPULATION LIVING BELOW POVERTY LINE	19.5%	12%
OIL PRODUCTION / CONSUMPTION	.375/.254 (million bbl/day)	7.8 / 19.65 (million bbl/day)

# Meet the world's largest burrowing clam

For the unfamiliar, the geoduck (goo-ey-duck) is not a duck, nor is it any other kind of fowl. Its appearance is even a bit offensive to some. Geoduck, *Panopea abrupta*, or *Panopea generosa*, is actually the world's largest burrowing saltwater clam and its name is frequently mispronounced. Some people refer to it as a king clam or an elephant trunk clam.

Geoducks grow at a rate of approximately one inch per year for the first 10-15 years of life. After this, growth in the shell length almost ceases and is replaced by thickening and a slow increase in body weight. The neck or siphon, however, continues to grow and many have been harvested that have attained a length of over three feet! Typical specimens normally weigh between two and three pounds and measure seven to ten inches long.

Known to attain a lifespan of over 150 years, geoducks are referred to as one of the longest-lived animals in the world. Maturity is attained in about three years, at which time females release anywhere from seven to ten million eggs. Over an entire lifetime, the female of this species is able to produce approximately five billion eggs. Spawning usually occurs when the waters are warm, from June to July. Geoducks feed on algae and live with very few predators, perhaps contributing to their longevity.

Burrowing deep into sand, silt, gravel or other soft substrate, the geoduck typically does so at the rate of about one foot per year until a depth of approximately three feet is attained. Adults are then known

to settle in even deeper, and most are normally found between 10 and 80 feet below the mean low tide mark.

Native to Canada and the west coast of the U.S., most commercial fishing is done in Washington, British Columbia, and Southeast Alaska. A large aquaculture industry has developed in the Puget Sound in Washington.

Recently, this seafood item has experienced a large surge in popularity, and a high demand in the Asian market has sparked an increase in its commercial fishery. It is considered a delicacy item in Japan, China and Hong Kong. The neck is commonly used as sushi and in chowders and fondues. It has a sweet and savory flavor and a crunchy

**“The neck is commonly used as sushi and in chowders and fondues.”**

texture. Japanese menus refer to it as mirugai or mirukuigai. The market price for geoduck in Asia is estimated to be about \$30.00 per pound.

Although at a first glance this giant clam may not look very appetizing, its popularity and steep market value indicate a growing desire by consumers. **UB**



Photo courtesy of Tim Wing, www.timwing.com

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Refurbishing a company icon...

# Perdue farmhouse: Embracing the future by rebuilding the past



Photo courtesy of Perdue

Steve Smith, left, of S.E. Smith & Son Inc., general contractor, Chris Whaley, Perdue Corporate Marketing, Restoration Project Manager, and W. Wirt Wolfe, Historic Restoration Consultant, stand in front of the farmhouse.



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Perdue Farms' restoration project of the two-story farmhouse where the whole company had its start is nearing completion.

More than 90 years ago, a railway express agent from Maryland, Arthur W. Perdue, set out to build a house, a family and a poultry business. He began his small egg business in the little frame building that has become part of the company's identity and now sits across the street from Perdue's corporate headquarters.

**"We also have references from a book Arthur Perdue wrote—he captured a lot of things about the farmhouse."**

In 2005, when Perdue Farms celebrated its 85<sup>th</sup> birthday, the company began to incorporate the family farmhouse in marketing materials. It has been featured on business cards, all manners of packaging and even company trucks.

Last year, a restoration committee, headed by Chris Whaley, began looking into ways to restore the house as a historical artifact. "I personally interviewed Madeline Perdue (CEO Jim Perdue's mother) and she gave me a lot of historical perspective walking through the rooms of the house," Whaley said. "We also have references from a book

Arthur Perdue wrote—he captured a lot of things about the farmhouse."

When the restoration is completed, the farmhouse will serve as a venue for company functions. It will also stand as a tribute to the Perdue family with historical photos and things that were in the house from the very beginning. **UB**

Adapted from a story which originally appeared on Foodmarket.com on January 16, 2007



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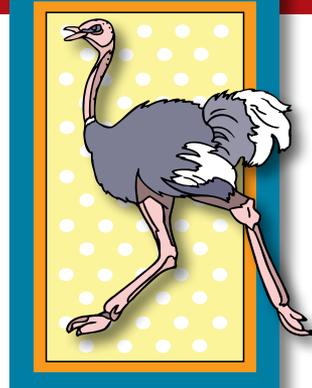
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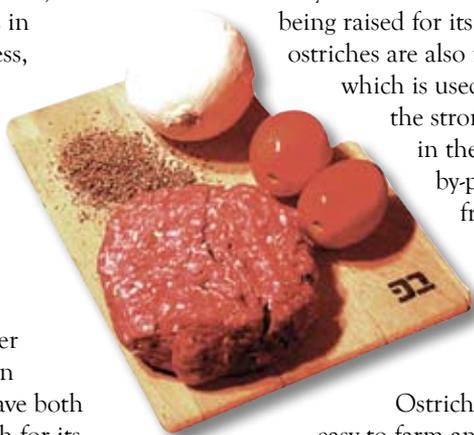
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# Menu makeover: ostrich

The ostrich is a strange bird. While it stands over eight feet tall, averages 300 pounds in weight and is flightless, it is technically considered poultry, yet is most often compared to beef in flavor, color and texture.



The American Cancer Society and American Heart Association have both recommended ostrich for its health benefits. The nutrition information regarding ostrich meat is said to be comparable to chicken or turkey. It is low in calories, fat and cholesterol and is viewed as a good source of iron, zinc and protein.

The use of ostrich meat dates back to Roman times as it was often used in cooking. At other various times in history, ostriches were used for further assorted reasons including the use of feathers in ladies' fashions. The birds even became popular in the early years of the century for the popular sport of ostrich racing.

Today, ostriches are farmed around the world and are said to be economically attractive to raise, as their feed-to-weight ratio supercedes most other animals.

Ostrich production in the U.S. is second only to South Africa. In addition to being raised for its meat and feathers, ostriches are also farmed for their skin which is used to produce some of the strongest leather products in the world. Other ostrich by-products sold range from eggs, to cosmetics, to ostrich oil as well as hair and skin care products made from the oils.

Ostriches are said to be fairly easy to farm and require relatively little land and small amounts of feed. They also are known to reproduce rather quickly—further increasing their profitability. A factor discouraging raising ostriches includes the difficulty in finding a federally accredited slaughterhouse, especially in light of avian health issues which have increased in recent years.

In the early part of the 1990s, the ostrich industry saw a considerable amount of potential. During this time, a slaughter process,

carcass cutting procedure and meat cuts were developed as well as an inspection system. Ten major muscles from an ostrich carcass were identified as potential meat cuts due to their large size, and three value-added meat products were examined for general appearance and taste.

Most all of the meat from an ostrich comes from the leg, thigh, and back. Ostriches have no breast meat like chickens or turkeys, as they lack the keel bone. Even though it is said to taste like beef, it does not have fat marbling in the meat like beef. Ostriches have fat, but it collects outside the muscles and is easily removed during processing.

Consumer acceptance and preparation of ostrich meat has never been clearly defined, however, the American Ostrich Association believes it has found a place on the world's menu. It can be prepared many different ways and by many methods. It is a popular menu item in European restaurants and is making its niche in upscale American eateries. *The National Culinary Review* says "ostrich is poised to become the premier red meat of the next century." **UB**

**"...ostriches are also farmed for their skin which is used to produce some of the strongest leather products in the world."**

Photo of ostrich meat courtesy of Ostriches On Line and is used by permission. Please contact Steve Warrington at Ostriches On Line by mail at 119 N 10th Ave., Melrose Park, IL USA 60160. E-mail [steve@ostrich.com](mailto:steve@ostrich.com). Visit their Internet site at <http://www.ostrich.com>. Tel +1 708 345 7989. Fax +1 708 345 8584. Toll free USA 1 888 RING OOL.

## Nutritional values compared

Source: USDA Ag handbook 8 - except ostrich data obtained by Texas A&M University (average of ten major muscles - study done 1993 & 1996)

Species	Description	Protein %	Fat Grams	Calories	Iron (mg)	Cholesterol (mg)
<b>Ostrich</b>	Cut Composite	26.9	3.0	142	3.2	83
<b>Chicken</b>	Whole (no skin)	28.9	7.4	190	1.2	89
<b>Turkey</b>	Whole (no skin)	29.3	5.0	170	1.8	76
<b>Beef</b>	Retail Composite	29.9	9.3	211	3.0	86
<b>Pork</b>	Retail Composite	29.3	9.7	212	1.1	86
<b>Veal</b>	Retail Composite	31.9	6.6	196	1.1	118
<b>Duck</b>	Meat Only	23.5	11.2	201	2.7	89
<b>Deer</b>	Meat Only	30.2	3.2	158	4.5	112

### UB Fast Fact

To soft boil a fresh ostrich egg takes one hour and to hard boil it takes 1 ½ hours.



When chef meets pork...

# Chef Rick Bayless: changing the way America eats

Credited with authenticating Mexican cuisine in America, celebrity chef-restaurateur, cookbook author and television personality Rick Bayless has changed the image of Mexican food. The award-winning chef is also a big fan of pork and has teamed up with the National Pork Board on various programs over the past decade to help bring consumers fun, easy pork dishes.

Star of the Public Television series *Mexico—One Plate at a Time*, Bayless is a fourth generation restaurateur and grocer who has been recognized numerous times for his achievements. His many

various cookbooks have been awarded credits as have many of his distinguished and fine restaurants.

Bayless helped get families back to the dinner

table in 2000 when he and his daughter Lanie encouraged families to cook together during the fifth annual National Eat Dinner Together Week. The father-daughter duo shared a delicious Sweet and Spicy Pork Picadillo Turnover recipe and tips on how to engage and educate kids in the kitchen.

**“Bayless is a fourth generation restaurateur and grocer who has been recognized numerous times for his achievements.”**



National Eat Dinner Together Week was established by America's Pork Producers and the National Pork Board in 1996 to help Americans get dinner to the table and encourage them to use dinnertime as an important forum to nurture relationships with family members.

The Baylesses teamed up again with the Pork Board in 2006 by offering a pork tenderloin recipe and great tips to help make dinnertime a time for family togetherness, in honor of the 11th annual National Eat Dinner Together Week.

Most recently, Rick and his now 16-year-old daughter Lanie partnered with the Board for a third time to help families plan a stress-free menu during the 2007 holiday season. The Baylesses shared a cherished ham recipe they created together that put a unique twist on the traditional holiday fare.

