

# URNER BARRY'S Reporter

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the newsmagazine for the food industry professional



Berkshire burger

## The inimitable Berkshire pig

As legend has it, in the 1640s while wintering in the shire of Berk, Oliver Cromwell and his soldiers were introduced to a unique black pig. After eating its meat, the company went back home praising the quality and taste of this particular pork. These praises eventually led to the royal family keeping their own exclusive herd of Berkshire pigs.

The breed remained popular until the 1950s when a focus on leaner meat, and pork especially, caused a great drop in its popularity. During this time, however, Berkshire pork



became greatly prized throughout Japan. Called Kurobata or "Black Pig" for its unique coloring, Japan grew to appreciate pure bred Berkshire pork and equate it to the pork version of Kobe or Wagyu beef.

Recently, Berkshire pork has begun to gain back its reputation in the Americas. In 1995 the National Pork Producers Council sponsored a genetic evaluation program, and it was revealed that out of all the participating breeds, Berkshire pigs came out on top in six out of the seven categories for meat quality

and three out of the four categories for eating quality. Similarly, a 2002 Illinois Sensory evaluation, which evaluated the quality and taste of many pork breeds, found that Berkshire pigs had the best taste and lowest abnormal flavor.

Rob Nicolosi of Nicolosi Fine Meats sells Berkshire pork through his line of Berkshire Black products which include chops, sausage and bacon among others. "I spent weeks talking to family farms and I was looking for something special. I chose Berkshire pork knowing that the product was so good I could invest in it, even

*Continued on page 71*

## Adventures in NFI's Future Leaders program

The National Fisheries Institute's Future Leaders program is a unique hands-on program for industry professionals who are rising in their companies. No other setting combines this kind of in-depth exposure to such a diversity of issues with the opportunity to network and learn with a small group of industry peers.

The program's mission is to promote future leaders in the industry through a year-long agenda consisting of multiple sessions designed to enhance knowledge and leadership skills in production, sales, companies, and our industry.

The class of 2010 consists of 27 future leaders, including Urner

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Everyone in the pool! All of NFI's Future Leaders in survival suits practicing techniques so that rescue planes could spot them easily.

### On the inside...



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*Driving distribution to make sure the most important meal of the day is available when you are.*



**39** Cow wash massages lead to increased milk production.

*U.S. study shows that brushed cows were healthier than non-brushed cows because of increased blood circulation.*



**65** Learn about some of the more popular chicken breeds.

*Humans have worked on breeding chickens to fit their needs for centuries. The many different types are a direct result of selective breeding.*

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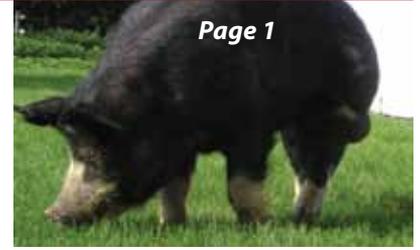
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# Advantages of eating meat

**“Our study is the largest and longest to provide evidence that the case against lean red meat has been misrepresented...”**

A great deal of press exists portraying meat in a negative light, but a diet consisting of lean red meat, including beef, veal, and pork, can indeed be part of a healthful lifestyle. Research shows that meat contributes nutrients that may not only help maintain good health but may even prevent or fight disease.

In fact, eating lean beef, veal, and pork is one of the best ways to get the necessary high-quality dietary protein we need. Moreover, these products are also a nutrient-dense source of minerals and vitamins. The nutrients in lean meats have proven to strengthen bones; build, maintain and repair body tissues; help boost the immune system; increase energy; help with digestion, metabolic breakdown and the development of healthy skin; and help metabolize carbohydrates, proteins and fats. Specifically, lean meat is also a good way to get iron, zinc, vitamin B12, niacin, and vitamin B6.

Despite the bad press red meat has sometimes received, research has shown that eating lean beef, veal, and pork is just as effective in lowering bad LDL cholesterol and raising good HDL cholesterol in your blood as is eating lean poultry and fish.

A beef checkoff-funded study published in 1999, “Comparison of the Effects of Lean Red Meat vs. Lean White Meat on Serum Lipid Levels Among Free-living Persons with Hypocholesterolemia,” compared the impact of lean red and white meat on blood cholesterol levels and showed a diet which includes six ounces of lean red meat consumed five or more days a week may actually reduce the risk of coronary heart disease (CHD).