With pork's versatility and Chef Bayless's talent, the possibilities between this chef and the other white meat seem endless. **LB**



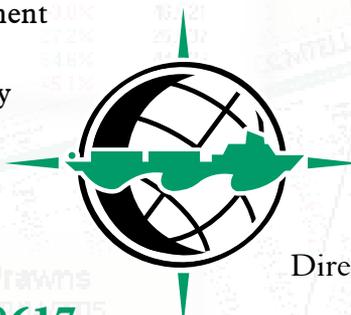
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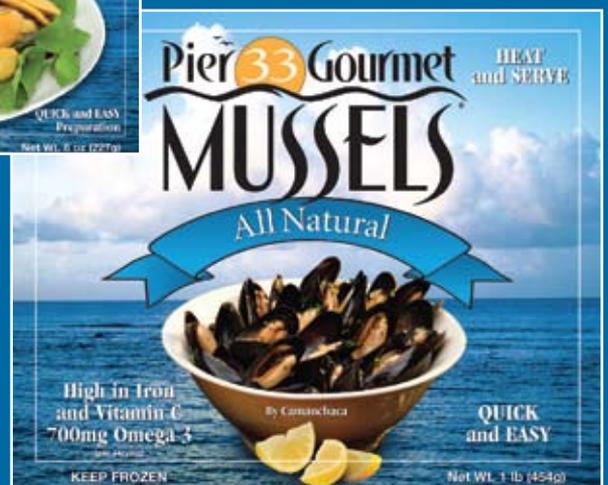
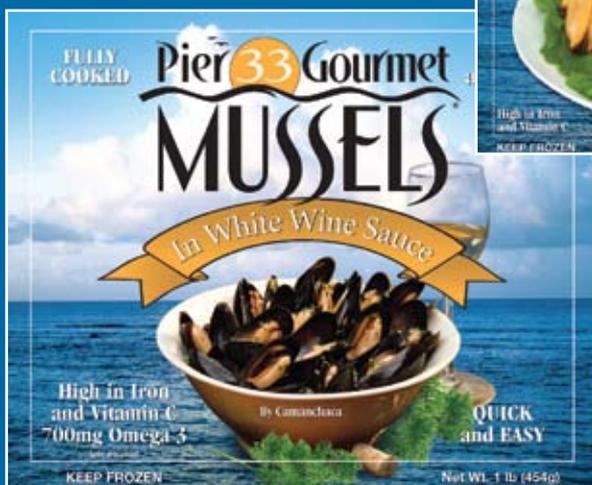
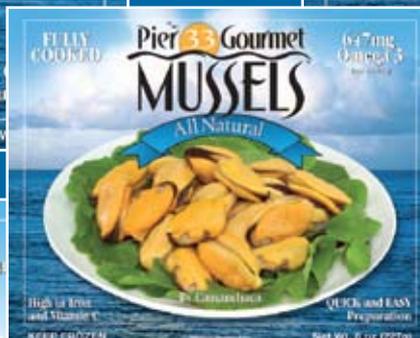
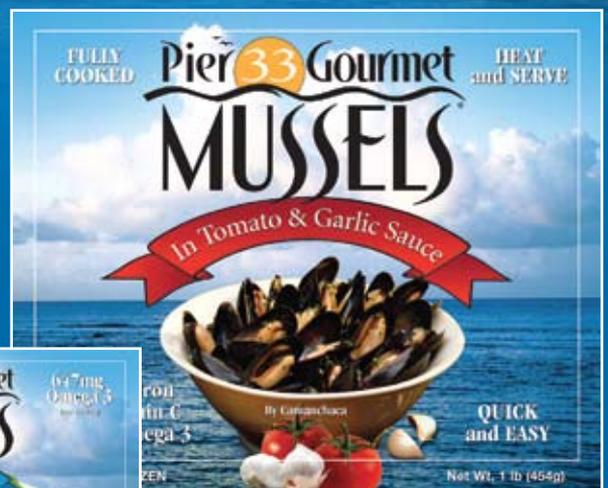
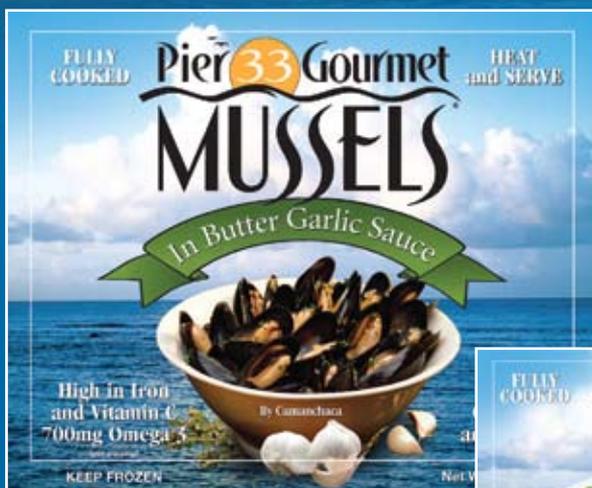
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# Super Bowl vs. March Madness

The Super Bowl and March Madness are two of the largest sporting events in the U.S. whose draw is HD TVs, commercials, beer, and of course food. *Urner Barry's Reporter* spent time talking to Pathmark Stores' Executive Vice President of

Business Strategy and Marketing, John Derderian, regarding the preparation and buying strategies behind these two events.

First off, Derderian says the Super Bowl attracts a much larger audience or participant base than the NCAA Men's March Madness basketball tournament. He reasons that viewers of the "big game" consist, not only of the traditional 19-week football fan, but also of many non-fans that enjoy the once-a-year event. While we do not want to call it a holiday, many households do treat it like one.

Derderian told *UB's Reporter* that the Super Bowl is the single biggest deli day of the year. Additionally, it is known as an ingredient-buying based

event because of its primetime slot on Sunday. The household food preparer has an entire day to create a party meal for a Super Bowl "get together." To create this meal, the preparer will buy ingredients as opposed to purchasing prepared items. For example, households will purchase the ingredients to make chili (one of the biggest movers) and other red meat items to prepare for the game time party.

**"...the Super Bowl is the single biggest deli day of the year"**

The March Madness crowd, on the other hand, tends to yield more sales of prepared foods and "heat and serve" items. For example, hot dogs, fried chicken meals, frozen pizzas, and prepared chili. Both events, however, see consumers purchasing a lot of cooked, peeled and deveined shrimp rings. Derderian mentioned that shrimp is one of the biggest selling items during these two events.

Derderian also spoke about the lead up to both of the events. Even though March Madness spans more than a three week period, it is still not as big of an event as the Super Bowl. While both do have ad campaigns that retailers align with prior to the main event, Derderian said that the anticipation and crescendo-effect of the Super Bowl has a greater impact on sales than the three weeks of the basketball tournament. This is primarily due to the more regionalized and smaller fan base college basketball boasts.

Another fun fact Derderian talked about was how "anything in the shape of a football sells." For instance, numerous bakery items, especially football-shaped cakes, and football-shaped balloons with the participating team's logos/colors, are fast movers. Maybe egg companies can get into the promotional spirit with brown eggs especially for Super Bowl Sunday!

*Adapted from a story which originally appeared on Foodmarket.com on February 1, 2007*



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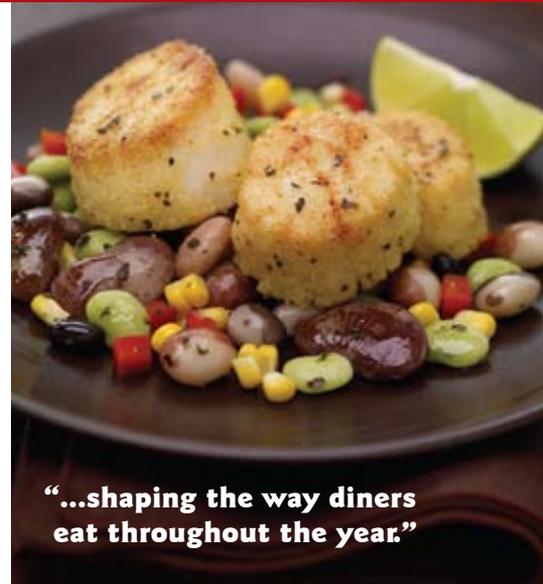
# McCormick's picks for the newest trends in flavors

Earlier this year, McCormick®, the largest spice company in the world, released its annual forecast of the hottest trends in food and flavors. Compiled through an extensive network of researchers, trend experts, chefs, food technologists and sensory analysts, McCormick says their 2008 list will supposedly “shape the way diners eat throughout the year.”



“Our team of chefs is constantly exploring new ways to experience flavor—it is the heart of what we do,” said Kevan Vetter, Executive Chef at McCormick.

The Maryland-based flavoring and seasoning company said health and wellness, the desire for local and artisan food and the passion for discovering



**“...shaping the way diners eat throughout the year.”**

authentic ingredients and cooking techniques all had an impact on this year's most desirable choices.

The flavors selected by McCormick are aimed at feeding diners' interest in international and ethnic cuisine. All recipes come to life on the company's Web site [www.mccormick.com](http://www.mccormick.com). It is also complete with suggestions and high resolution images to tempt your taste buds. **UB**

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## McCormick's 2008 Top 10 flavor pairings

- Oregano and Heirloom Beans*
- Vanilla Bean and Cardamom*
- Chile and Cocoa*
- Coriander and Coconut Water*
- Lemon Grass and Lychee*
- Red Curry and Masa*
- Orange Peel and Natural Wood*
- Allspice and Exotic Meats*
- Poppy Seed and Rose*
- Rubbed Sage and Rye Whiskey*

# Unpasteurized, unprocessed and uncooked

Although suffering from an epidemic of obesity, Americans have, for the most part, become more aware of what is in their foods and what they are putting in their bodies. One fad, in particular, seems to have captured the attention of everyone from A-list actors in Hollywood to housewives in middle America. It's the raw food revolution, and it's not just for

those looking to drop a few pounds, but for everyone who loves food.

Known not just as a diet but as a lifestyle change that is sweeping the nation, raw food is defined as any food cooked no greater than 110-116° F. It is unprocessed, unpasteurized, and uncooked. Raw foodists believe that eating cooked foods wears down the body's enzymes reserve and can result in vitamin and mineral deficiencies, low energy and premature aging.

Enzymes are catalysts of every chemical reaction that takes place within the body. Without them, cellular division, healthy immune system functioning, production of energy and brain activity would all be impossible. All natural, or live foods, contain the exact number of digestive enzymes, known as "food enzymes," needed for complete breakdown. When food is cooked over a certain temperature

these enzymes are destroyed and our bodies are then forced to produce them. Unfortunately, our bodies cannot create the enzymes needed to metabolize food as perfectly as nature has created them, and in trying to do so, our immune systems are worn down.

"When you cook food, it destroys about 80 percent of the vitamins and minerals and about 100 percent of the enzymes, so [eating raw] is really about getting the most out of what you eat," says Matt Amsden, founder of RAWvolution, a raw food delivery service based in Santa Monica, California.

**"[eating raw] is really about getting the most out of what you eat,"**

So where do red meat, poultry and fish fit into this lifestyle? If you are going to eat any protein, it is suggested that you consume only small amounts of organic meat, poultry, and fish, all cooked under 116 degrees. In his 1980 book, *The Health Revolution*, Ross Home writes, "Cooked protein is difficult to digest, and when incompletely digested protein enters the colon it putrefies and ammonia is formed." It is suggested that your protein intake come from nuts and seeds.

The benefits of a raw food diet are said to be numerous. They have been found to heal ailments such as migraines, back pain, neck and joint pain, asthma, high blood pressure, arthritis, serious allergies, depression, anxiety, mood swings, heartburn, and assorted diseases such as chronic fatigue and various types of cancers. Excess weight is said to fall off and the aging process slows significantly. Since you have more energy, any bags under the eyes and puffiness in the face disappear.

Raw restaurants are popping up all over the country, offering everything from smoothies to gourmet meals. It is becoming a main feature in the media, and this trend doesn't seem to be going away. In the very near future, you may find you will never have to cook again!**US**



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

## An enterprise proud of its origins in Celaya

*Una empresa orgullosamente Celayense*

Founded in 1976, Empacadora Celaya is one of the top producers of high-quality deli meats in Mexico.

It began as a small family business in the city of Celaya, Guanajuato.

To keep up with increasing consumer demand, Empacadora Celaya is currently expanding its processing plants to double production.



One of the company's most successful brands, offers a complete line of high-quality ham and deli meats at very competitive prices.

It is marketed under the slogan: "Capistrano: Freshness and Nutrition", which clearly demonstrates the commitment to the company's mission statement: "Our goal is to proudly satisfy each and every customer order while satisfying the nutritional needs of society."

Additionally, Empacadora Celaya offers a full line of products from a host of their family brands, all with the same excellent quality.

*Fundada en 1976, Empacadora Celaya es una de las principales productoras de carne delicatessen en México.*

*Inició como un pequeño negocio familiar en la ciudad de Celaya, Guanajuato.*

*Al día de hoy, Empacadora Celaya ha experimentado tal crecimiento que su planta procesadora se está expandiendo, con la intención de duplicar sus niveles de producción.*



*Capistrano una de las marcas más exitosas de la compañía, ofrece una línea completa de jamones y carnes frías delicatessen a precios muy competitivos.*

*Promocionada bajo el slogan "Capistrano es fresca y nutrición", demostrando su compromiso con la misión de la empresa:*

*"Cumplir orgullosamente con cada compromiso establecido con nuestros clientes, satisfaciendo las necesidades de nutrición de la sociedad".*

*Adicionalmente, Empacadora Celaya le ofrece una gran variedad de productos en otras marcas de excelente calidad.*



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# NTF plans for an interactive 2008

The National Turkey Federation (NTF) has huge marketing campaigns in store for 2008 with the major focus on getting the consumer involved. In the spotlight of its plan is its Web site, [www.eatturkey.com](http://www.eatturkey.com), which will feature added educational and

informative content with the intent of bringing dimension and traffic to the site in a measurable, yet cost effective way.

To give more exposure to its Web site,

the NTF has designed a new icon to help connect their slogan, "Turkey. The Perfect Protein<sup>®</sup>," and their URL, [www.eatturkey.com](http://www.eatturkey.com). The NTF hopes the new image will help viewers make a stronger connection between the two.



NTF also has plans in 2008 to develop a "featured products" area on its site which will showcase different turkey products. This campaign comes as a result of a recent NTF survey that found consumers really

want to learn more about cooking a variety of turkey products that are currently available. Each featured product area will contain information on how to purchase and cook the product, along with some recipe ideas.

**"...consumers really want to learn more about cooking a variety of turkey products..."**

Additionally, the NTF will also enter a strategic partnership with America's Test Kitchen and sponsor a series of monthly on-line videos called *TV OnDemand*. America's Test Kitchen is the number one cooking show on public television, boasting more than three million viewers per episode. By leveraging the reputation and reach of America's Test Kitchen in a fully interactive medium, NTF will be driving a broad range of demographics to its Web site and aligning with a well-known presence in the consumer cooking world.

In the foodservice area, three new "Turkey Trendsetters" will be featured on [eatturkey.com](http://eatturkey.com) and will be promoted through the Federation's monthly e-mails to foodservice operators. Past Trendsetters have included Chef Guillermo Pernot, Cuba Libre Restaurant and Rum Bar in Pennsylvania, who featured a Latin-inspired dish that utilized turkey in three ways. The 2008 Trendsetters promise to bring together a diverse assortment of chefs, establishments, locations and cuisines.

Finally, building on consumer and foodservice trends for more healthful eating and the Federation's interactive recipe database, the NTF will build a "Top Work-out Meals" recipe list for consumers and a "Top Ten Healthy Recipes" list for foodservice. Both of these lists will be promoted in their monthly recipe e-mails.

With more comprehensive offerings for 2008, NTF hopes its award winning Web site, [eatturkey.com](http://eatturkey.com), will continue to be the educational resource for turkey in the foodservice and consumer communities. **UB**

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# THE REPORTER'S GUIDE TO... Finfish product forms



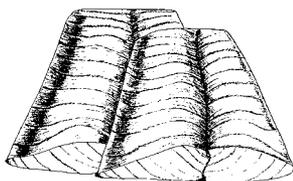
Finfish are merchandised in a number of different forms, and for a variety of reasons. The physical size of the species, the shape of the fish, and the direction in which the meat itself is oriented are just a few of the factors that dictate final product form. The most commercially viable product forms, as detailed in *The Commercial Guide to Fish and Shellfish*, are listed here.

## Wholefish

Also called a "fish in the round," this is a fish sold exactly how it comes out of the water and is typically iced. (see photo above) A dressed wholefish is similar. The main difference between a dressed fish and a wholefish is that the dressed fish will have its entrails removed and the gills may or may not be present.

## Fillet

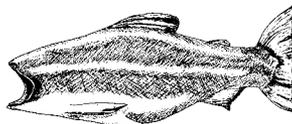
Cut that can be described as the side flesh of the fish. It is a slice of meat that starts from behind the head down to the tail. The fillet can be with or without pinbones, skin-on or skin-off; the main purpose is trying to take out as many bones as possible. This cut is one of the most popular among market participants.



### Types of fillets:

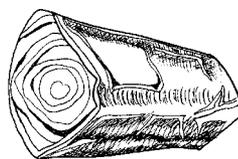
- **V-cut:** pinbone is removed along with the strip of flesh that is below the lateral line and 1/3 of the way back from the head.
- **J-cut:** Like the V-cut the pinbones are removed and the nape section of the fish is also removed. The nape is below the lateral line just before the belly. This part of the fish is a fatter piece and tends to disintegrate when it is cooked.

## H&G



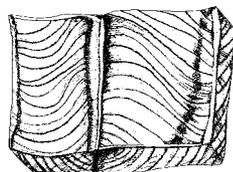
Headed and Guttled, the fish's entrails are removed and usually the fish's gills are removed; for some species, the skin is also removed, an example is channel catfish.

## Loin



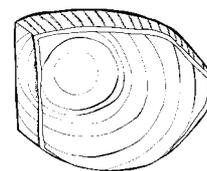
Loins are usually taken from larger fish such as tuna, swordfish or cod. The loin is the cut from above the lateral line from behind the head of the fish through the backbone to before the caudal peduncle where the body meets the tail. This cut is usually quite uniform in thickness and is typically used for further processing into steaks.

## Portion



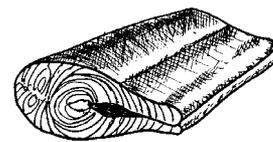
From a fillet, these are usually cut into smaller more individual sections which are normally sized in ounces. A portion can be pinbone-in or pinbone-out. This cut is especially popular in foodservice.

## Steak

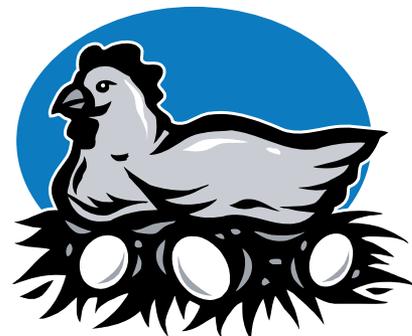


This cut is a cross-sectional slice of a finfish and is cut perpendicular to the backbone.

## Roast



This cut is also a cross-sectional piece which runs the length of the fish from behind the head to before the tail. **LB**



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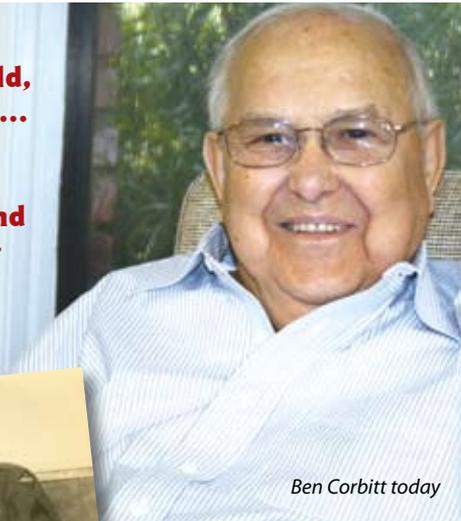
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**Email: POULTRYTRADERS@hotmail.com**

# Turkey industry veteran Ben Corbitt

Ben Corbitt began his career in the California turkey industry 58 years ago. The year was 1949 and he was fresh out of the Air Force and a tour of duty in Japan. Taking a part time job working on a turkey ranch, Ben commenced on a journey that resulted in a life-long vocation.

His future father-in-law, and owner of Crandall Turkey Farms, Russell Crandall, hired Ben part time as a general laborer. His first duties were to water and feed the turkeys (manually), and to shovel tons of turkey manure, of course. When Mr. Crandall became ill in 1952, Ben, at 23 years old, undertook the role of manager and, in turn, all facets of the growing and processing business. His influence was felt immediately. By 1955,

**“...Ben, at 23 years old, undertook... all facets of the growing and processing business.”**



Ben Corbitt today



Ben (right) is seen here on R&R leave in Tokyo at a Japanese beer hall. (circa 1945-1946)

the growing operations had been modernized and a new processing plant built.

Crandall Turkey Farms grew and expanded through the late 1950s and early 1960s until finally outgrowing its turkey ranch and plant. It was then that Ben partnered with Ken Hill to form Bakersfield Poultry. The next years truly saw times of groundbreaking development in the turkey industry, all

the while with Ben Corbitt at the forefront.

In 1966, a new facility was constructed. Growing demand for Bakersfield quality birds resulted in the purchase of two more ranches and contracts for many more. Not only were Ben and Ken renowned for their turkeys, but they were also early pioneers in the cooked turkey business. In the late 1960s they produced and sold an exclusive, high-quality cooked turkey roll made entirely out of turkey breast meat. By 1971, Bakersfield Poultry was processing nearly one million turkeys.

Ben's influence in the turkey industry continued with him becoming a board member of the California Turkey Federation while at the same time being instrumental in the development and implementation of Urner Barry's Western turkey market.

Ben's journey further developed in 1973, when he became general manager of operations at Jess Turkey Ranch in Apple Valley, California. He then moved to Poppy Foods Company in 1978 where he was vice president and general manager. In 1985 Ben, with his son Steve, founded Western Sales Company, a poultry trading business, which today continues to operate as Western Poultry Sales, one of the most well-established and trusted trading companies in the industry. In 2007, Western Poultry sold nearly 20 million pounds of poultry!**US**

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**TOP TEN**

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Top stories based on subscriber hits November 16, 2008 through February 1, 2008

1. **What Does Natural Really Mean?** - 1/8/08
2. **Strong Meat Demand Supports Higher Prices** - 1/28/08
3. **Food Prices Soar in America** - 12/21/07
4. **Consumers Say Ouch at Grocery Store** - 1/10/08
5. **Tyson May Not Use 'No-Anbitotics' Label** - 11/20/07
6. **The Egg as Retail Economic Indicator** - 2/1/08
7. **Eat it & Weep-Grocery Prices Soaring** - 1/23/08
8. **11 at Pork Processing Plant Diagnosed with Neurological Disorder** - 12/4/07
9. **A Big Flow of Cattle to Feedlots and Slaughter Will Impede Prices** - 11/27/07
10. **US: Beef Cuts Lead to Tyson Job Losses** - 1/30/08

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# Practical advice at NAMP's annual Management Conference

by  
Phil Kimball CAE Executive Director  
North American Meat Processors Association  
(NAMP)

As the red meat sector is well aware, *E. coli* O157:H7 cannot be ignored. Last year there were over 52 meat recalls, 21 of which implicated *E. coli* tainted meat. One of the largest recalls involved 21.7 million pounds of ground beef distributed by Topps Meat Company. Because of their delay in announcing the recall, the USDA came under a great deal of criticism. As a result, the USDA's Food Safety and Inspection Service (FSIS) expanded testing and has begun to recall infected meat more rapidly in order to fight *E. coli*. The North American Meat Processors Association

(NAMP) has been working closely with FSIS to keep the industry informed on the critical issue of *E. coli* O157:H7.



To help cope with these changes, NAMP will offer the very latest information and perspective and how it will impact your business at our

Upcoming changes within the sector include:

- FSIS issuing compliance guidelines this spring for beef processors, which will include FSIS best practices.
- Targeted Food Safety Assessments by FSIS are beginning soon, based on the responses from the *E. coli* checklist that FSIS completed at each plant in October 2007.

Management Conference in Chicago, March 28 - 29. Featured speakers include USDA's top policy maker, Dr. Dan Engeljohn, and the Canadian Food Inspection Agency's Dr. Bill Anderson, who heads its recently established *E. coli* Working Group.

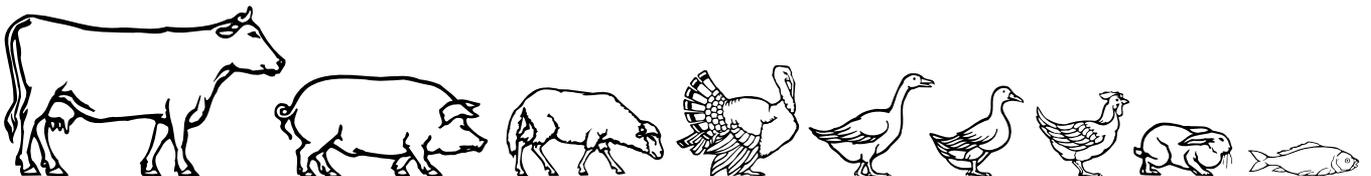
The conference focuses on what slaughterers are doing to combat this pathogen before it reaches further processors and how to manage a recall.