“Our study is the largest and longest to provide evidence that the case against lean red meat has been misrepresented. A heart-healthy diet containing up to six ounces of lean red meat lowered the risk of heart disease in the study participants, by positively impacting blood cholesterol levels,” says Dr. Michael H. Davidson, M.D., F.A.C.C., Chicago Center for Clinical Research, and lead researcher of the study. “For those individuals at-risk for coronary heart disease, consuming lean red meat is not only acceptable, it encourages compliance to a heart-healthy diet.”

The results showed that both meat proteins lowered the bad and raised the good cholesterol, according to researchers. Total and low-density lipoprotein (LDL) cholesterol—the bad cholesterol—decreased for the duration of the nine-month period. In both groups, high-density lipoprotein cholesterol levels (HDL)—the good cholesterol—increased. Combined, these favorable changes in blood cholesterol levels amounted to approximately a 10 percent CHD risk reduction.

Most recently, the American Meat Institute featured an educational video outlining for consumers the nutritional requirements a cut of meat or poultry must meet to be labeled “lean.”

Featuring Betsy Booren, Ph.D., director of scientific affairs of the American Meat Institute Foundation, Booren explains in the video that the term “lean” means that meat or poultry contains less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 milligrams of cholesterol per serving.

She then highlights lean meat’s many nutritional and health benefits including being a rich source for iron, magnesium, zinc, niacin, selenium, riboflavin and B-vitamins that help our bodies turn food into energy.

As Booren notes in the video, though, the benefits of eating lean meat do not stop there.

“Not only does eating meat provide vitamins and minerals that are essential for overall good health, new studies show it can aid in weight loss by helping to control appetite and metabolize food more efficiently,” she says.

In closing the video, Booren outlines specific beef, poultry and pork items that consumers can add to their grocery lists when shopping for “lean” meat options.

“If consumers are shopping for leaner meat and poultry items, today’s meat case is abundant with options to fit particular dietary needs.” **UB**

*The top ten...*

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# Species 101: Escolar

Escolar is a member of the Gemphylidae family which includes the escolars, oilfish, and snake mackerels, and it is for this reason that it is sometimes confused with these; Black Snake Mackerel, Neolotus tripes (first dorsal fin has a very long base), the Monterey Spanish Mackerel, *Scomberomorus concolor* (6 to 8 anal and dorsal finlets), and the Oilfish, *Ruettas pretiosus* (first dorsal has 13 to 15 spines). There are 23 known global members of this family from 16 genera.

The Escolar is the only member of the genus *Lepidocybium*. It is a brown to black-colored, deep-water fish mostly found in tropical and temperate waters in depths ranging from 200 to 885 meters. This fish is known to migrate upward at night.

Given that Escolar is not able to digest



some of the esters which are a natural part of its diet, the fat content may be over 20%; it is recommended not to eat more than 6 oz. per serving. Its high level of fat, however, does provide it with what many chefs believe is “an unparalleled smoothness” and the meat is commonly soft when broiled, steamed, or grilled.

Escolar is also sold as “white tuna” in sushi restaurants, and Walu in Hawaii.

One of the most common presentations of this fish is vacuum-packed frozen blocks, steaks, cubes, and loins.**UB**



Escolar loin

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Serving Size: 3.5 oz

Amount Per Serving	
Calories 210    Calories from Fat 126	
	% Daily Value*
<b>Water</b>	<b>N/A</b>
<b>Total Fat 14g</b>	<b>22%</b>
Saturated Fat 5g	25%
<b>Cholesterol 50mg</b>	<b>17%</b>
<b>Protein 18g</b>	<b>36%</b>
<b>Iron</b>	<b>N/A</b>
<b>Sodium 104mg</b>	<b>4%</b>
<b>Omega-3</b>	<b>N/A</b>

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

# Coalition for sustainable egg supply works to address knowledge gap

Contributed by: Charlie Arnot  
Coalition for Sustainable Egg Supply

Issues around egg production, specifically laying hen housing, have come front and center over the last several years. As a result, we've seen actions ranging from corporate commitments to purchase cage-free eggs to state laws requiring changes in production systems. Egg producers, suppliers and purchasers are seeking information on which to make sound decisions that are in the best interests of consumers, animals and business. As those involved in the debate began to seek fact-based, scientifically supported information on which to evaluate various egg production systems, it has become evident that information applicable to U.S. production and markets isn't yet available.