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The Conference will also feature commentary from a blue ribbon panel of respected experts on *E. coli* including Dr. Kerri Harris, Associate Professor of Meat Science, Texas A&M University and President & CEO of the International HACCP Alliance; Bob Hibbert, partner, Kilpatrick & Lockhart Preston Gates Ellis LLP and a USDA regulatory expert attorney; Ann Wells, NAMP Director of Scientific and Regulatory Affairs; Dr. Jim Marsden, NAMP Senior Science Advisor, Kansas State University; Dr. 'Reddi' Thippareddi, NAMP Science Advisor, University of Nebraska, and Robert de Valk, NAMP Canadian Government Representative.

NAMP also will introduce seven noted authorities - members of our recently formed College of Experts. On hand for the forums and for private one-on-one, members-only consultations will be

Dr. Kerri Harris, Bob Hibbert, Dr. Jim Marsden and Dr. "Reddi" Thippareddi. Joining them will be Dr. Melvin Hunt,

Professor of Meat Science, Kansas State University; Dr. Chance Brooks, Assistant Professor of Meat Science, Texas Tech University; and Dr. Rich Mancini, Assistant Professor of Meat Science, University of Connecticut.

### NAMP Conference offers even more practical help

Sales professionals will hear Merit Gest talk about how to generate more sales by blending effective selling techniques with the principles of human potential. Marketing pros will hear case histories of companies that have succeeded by differentiating their business from the

competition with industry leaders Corey Check of Smithfield Beef, Charlie Moore of Maverick Ranch, and Mike Satzow of North Country Smokehouse.

The keynote speaker will be Notre Dame football hero "Rudy" Reuttiger, immortalized in the 1993 movie "Rudy." He brings a message from his personal experiences with overcoming adversity.

For information, go to [www.NAMP.com](http://www.NAMP.com) or call + 1 800.368.3043. **UB**



**"... FSIS expanded testing and has begun to recall infected meat more rapidly in order to fight E.coli."**

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# Urner Barry continues legacy of leadership

In 1857, Benjamin Urner, owner of a printing business in New York City, discovered through his print jobs, the need for a single publication that contained concise and well-formatted wholesale market prices of agricultural products.

In 1858 he did just that. "The Producers' Price-Current" was established. A four-page weekly circulation comprised of a disinterested general market report. The information within was obtained via personal investigation among the commission merchants and buyers in New York City. Market conditions were described and tables of prevailing quotations were published.

From 1858 until 1876 "The Producers' Price-Current" was published by Benjamin Urner alone. In 1876 he was joined by his son, Frank G. Urner, and in 1882 by William C. Taber. These three formed the Urner Publishing Company in 1882, establishing a daily issue of the publication.

The Producers' Price-Current quickly earned the reputation as an interesting, valuable and reliable statement. In fact, many dealers used the Price-Current to send to their customers instead of their own individual quotations. By 1882 the Producer's Price-Current changed to a daily service and was recognized as the best source for New York



**1858**  
Benjamin Urner publishes first issue of *Producers Price-Current* 4-page weekly publication on 12 x 16 size paper

**1873**  
L. Frank Barry starts *New York Daily Market Report*

**1895**  
Urner-Barry Company is formed merging two publishing companies together—Urner Publishing Company and L. Frank Barry & Sons.

**1882**  
*Producers' Price-Current* published on a daily basis

**1921**  
L. Frank Barry retires from active reportorial work. Frank G. Urner elected new Company President and L. Frank Barry Vice President

**1858**

**1883**

**1908**

**1933**

# Leadership as it celebrates 150 years

Market prices and conditions.

Almost simultaneously, L. Frank Barry ran a similar service with his sons, the "New York Daily Market Report." In 1895, the realization came about that market reporting was becoming more exacting and time consuming. The Urner Publishing Company and L. Frank Barry and Sons merged to form the Urner Barry Company located on 173-175 Chambers Street in New York. The company presided there for many years as it was in the heart of New York where a great deal of trading occurred, and where it provided reporters with access to the market on a daily basis. Primary ownership of the company had been passed down through the Urner, Barry and Tabor families until 1975 when Frank Urner retired.

Shortly before that, in the 1960s, the headquarters moved from New York City, NY to Jersey City, NJ. Paul B. Brown, Sr., John Carter, and Michael E. (Bud) O'Shaughnessy joined with Frank Urner as principals of the firm. Paul Brown was a Maryland native who worked for the Maryland Department of Agriculture and the federal market news service with assignments in major cities all over the country. His experience helped Urner Barry gain a national perspective. Prior to joining Urner Barry, Maine

native John Carter worked as a market reporter for the Federal Department of Agriculture's Dairy and Poultry Market News Service. Bud O'Shaughnessy hailed from New York. Previously working as the manager of poultry distribution for Swift & Co., he brought with him a host of valuable contacts and associations that would open Urner Barry quotations to a broader market. In the middle 1970s, Frank Urner retired. John M. Carter elected to retire in 1986.

In 1976, the headquarters was moved to its present location in Bayville, New Jersey in the heart of the scenic shore area of Ocean County. The location was selected because land was inexpensive and it was easier for employees to commute rather than fight the traffic getting to New York. The area also featured a brand new state-of-the-art post office which was critical in distributing the firm's newspapers and reports in the most timely and efficient manner possible. During this period, Paul and Bud were joined as partners by their sons Paul Brown, Jr., Rick Brown, and Michael W. O'Shaughnessy. It was under the guidance of this ownership that Urner Barry's next historical milestone was realized. In 1992, the National Provisioner's, "Yellow Sheet" was acquired, broadening Urner Barry's reporting

realm into the beef, pork, lamb, veal, and inedible markets.

In 1997, Paul B. Brown elected to retire after quoting the turkey market for more than 40 years. Bud O'Shaughnessy retired from reporting the chicken market in 1998. Current principals of Urner Barry Publications, Inc. are: Paul B. Brown, Jr., President; Richard A. Brown, Executive Vice President; and Michael W. O'Shaughnessy, Senior Vice President.

Accurate market reporting requires a thorough knowledge not only of methods of marketing and general statistics of prices, but also an intimate personal knowledge of industry players themselves. Urner Barry's market reporters today no longer walk the streets of the New York City Market, but personal relationships with buyers and sellers are still very important who then give testimony of their findings in an honest and unbiased manner.

From its humble beginnings in 1858 to present-day operations, Urner Barry has been preeminent in the field of market reporting, continually providing quality, accurate and unbiased quotations. **UB**

# 2008



**1960 - Now known as Urner Barry Publications**

**1965 - Partnership formed between Frank Urner, Paul B. Brown Sr., Michael E. (Bud) O'Shaughnessy and John Carter. Today, principals of the company are Paul Brown Jr., Rick Brown and Michael O'Shaughnessy**

**1975 - Urner Barry commences reporting seafood with first edition of Seafood Price-Current**

**1982 - Comtell Instant Market News makes its debut**

**1992 National Provisioner's "Yellow Sheet" acquired, broadening reporting into the red meat and inedible markets**

**2000 - Urner Barry joins forces with Cattle-Fax to form OBSONO, LLC and produce Market Insight**

**1976 - Urner Barry management hosts first annual executive conference**

**2008 - Urner Barry celebrates 150 years of service to the food industry**

**1958**

**1983**

**3**

# Understanding the Cutout

The cutout. In the red meat business, the cutout is something that is often cited but rarely understood to its full extent. In an effort to show how a cutout works and what it reflects, let us take a closer look so you may better use it in your trading strategy.

Cutouts exist in the beef, pork, lamb and veal industries. They are also used in the poultry business. Our focus here will remain on the beef cutout, although the concepts are similar for all of these protein groups.

The cutout can best be explained as the value of a carcass based on the individual cuts that are sold from that carcass. Since whole carcasses are rarely still sold in the red meat business, the cutout has taken on an increasingly important role as people try to assess profitability and price movement within the beef market as a whole.

The amount of salable product in a carcass is called its yield. For instance, 65% of a live cattle might be saleable as meat, therefore the yield of the live animal is 65%. With this yield, purchasing a 1000 pound live animal would give you 650 pounds of salable beef. If you paid \$1 per pound (this price is a little high but this is an easy number to use for the sake of our example) for the live animal (\$1000/65%) you would need to make \$1.54 per pound from the remaining 650 pounds. This does not take into account the amount of money to process

**“A one penny per pound increase in the chuck will do more to the bottom line than a one penny per pound increase in the flank...”**

the carcass, nor does it add money that you would receive from the “drop” (see sidebar).

If only life were that easy. The fact is, a carcass has several primals that are not divided evenly. Looking at the table, you can see that the chuck takes up the largest part of a carcass, while the brisket, flank and plate comprise smaller amounts. When compiling a cutout, each primal is calculated separately based on its yield and selling price. A one penny per pound increase in the chuck will do more to the bottom line than a one penny per pound increase in the flank because there is more chuck in a carcass than there is flank.

See GREEN section of chart

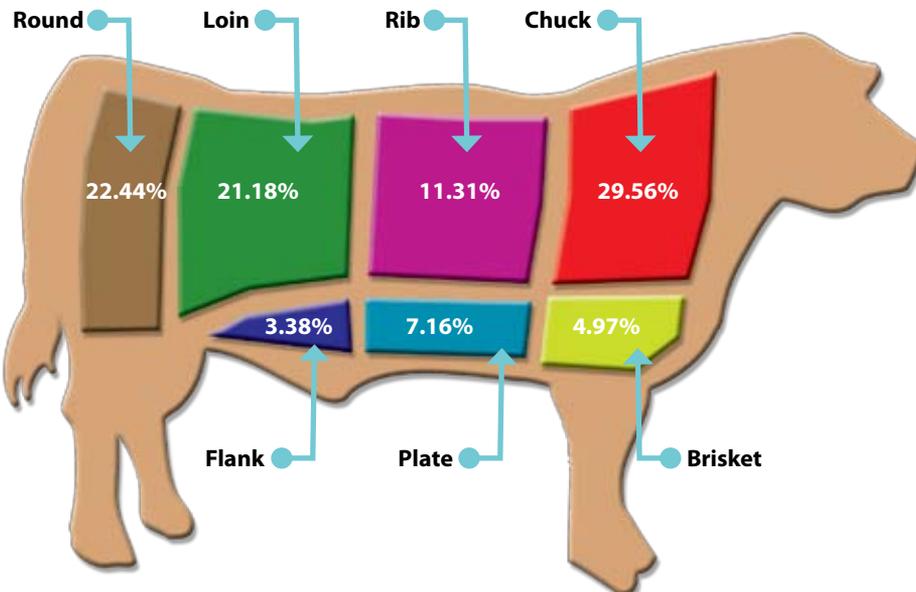
Let’s go back to our 650 pounds of salable meat. If we take the percentage that each primal comprises of this 650 pounds, we know the pounds of the primal on one animal.

See BLUE section of chart

Next, if we multiply the selling price of each primal in dollars per hundredweight or pennies per pound (as you can see ribs and loins sell for more money, chucks and rounds sell for less) by the weight of the carcass, we get the total selling price of the meat.

See YELLOW section of chart

Primal	% of carcass	carcass weight	pounds of primal in 1 animal	selling price of primal (\$/cwt)	Return from selling this primal
Chuck	29.56%	x 650 =	192.14	1.1	211.354
Rib	11.31%	x 650 =	73.515	2.06	151.4409
Loin	21.18%	x 650 =	137.67	2.08	286.3536
Round	22.44%	x 650 =	145.86	1.31	191.0766
Brisket	4.97%	x 650 =	32.305	0.86	27.7823
Plate	7.16%	x 650 =	46.54	0.87	40.4898
Flank	3.38%	x 650 =	21.97	0.82	18.0154



## THE DROP CREDIT

The drop credit consists of items such as offals, hides and by-products that are not considered in the carcass. Years ago, it was common practice for packers to consider that the drop credit would cover their processing cost of a carcass, more recently, a lack of export markets has adversely affected drop credit values and now they may not cover the cost of processing.



There are many potential ways to cut most primals. For the most part, these cutting styles are mutually exclusive. For example within the loin the following can be cut:

a short loin (porterhouse and t-bone steak) and top sirloin butt (sirloin steak) and butt tender (large tenderloin steak)



or

strip loin (New York strip steak) peeled tenderloin (filet mignon) and top butt (sirloin steak).



One cutting style may be more profitable than another depending on market prices. Packers will go through something called a "primal optimization" formula so that they can determine the most profitable way to cut and sell their meat. Like the cutout,

primal optimization programs take into account the selling price of each item along with their yield.

As it relates to the cutout, different cutting styles (or primal optimizations) are represented separately in the loin and then weighted by trading volume for its affect on the resulting primal cutout. So within the loin, if the industry is buying and selling more short loins (t-bones and porterhouse steaks), then this cutting style will have a greater affect on the loin primal, and in turn the overall cutout.

The cutout is essentially an index reflecting the overall value of the boxed beef market or for individual sellers the aggregated value of the product that they are selling. A high cutout value or low cutout value is not necessarily an indication of profitability since it does not take input prices (the price a packer pays for cattle) into account. For buyers, the item that you purchase may or may not be an indication of overall market strength if they comprise only one portion of the boxed beef cutout. Knowing how the cutout works and

## SOME LIMITATIONS

While cutouts that are published in *Urner Barry's Yellow Sheet* and other available market reports do not necessarily represent any individual packers' returns, they are representing average collected trading values along with the amount of trading collected for each cut. The cutouts in these market reports are used as a barometer of the market. In the *Yellow Sheet* the cutouts are reflecting product values that were sold for spot delivery on the day of publication. However, packers are often producing cuts that were negotiated long ago and many times at drastically different levels. These levels are not reflected in the boxed beef cutout but would certainly affect a packer's profitability.

Cutouts use standard industry yields. Actual yields vary from plant to plant, and many times, they also vary seasonally.

Understanding how your products relate to the overall market are one factor that should help you become a better buyer, salesperson or trader. **UB**



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# Keep them guessing: Is this good for business?



Next time you are with a group of friends, who are not in the food industry, ask them this question:

Which is a higher quality cut of beef—choice or select?

If your responses are anything like what this market reporter has heard over the years, you will

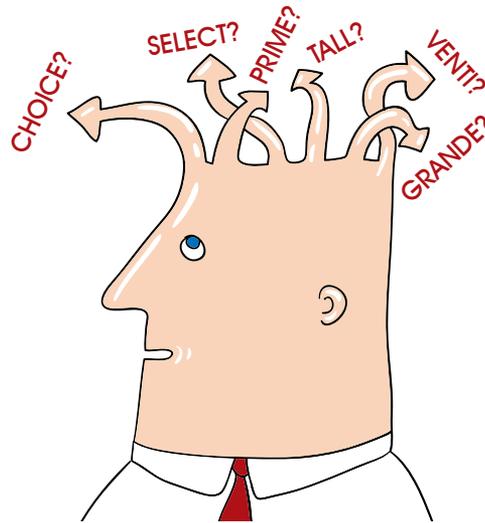
find that most responses are a guess, and not an informed reply.

The correct answer to this is: “choice” is the highest quality grade, select is lesser than choice (prime is the highest).

In the 1970s, beef grades were named Prime, Choice, and Good. Ask your friends, which is a higher quality, “choice” or “good.” Chances are, most will say “Choice.”

See the results of our poll on [www.urnerbarr.com/reporter](http://www.urnerbarr.com/reporter)

Years ago, the average consumer tended to be more educated on the meat they were buying. My mother knew what cut of meat to purchase for a pot roast—my



spouse, a highly educated and intelligent person, needs written instructions from me when selecting a cut of meat at the grocery store—otherwise things can go very badly.

Today, the average consumer seems less knowledgeable on the meat they purchase. At the same time, one can argue that the information from which they make a decision is less intuitive. Terms like select, Angus, grass fed, natural and organic can give a consumer a lot to think about—it can also confuse them. But the confusion it causes does lend itself to some opportunities.

**“Today, the average consumer seems less knowledgeable on the meat they purchase.”**

For example Starbucks is wildly successful, but customers needed to learn a new sizing system to get what they want. Venti Grande, and Tall - which one is large? At least they have a small display with cups inserted into it to help aid in the decision. Sure, the names are more confusing, but with that display they are educating their customers on how to order.

As someone who may be selling beef, consumer confusion in the marketplace presents a great opportunity to differentiate yourself by educating your customer. This assumes that when one knows what they are buying there will be a greater likelihood he or she will buy what they need, and lead to a better eating experience. Customers will use you as a resource and this will differentiate you from the person down the road using something other than price. **UB**

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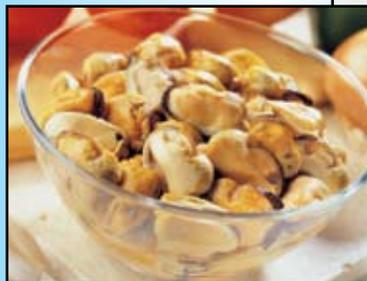
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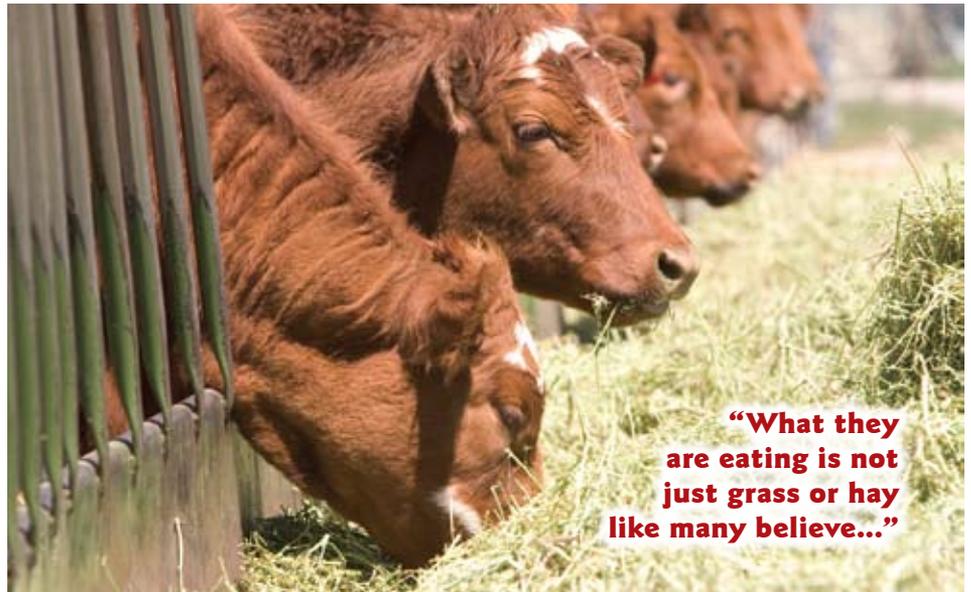
Most of us have some sort of an idea as to what the diet of the majority of livestock in the U.S. is made of; cattle eat grass and pigs eat leftovers or 'slop.' Not true. The reality is, these animals' diets are far from such a crude assumption. In fact, in most cases their diets are more scientifically calculated than our own.

The concept of 'fed' animals has existed for at least the last hundred years, however, recent advances in technology and animal nutrition science have made feeding livestock standard practice. While they may graze naturally early on, all are finished in feedlots on special diets designed to increase weight.

These diets vary according to species. The largest emphasis on the feeding process is seen in the beef industry. Most cattle are typically fed for about three months prior to slaughter. What they are eating is not just grass or hay like many believe, but a

scientifically formulated mixture of a food base, roughage and supplements; hogs are fed a mixture similar in make-up but with some varied content.

The main ingredient in cattle feed is typically corn, although barley and some other items can be substituted to an extent. This would make up about 80% of the



**“What they are eating is not just grass or hay like many believe...”**

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total product. The roughage in their diet accounts for approximately 10% and is provided by either hay or fodder in most cases. The final portion of the average feed ration is most commonly described as supplements. These are typically a protein source of some sort—usually either soybean meal or cotton seed hulls.

The make-up of hog feed is similar to cattle in that the majority, 80%, is corn. The next 20% differs some in that no roughage is needed due to the simple stomach of the pig, so hog feeders up the protein to about 15%, still using mostly soybean meal. The ration of supplements is reduced to 5% and characteristically sees more added minerals than that for cattle.

The feeding process is used to refine the animals during the months prior to slaughter, bringing both the weight and fat content in-line with preferences. Feeders say they provide the nutrition necessary for the animal to reach its full potential and for the final product to deliver the optimum eating experience. **US**



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*Top stories based on subscriber hits November 16, 2008 through February 1, 2008*

- 1. SCOM** - MSC must dissociate itself from 'stinky fish' campaign if it is to maintain ties with industry - 1/17/08
- 2. SCOM** - MSC apologizes to industry for mistake with 'stinky fish', tells WWF MSC logo cannot be used - 1/21/08
- 3. BANR** - Outlook for 2008 prices for major seafood commodities from Japan - 1/8/08
- 4. SCOM** - Snow Crab fleet accepts \$1.58 as fishing price, a few boats begin early crab fishing (fish radio) - 1/3/08
- 5. SCOM** - Phillips introduces patented formed jumbo lump from blue crab meat - 12/19/07
- 6. SCOM** - The dog that didn't bark: industry takes Bering Sea pollock and cod cuts in stride (news analysis) - 12/5/07
- 7. SCOM** - West coast salmon closures loom again for 2008 as officials warn of some stocks 'collapse' - 1/31/08
- 8. SCOM** - Crab Broker touts Deadliest Catch tie in with Oceanaire King crab purchase - 1/22/08
- 9. BANR** - US Seafood Industry likely to be caught up in global economic slowdown in 2008 - 1/11/08
- 10. SCOM** - Slow building crisis taking hold in North American Lobster industry - 1/4/08

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*From the recipe box...*

# TURKEY MEATLOAF

- 2 Tbs. olive oil
- ½ large onion, chopped
- ⅓ cup Worcestershire sauce
- ¾ cup chicken or turkey stock
- 1 ½ teaspoons tomato paste
- 5 pounds lean ground turkey meat and ground turkey breast
- 1 six-ounce box turkey or chicken stuffing mix
- 3 extra large eggs, beaten
- ¾ cup ketchup
- thinly sliced onions for top (optional)
- salt & pepper

Preheat oven to 325° F

In a medium sauté pan add two tablespoons of olive oil and heat over a medium-low flame. Add the onions and enough salt and pepper to taste. Cook until translucent, but not browned, about 15 minutes. Add the Worcestershire sauce, chicken stock and tomato paste and mix well. Allow to cool to room temperature.

In a large bowl, combine the ground turkey, stuffing mix, eggs and sautéed onion mixture. Mix well and shape into a rectangular loaf. Place on an ungreased sheet pan. Evenly spread the ketchup on top. Add thinly sliced onion if desired. Bake for 1 ½ hours until the meatloaf is cooked through.

**Cook's tip:** A pan of hot water in the oven under the meatloaf will keep the top from cracking.



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Scratching the surface of market potential...

# Chickens don't have lips but they sure have paws!

Accounting for almost half of its poultry imports, the U.S. is currently the largest supplier of chicken paws to China. While not the most appetizing item to the average American, the paw, or the section of the chicken foot below the spur, is considered a delicacy to the Asian consumer and can command quite a premium.

China does produce chicken paws domestically, however, a large portion are exported to Japan and Korea where processors obtain high prices. Due to limited supply and high demand, China is forced to import the paws from other countries including the United States, Brazil and Argentina. The destination of the imports is usually the central and southeast coastal regions where they are sold wholesale at the markets or to restaurants. The size preference of the

paw depends on the economic situation, lifestyle and eating habits of the consumer.

The majority of paws imported from the United States are jumbo size (36-45 grams). These are very meaty and are preferred by affluent consumers and those in larger cities. Large or medium size (approx 25-35grams) paws are typically imported by Brazil, and the small variety (22-24grams) by Argentina. These are commonly consumed by those with a lower-income. Grade "A" are normally equal in size and have greater meat content while "Grade B" are smaller with a lesser quality.

Since 2005, the chicken paw has been deemed an "edible product" by China who incorporated standards for Hong Kong and the Mainland. Prior to this, paws exported to Hong Kong were considered



**"...(paws) are believed to contain an enormous supply of collagen for healthy skin and calcium..."**

"not fit for human consumption." A result of this official standard is a requirement of inspection by the USDA and FSIS. The lower appendages must be associated with their carcasses to ensure that they are not from unhealthy or diseased animals.

Originally a Southern Cantonese specialty dish, chicken paws have become popular all over China. They are not only eaten for taste, but also because they are believed to contain an enormous supply of collagen for healthy skin and calcium desired by the elderly. According to Ivy Lee, consultant at DaChan Great Wall Group in China, the most popular dish in China is cold, marinated paws with pepper. Other typical ways paws are enjoyed are in soups, deep-fried, or sprinkled with sea salt.

Although not typically associated with the average American consumer's diet, increasing visibility in the world market, ease of preparation and touted positive health effects may one day put paws in the center of the plate! **UB**

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# Out to sea: expanding the aquaculture industry

Global seafood consumption has increased dramatically in past decades, with approximately 80% of the fish consumed in the U.S. being imported. Aquaculture has helped greatly in not only satisfying this demand, but more importantly, in keeping prices from skyrocketing.

Aquaculture practices are customary virtually all over the world except in the U.S. Supporters of building the industry here have been rather proactive by trying to implement a law to permit off-shore aquaculture farms. As of now, aquaculture is limited to state waters. Lobbyists argue that by allowing off-shore practices, American dependence of seafood imports would ease. Yet, proposals have been confronted with fierce opposition based on the potentially negative effects this activity might bring to the environment and the

social impact on fishing communities.

U.S. Commerce Secretary Carlos Gutierrez said on the issue, "We are already consuming a tremendous amount of farm-raised fish... We might as well do it ourselves under our terms, under our conditions, under our standards, and take the market."

Aquaculture is by no means limited to off-shore practices. It's a broad category that varies from water ponds, coastal shrimp farms, and cages in lakes or dams. Currently, the U.S. aquaculture industry is comprised of approximately 4,000 farms and U.S. \$1 billion in annual sales. Of these farms, approximately 40% are solely catfish farms, 20% clams and oysters, 10% trout and the remaining include freshwater shrimp, salmon and baitfish.



**"The UN estimates that by 2015, half of all seafood consumed in the world will be farmed."**

The UN estimates that by 2015, half of all seafood consumed in the world will be farmed. Jim Anderson Professor of Economics at the University of Rhode Island believes aquaculture will dominate the world seafood industry; however, opportunities will exist for wild products in the upper end of the market. This means that a middle point is reachable. Proponents, however, must present a more convincing plan during congressional hearings if they wish a bill presented to the floor for a vote. **U**



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# Beef Innovations continues roll out of value cuts

Checkoff-funded Beef Innovations Group's (BIG) latest new beef cuts from the chuck roll were well-received by consumers in recent home use testing. The versatile and full-flavored "Denver Cut," one of the newest products from the chuck roll is expected to make its appearance known in the center-of-the-plate of beef enthusiasts all over the country.

BIG representatives say this is only its beginning. When tested with research participants and their families, their responses on the Denver Cut exceeded good product norms on the most important attributes (appearance, taste, flavor, juiciness and preparation ease). Many who have tasted this innovative

beef innovations group™



**“The generously-marbled product can fit just about any dining occasion.”**

cut feel “It can be steak night, every night.”

Additionally, the ease of preparation makes this a likely candidate not only for weekend dinners, but weekday too. The generously-marbled product can fit just about any dining occasion. It is juicy and tender and versatile enough for grilling, marinates, stir fry, broiling or any type of preparation!

Another new introduction that BIG expects to hit stores soon is its Boneless Country-Style Beef Chuck Ribs. The ribs have been showcased at many venues and so far displayed a high-level of potential in the marketplace.

All of BIG's work has resulted from new cutting techniques brought to light by the beef industry's Muscle Profiling Study. Several of these cuts have grown in popularity (such as the Flat Iron and Petite

Tender) and are now being manufactured throughout the U.S. and sold through retail and foodservice outlets.

The team at BIG is comprised of experts with a considerable amount of experience working with these cuts from processing to end use application and has a great deal of information to share (all of it on their Website).

For more information please visit [www.beefinnovationsgroup.com](http://www.beefinnovationsgroup.com). **UB**



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*A tiny taste of Tuscany...*

# Lardo: the butter of Italy

Lardo is a type of salumi, a generic term for Italian cured meats that are predominately made from

pork. A specialty of Tuscany, and found in only the most authentic Salumerias or Italian butcher shops here in the U.S., lardo is cured pork fatback. The creamy white lardo is the result of curing pork fatback for several months with rock salt and other spices, such as rosemary, pepper, garlic and cloves.

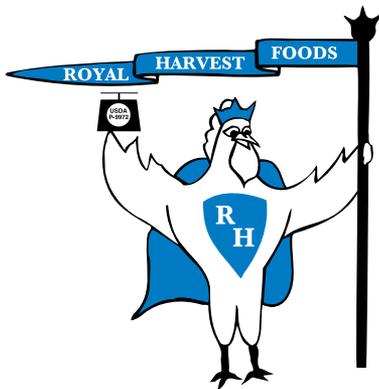
The texture is creamy-soft and it melts in your mouth like butter. Lardo's delicate flavor is accentuated by the herbs and spices that are added to the cure. This Italian specialty is typically eaten raw and served at room temperature. It is often cut into thin slices and spread on warm toast or presented all alone on a demitasse spoon. Served in any of the above styles, lardo

**"The texture is creamy-soft and it melts in your mouth like butter."**



typically accompanies the bread or Italian antipasto (first course or appetizer) course. Cooked, it can be used as a substitute for pancetta or as an ingredient in stuffing. Lardo is also spooned over pasta.

If you are unable to find lardo where you live, on your next trip to New York City, visit the Mario Batali-Bastianich family-owned DelPosto. Chef Mario Batali serves each table his house-cured lardo with the bread course. **UB**



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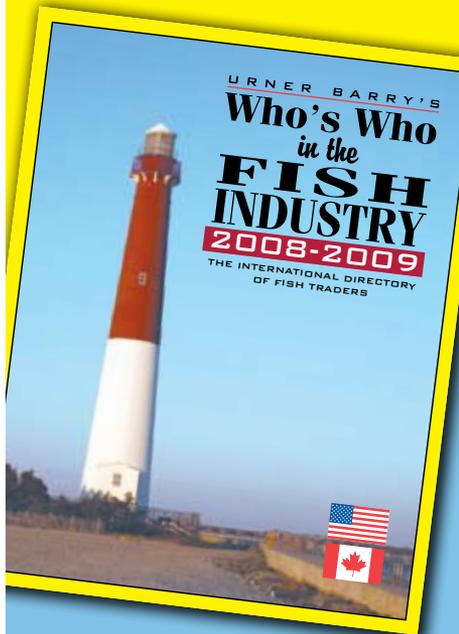
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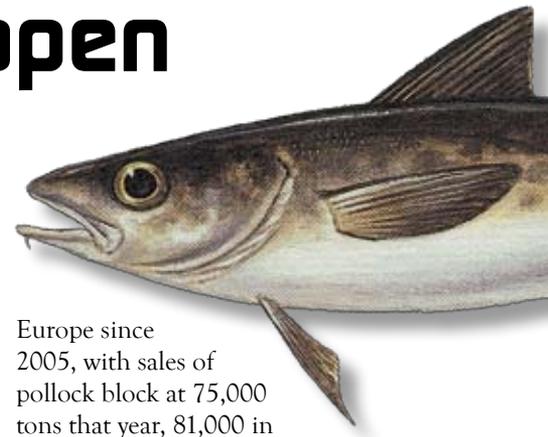
*Pollock quota reduced to protect stock...*

# Alaska pollock market surges 27 percent at season open

The weak dollar, combined with a reduction in Alaska pollock quotas in the U.S., and the strong demand for fish in Europe, have combined to create a significant price increase for 2008. The U.S. market for single frozen pollock blocks ranged between \$1.30 and \$1.35 in 2007. This year already, the market has surged 27 percent to \$1.65.

Backed by rather stable prices and a favorable exchange rate, sales of pollock in Europe have enjoyed a sort of "boom." For the past two-and-one-half years, U.S. prices have remained in the \$1.25-\$1.35 range, and European real prices, (discounting the dollar price by the Euro) given the exchange rates, have averaged around \$1.00, give or take a few cents. This has helped fuel the boom in sales of pollock to

**"Bering Sea pollock is one of the world's most abundant fisheries and accounts for a third of all fish harvested in the U.S."**



Europe since 2005, with sales of pollock block at 75,000 tons that year, 81,000 in 2006, and 85,000 through November 2007.

The Marine Conservation Alliance (MCA), a coalition of harvesters, processors, and communities involved with Alaska groundfish and crab including the Bering Sea pollock fishery, supported the decision by federal fishery managers to reduce the Bering Sea pollock catch to one million metric tons in 2008. The 26 percent reduction, down from 2007's catch of 1.35 million tons, was taken by the North Pacific Fishery Management Council as a precautionary measure to protect the pollock stock during a predicted downward trend.

This year, it will be different. Europeans are reportedly contracting pollock blocks (single frozen, pbo) between \$3,600 and \$3,700 per ton C&F, or roughly \$1.63 per pound. For the first time in three years, European buyers are seeing a real price increase.

Bering Sea pollock is one of the world's most abundant fisheries and accounts for a third of all fish harvested in the U.S. Fluctuations in the catch level are not unusual. pollock catch limits were held below one million tons from 1977 to 1983. More recently, the catch limit dropped to 980,000 tons in 1999 after which the fishery rebounded and produced record catches of almost 1.5 million tons from 2002 to 2006. **UB**



# A follow-up on Chinese food



**“The Chinese government is constantly working to implement new programs and laws...”**

The issue of Chinese food safety, a recurring theme in 2007, is still quite alive in the minds of those within the industry as well as in the minds of the consumer. From tainted pet food and unsafe children’s toys to seafood—farmed fish to be more precise.

China implemented many measures, right off the bat and appeared to be on the right track. By October 2007, talks concerning cooperation between the FDA and Chinese authorities were already taking place.

October of 2007 also saw inspections and certifications from the National Marine Fisheries on seven Chinese processing plants with more expected certifications to be issued. Moreover, NMFS was in discussions with the General Administration for Quality Supervision, Inspection and Quarantine of China to

improve the already-in-place system of traceability.

In late December, a new food safety law was submitted to China’s Standing Committee of the National People’s Congress. The law imposed strict examinations on food imports and exports. It stated that exported food must meet requirements of destination countries and pass the examination of inspection and quarantine institutions of foreign countries.

By mid-January 2008, China’s General Administration for Quality Supervision, Inspection and Quarantine, informed the U.S. that close to 1,480 people had been arrested as a result of 1,187 criminal investigations nationwide. Also at that time, 41 food processing companies had been banned from exporting their products to countries such as Japan and



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# safety

the U.S., and a total of 192,400 unlicensed food shops had been shut down from August through December. Additionally, at a domestic level, the Chinese market watchdog ordered to demolish more than 2,800 food factories located in the country's rural areas after being found to produce shoddy products.

## The way forward

Although significant results have been accomplished, Chinese officials understand that there are major gaps in need of attention. For instance, water pollution. Ding Xiaoming, the Chinese director of aquaculture in the ministry's fisheries bureau, commented that "water quality is the top issue for Chinese aquaculture...without good water quality, Chinese aquaculture cannot develop." Quite a relevant statement since the more polluted the water, the more antibiotics

the fish will need in order to survive in a stressed environment.

The Chinese government is constantly working to implement new programs and laws—and a better way to enforce them. They are also working to educate farmers and thus minimize quality issues. Yet, the scandals have taken their toll in the U.S. For instance, Trader Joe's, a wholesome food store is just one of the States' grocers that said it will segment out foods imported from China. Others too agreed with this movement as a way to better protect their customers from the possibilities of tainted product.

With the Olympic Games taking place this upcoming summer, China has a difficult task to overcome. Chinese authorities must show zero tolerance for substandard products. Government officials recently announced that the food supply for the Olympic Games will be highly scrutinized, and only those companies certified by the pertaining authorities will be able to sell their products during this world event. **UB**

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# Snow crab swarm the Barents Sea

SEAFOOD.COM NEWS - KODIAK - Feb 11, 2008

by Laine Welch

It's an invasive species problem that Alaska would love to have. Millions of snow crab are on the march in the Barents Sea, and no one knows how they got there or what to do with them—yet.

The Barents Sea, which straddles Norway and Russia, is the same source of all of that jumbo king crab, some of it caught illegally, that wreaked havoc on Alaska's market for the past couple of years.

But unlike king crabs, which were purposely introduced by Russia into those waters in 1966, the opilio, or snow, crab is a true invasive species. Longtime market analyst Ken Talley reports that no one is sure how the snow crab reached the

Barents. The first sightings appeared in the Russian zone in 1996.

"The most likely way, say scientists, is from ballast water in tankers that ply the waters," Talley wrote in his bi-monthly *Seafood Trends* newsletters.

According to Jan Sundet, a leading Norwegian scientist and crab expert, the snow crab stock is estimated at 10 million to 12 million adults, similar to the abundance of the region's king crab. No matter how they got there, the snow crab are spreading fast.

"They are now routinely caught by Russian and Norwegian king crab fishermen," Talley said.

The Norwegians have no interest in such a fishery at this time, Talley added. Rather, they are worried about the environmental



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impacts of this invasive species on their traditional fisheries. By law, fishermen are forbidden from returning any snow crab back to the Barents Sea to keep them from spreading.



**“The impact of a fishery with huge volumes of snow crab could roil the Barents Sea red king crab market just as Barents Sea red king crab has done...”**

The Russians appear more interested, Talley said. “Currently, there are no official discussions or negotiations between Russia and Norway about a snow crab fishery,” he added.

market just as Barents Sea red king crab has done,” he said.

Scientists are asking for government funding for research and stock assessments on the Barents Sea snow crab. When and if the situation clarifies, a commercial fishery will develop, Talley predicted.

Alaska supplies about 10 percent to the U.S. snow crab market, which purchases roughly 100 million pounds per year. The bulk of the catch comes from Russia and eastern Canada. **UB**

“The impact of a fishery with huge volumes of snow crab could roil the crab



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*Dedication and commitment...*

# Urner Barry employees awarded for years of service



*And the honorees are... (l to r) Paul Brown Jr., Greg Hyslop, Al Harbord, Lynn Dekovitch, and Rusty Dean.*

On January 28, 2008, Urner Barry administered awards to company employees in recognition of their years of service and dedication.

In a heartfelt and touching company ceremony, Urner Barry's Executive Vice President, Rick Brown, presented staff members with greater than 25 years of service with awards for their longevity and positive contributions to the company. Not only did Rick Brown express his appreciation and gratitude toward the

award recipients, but towards all Urner Barry employees for their commitment and loyalty.

Recognized for 30 years of service were Lynn Dekovitch and Al Harbord; Lynn worked at UB part-time while in high school and started with the company the first day they moved in to the Toms River office. She is currently the Administrative Assistant. Al Harbord trained in Jersey City before UB moved its facility to the Toms River office. He is currently Head Pressman. For 25 years of service, Rusty

Dean and Greg Hyslop were honored. Rusty Dean started part-time in the "wire room" making outgoing phone calls and reporting the changes on the egg and poultry markets. She is currently Office Manager. Greg Hyslop is the Assistant Pressman.

Additionally, Urner Barry President Paul Brown Jr. was acknowledged for greater than 30 years of service.

Congratulations to all Urner Barry employees for jobs well done! **UB**

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# New search tools may give some insight to your customer's mind



Google, one of the most widely used Internet search engines, recently introduced a new product called *Google Trends*. *Trends* gives some insight to the collective public mind by seeing what

people search on a given day, in a tidy little chart reflecting both Web searches and news searches.

It reveals some interesting things—for instance: typing in “rib roast” shows a sharp increase in searches for this term around December 24th, presumably as consumers search for information on how to prepare a Christmas dinner. A search on the word “shrimp” shows a sharp increase

in activity during the last couple of days of the year—again, it would seem as consumers look for ways to prepare shrimp for year-end parties. The word “ham”

shows sharp increases for both the end of the year and around Easter.

Terms that can be used in more than one way yield unclear results. For example, a search on the term “turkey” yields more information on the country than the bird. A search on the term “hot dog” reveals searching patterns that this writer expected. When utilizing Google trends service to find out how many and how often people searched on the word “hamburger,” however, it was interesting to see the a

soccer team in Germany by the name of Hamburger SA and Cyclist by the same name trumps the tasty snack that we know and love. Google also allows you to filter your results by region: for example, restricting the results of “hamburger” to the United States seems to exclude soccer teams and cyclists by the same name.

Google Trends also lets you compare

one item to another. Type in two of your favorite fast-food restaurants or retailers and see which one gets more searches. Shrimp is more widely consumed in the U.S. but salmon gets more searches—maybe it's more newsworthy, maybe people need more information on preparation.

For more information and to try this out yourself go to [www.google.com/trends](http://www.google.com/trends). **UB**

**“Trends gives some insight to the collective public mind by seeing what people search on a given day, in a tidy little chart reflecting both Web searches and news searches.”**

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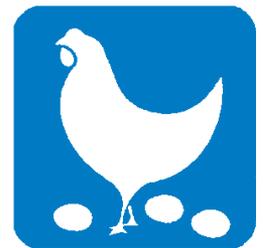
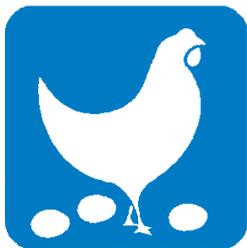
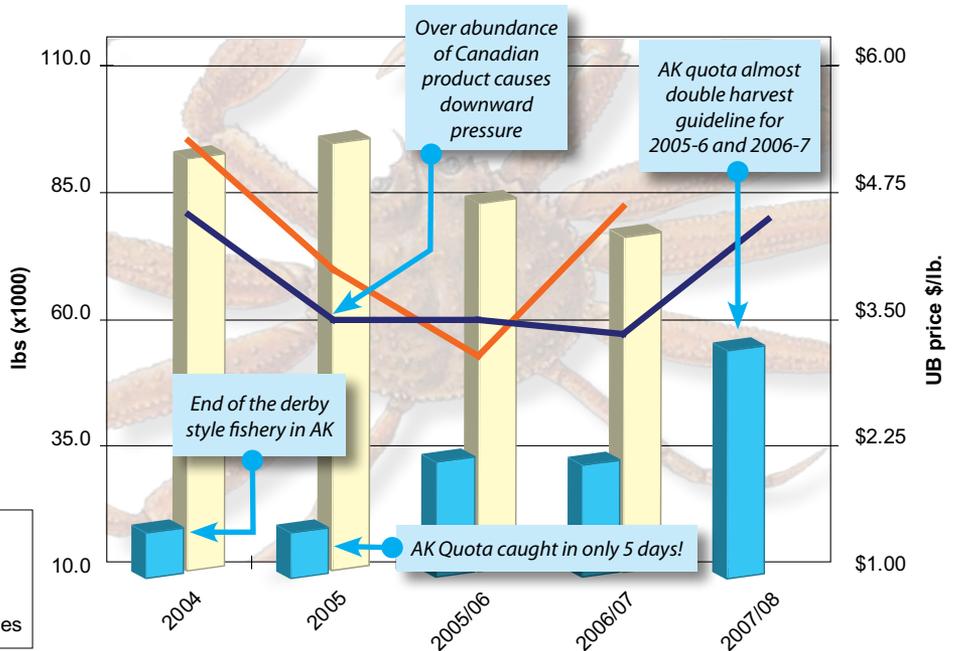
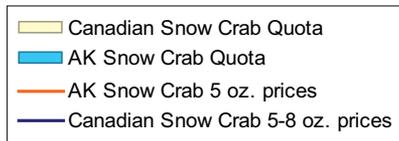
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# Changing scenarios and their effect on the snow crab market

After being declared overfished in 1999, the Bering Sea snow crab fishery has rebuilt itself. The 2007-8 quota is the highest seen since 1999. The Canadian quota, on the other hand, has remained relatively stable in comparison. Nevertheless, it has experienced a decrease over the past two years and pricing is on the rise. As Alaskan product is generally perceived as premium, it is uncertain how the market will react to the higher quota. **UB**



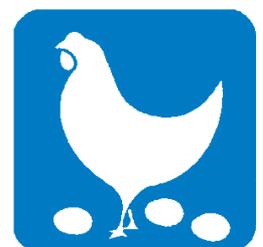
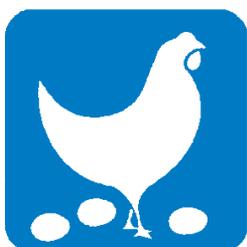
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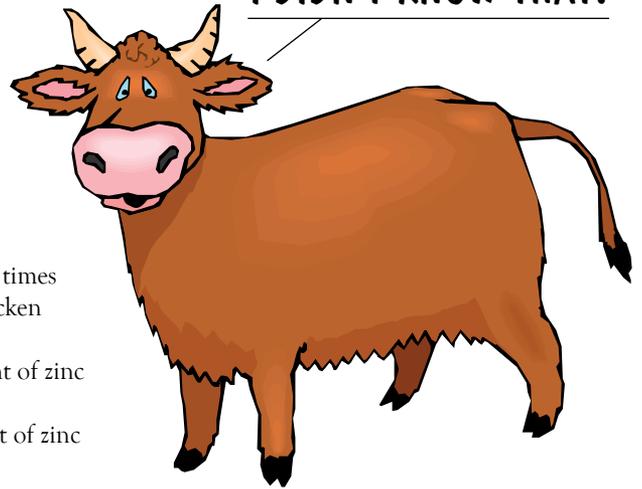
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# Test your **beef** knowledge

1. A popular steak sold in restaurants is listed on menus as a "filet mignon." What is the standard retail name for this steak?  
a) Beef Tenderloin Steak  
b) Beef Top Loin Steak  
c) Beef Top Sirloin Steak
2. What is the most popular holiday for barbecuing?  
a) Memorial Day  
b) Fourth of July  
c) Labor Day
3. What are the most frequently grilled items?  
a) Hot dogs  
b) Burgers  
c) Chicken breast  
d) Steak
4. To what temperature should ground beef be cooked?  
a) 140°F  
b) 150°F  
c) 160°F
5. What is the average daily consumption of meat per person in the United States?  
a) 10 ounces per person per day  
b) 6 ounces per person per day  
c) 3.4 ounces per person per day
6. Which has more cholesterol, beef or chicken?  
a) Chicken  
b) Beef  
c) Same
7. In comparing beef with chicken...  
a) beef has more than three times the amount of zinc that chicken does.  
b) beef has twice the amount of zinc that chicken does.  
c) beef has the same amount of zinc that chicken does.
8. Which country has the fastest growing per capita consumption of beef in the world?  
a) Japan  
b) Russia  
c) Korea

I DIDN'T KNOW THAT!



9. Which of the following is a by-product of that comes from cattle?  
a) anti-freeze  
b) soap  
c) photo film  
d) all of the above

## Answers

1. a) Beef Tenderloin Steak
2. b) Fourth of July
3. b) Burgers
4. c) 160°F
5. c) 3.4 ounces per person per day
6. c) Same
7. a) beef has more than three times the amount of zinc that chicken does.
8. c) Korea
9. d) all of the above

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Natural nuggets for children of all ages...

# Koch's Turkey: traditional values shine through

Three generations of the Koch family invite you to experience the unique taste of their all natural turkey and turkey products. Their latest introduction, Lil' Gobblers Turkey Bites, are sure to be a hit among children of all ages.

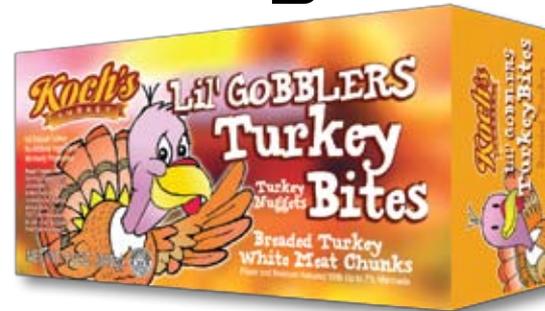
"As any parent will tell you, getting children to eat something healthy can be a challenge," said Duane L. Koch, president of Koch's Turkey Farm. "With our all natural Lil' Gobblers Turkey Bites, parents know their kids are getting a healthy meal that tastes great."

**"...parents know their kids are getting a healthy meal that tastes great."**

Lil' Gobblers are all natural turkey nuggets with no artificial ingredients. In fact, all of Koch's turkey products are from all natural and organic birds. Other turkey products from Koch's Turkey Farm include nitrate-free smoked turkey breasts, ground turkey, turkey deli meats and marinated turkey fillets.

The turkey's on Koch's 60-acre farm in Lewiston Valley, PA experience free-range living. They are grown naturally without the use of hormones and are fed an antibiotic-free and nutritious vegetarian diet, fortified with vitamins and minerals.

Founded by Lowell and Elizabeth Koch in 1953, the traditional values of their Pennsylvania Dutch Heritage have been



kept alive for over half a century. The farm is managed today by second generation family members Duane, Barb, Beth and Pam with Lowell and Elizabeth still actively involved.

Learn more about Koch's Turkey Farm by visiting their Web site at [www.kochturkey.com](http://www.kochturkey.com) **LB**



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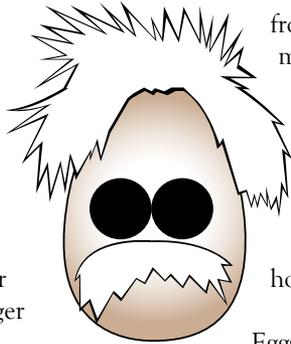
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# The versatility, universality and utility of eggs

Everybody knows what an egg is. The most identifiable is a white, oval-ish, oblate spheroid, generally acquired in a supermarket or convenience store, commonly packed in a cardboard container, and usually packaged in dozens or volumes divisible by the integer six. It comes in a convenient,



from ducks, turkeys, geese, and all manners of feathered friends.

But what else do we know about the versatility, universality and utility of this basic household staple?

Eggs can be prepared, and thereafter consumed, in a variety of ways: fried, over easy, scrambled, poached, hard boiled, soft boiled; accompanied by a multiplicity of other dishes: bacon, ham, sausage, pork roll, steak, home fries, grits, toast, English muffins; topped with a variety of condiments: ketchup, catsup, Worcestershire A-1 sauce; and washed down by a host of beverages: orange juice, tea, coffee, milk, tomato juice.

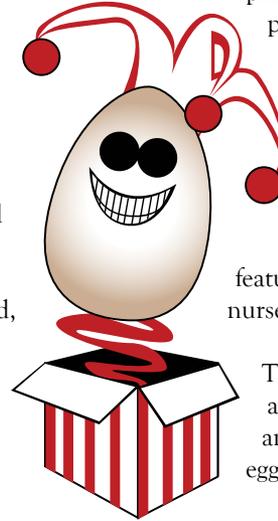
housekeeper May each and every morning.

They can be used as part of descriptive phraseology to describe another person: for example, he's a good (or bad, or rotten) egg.

Selected instruments used to tell time are named for them: the egg timer.

One, in particular, is the featured character in the children's nursery rhyme: Humpty Dumpty.

They are part of a universal admonition not to persuade another to do something: don't egg him/her on.



They are a key ingredient in a tasty beverage at Christmas, homemade or store bought: egg nog.

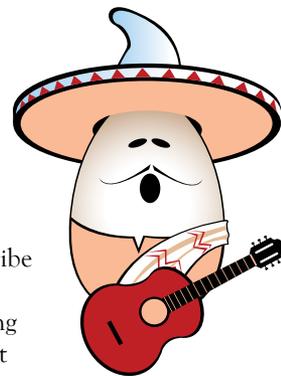
They are used to describe another person whose efforts at accomplishing something went awry: he's got egg on his face.

They are movie staples, used in many Three Stooges shorts (usually thrown at their heads, subsequently dripping off) and other comedies.

In the movie ROCKY, eggs are used by the lead character as an energy drink.

They have been featured in comic book stories, most notably an early edition of Walt Disney's Comics and Stories, relating the misadventures of Donald Duck and his nephews Huey, Dewey and Louie as they attempt to get rich by farming eggs.

We could go on and on about the versatility, universality and utility of eggs, but I don't believe that there is any further need. I am sure that you all know EGGSactly what I am talking about!**LB**



Now that we've examined the more widely known things about eggs, let's turn our attention to other, lesser-known facts and factoids.

They are a part of the most familiar of all rhetorical questions ever asked: which came first, the chicken or the egg?

In James Bond movies, they are (behind martinis) the second most consumed item: the two minute boiled egg, prepared by his



calcium-laden outer wrapper, is packed with protein, and has two principal parts: a yolk and the surrounding whites. It is also chock-a bloc with protein.

Usually sourced from the female of the chicken species, they can also be obtained

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Higher prices in store for 2008...

# The food Consumer Price Index

See related story on page 1	Relative importance	Final 2004	Final 2005	Final 2006	Final 2007	Forecast 2008
	Percent	Percent change				
All food	100.0	3.4	2.4	2.4	4.0	3.0 to 4.0
Food away from home	43.1	3.0	3.1	3.1	3.6	2.5 to 3.5
Food at home	56.9	3.8	1.9	1.7	4.2	3.5 to 4.5
Meats, poultry, and fish	14.5	7.4	2.4	0.8	3.8	2.0 to 3.0
Meats	9.3	8.4	2.3	0.7	3.3	1.5 to 2.5
Beef and veal	4.5	11.6	2.6	0.8	4.4	2.0 to 3.0
Pork	3.0	5.6	2.0	-0.2	2.0	1.5 to 2.5
Other meats	1.9	4.5	2.4	1.8	2.3	0.0 to 1.0
Poultry	2.7	7.5	2.0	-1.8	5.2	1.5 to 2.5
Fish and seafood	2.4	2.3	3.0	4.7	4.6	3.0 to 4.0
Eggs	0.7	6.2	-13.7	4.9	29.2	-3.0 to -2.0
Dairy products	5.9	7.3	1.2	-0.6	7.4	2.0 to 3.0
Fats and oils	1.6	6.6	-0.1	0.2	2.9	5.5 to 6.5
Fruits and vegetables	8.7	3.0	3.7	4.8	3.8	3.0 to 4.0
Fresh fruits and vegetables	6.9	3.5	3.9	5.3	3.9	3.0 to 4.0
Fresh fruits	3.6	2.8	3.7	6.0	4.5	3.5 to 4.5
Fresh vegetables	3.4	4.3	4.0	4.6	3.2	2.5 to 3.5
Processed fruits and vegetables	1.8	1.3	3.3	2.9	3.6	3.0 to 4.0
Sugar and sweets	2.2	0.7	1.2	3.8	3.1	2.0 to 3.0
Cereals and bakery products	7.9	1.6	1.5	1.8	4.4	5.5 to 6.5
Nonalcoholic beverages	6.5	0.4	2.9	2.0	4.1	3.5 to 4.5
Other foods	8.7	0.5	1.6	1.4	1.8	2.5 to 3.5

Source: ERS



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*A closer look at a red meat favorite...*

# Getting to know the pork loin

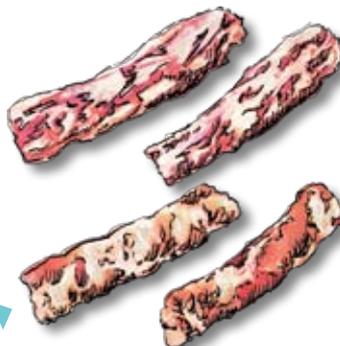
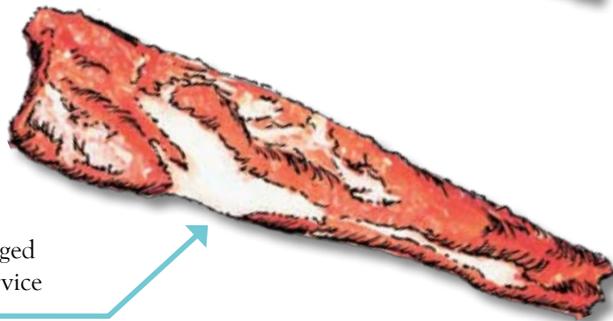
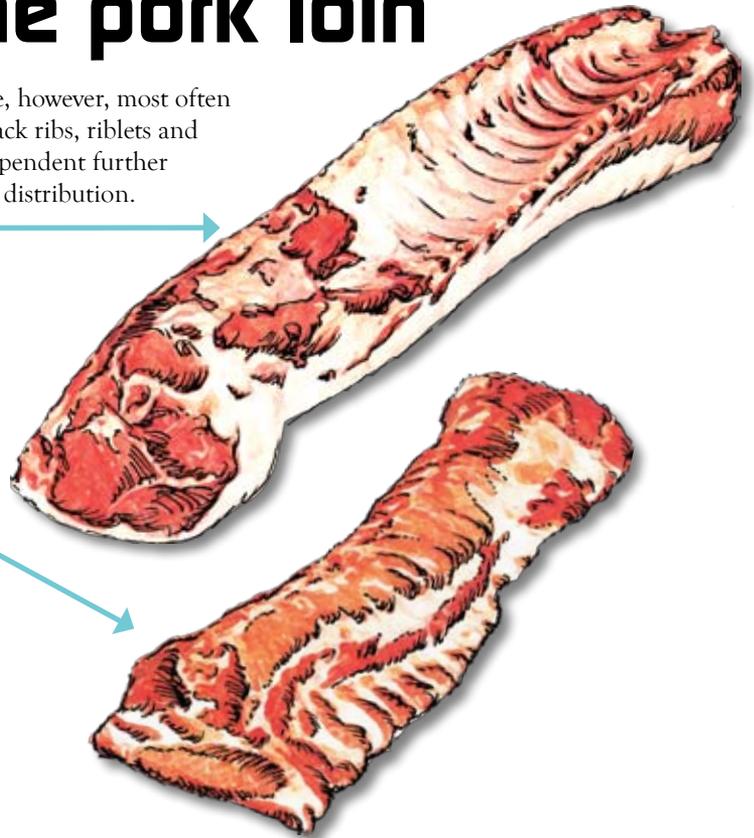
Bone-in pork loins are merchandised in a number of ways. They are, however, most often “boned” and presented as four primary products—boneless loins, back ribs, riblets and the tenderloin. This can occur either at the packing level or at independent further processors. Products are offered for both retail sale and foodservice distribution. Currently, a bone-in pork loin averages about 18-22 pounds.

**Boneless Loin** Weighing-in at roughly 12-14 pounds, and sometimes offered whole, this item is typically subject to additional processing in order to be readied for sale as boneless chops, boneless center loin roast, boneless rib end roast and boneless sirloin roast. In this case, the blade-end is removed and it is sold as a boneless center-cut pork loin. Further processors can produce Canadian-style bacon.

**Back Ribs** Back ribs originate from the blade and center section of the pork loin. They usually consist of between eight and 14 ribs and the related intercostal “finger” meat from a loin. This rib section contains meat between the bones and is considered by many to be the gold standard when talking ribs for BBQ. Smaller than spareribs, a rack typically weighs between 1 ½ and 2 pounds.

**Tenderloin** Removed intact, and weighing roughly 1.25 pounds, the tenderloin consists of three muscles, the psoas major, psoas minor, and iliacus. The tenderloin is practically free of fat and especially versatile, two reasons why it is so popular at the retail counter. Tenderloins are usually marinated and packaged for retail sale and/or foodservice distribution.

**Riblets** This item is derived from the transverse processes (sometimes referred to as “paddle” or “finger” bones) and associated lean from the lumbar vertebrae. Riblets must contain at least four transverse processes, be held intact by the associated lean meat, and include no more than two rib bones. Riblets are practically free of surface fat and are largely a foodservice item. In restaurants, they will typically appear as an appetizer.



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