Coalition for Sustainable Egg Supply

Today, the U.S. is lacking commercial-scale research on the full breadth of sustainable egg production. Research conducted on systems in other countries does not reflect the conditions and scale of egg production in the U.S. Other research is contradictory or addresses a particular issue without considering the impact on other production aspects. For example, while some research points to potential benefits to commercially raised birds being able to demonstrate more natural behaviors associated with a cage-free environment, other research indicates an increase in abnormal bird behaviors, disease, food safety issues, and mortality rates.

This information dearth led to the creation of the Coalition for Sustainable Egg Supply (CSES) in 2009. The Coalition's members believe a significant gap exists in scientific knowledge related to the full range of sustainability impacts of laying hen housing—environmental impact, food safety, worker safety, animal health and well-being, and food affordability. CSES's response is a commercial-scale study of housing alternatives for egg-laying hens in the U.S., lead by Michigan State University and the University of California-Davis. The goal of the study is to understand the sustainability impacts of various laying hen housing systems in the U.S., including cage free aviary; enriched housing (a housing system that provides more space per bird as well as nests and perches where birds can express natural behaviors); and the caged housing environments currently used to supply a majority of eggs in the U.S.

CSES feels that all elements contributing

to the well-being of a hen, as well as impacts on worker safety, food safety, food affordability and the environment, should be considered. CSES research seeks to balance the needs of people, animals and the planet vs. a single-issue focus which places one aspect above all others.

The research, supported by leading animal welfare scientists, research institutions, non-governmental organizations, egg suppliers, food manufacturers, foodservice and retail food companies, will begin this fall and will result in meaningful science-based data that will help guide future egg production and purchasing decisions.

To learn more about CSES or for membership information, please visit [www.SustainableEggCoalition.org](http://www.SustainableEggCoalition.org). **UB**

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# Demographic creating fiesta for food and beverage sector

Their presence is overwhelmingly clear; the figures are staggering. Hispanics are without a doubt today's engine of consumption in the food and beverage industry. Already the largest ethnic group after white non-Hispanic, Hispanics are poised to become the main driver in consumer demand growth over the next few decades.

With an estimated population growth of 42% since the 2000 census, data presented by Latinum Network show Hispanics have accounted for more than 50% of the real growth of the U.S. consumer economy between 2005 and 2008. It is no wonder why many companies are now looking into new marketing campaigns to attract these consumers during tough economic times.

For example, in the food, beverage, and restaurant sector, sales from Hispanics increased by USD\$14.8 billion or 18%, while sales from non-Hispanics declined by \$17.7 billion during the same period.

Pertaining to our industry, this report also found rather interesting figures. Over \$9B of new value in food and beverage was created by Hispanics in otherwise dormant or declining categories such as fish and seafood, fresh fruit juice and dairy products between 2005 and 2008. Increase in spending for pork, ham, and mutton meats was also noted. Finally, Hispanics are eating out more than any other ethnic group and were the primary driver of fast-food sales.

According to Alexia Howard, Senior Research Analyst-US Foods at Sanford C. Bernstein, "With total U.S. Hispanic household spending expected to top \$1 trillion by 2013... institutional investors have a unique opportunity to look homeward. We see the growth in food, beverage and restaurants here as a particularly interesting opportunity for our investors. Especially with the relative stability of Hispanic demographics, this growth can be reliably predicted through 2050."

Additional information from a Packaged Facts report shows the Hispanic food



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**"We see the growth in food, beverage and restaurants here as a particularly interesting opportunity for our investors."**

and beverage market has been growing significantly over the past five years. Not only are marketers of U.S. companies of American products adapting to the demographic changes of a growing Hispanic consumer market, but the Hispanic food and beverage sector is also growing as preferences of Hispanics and non-Hispanics for Hispanic products grows. For instance, this market grew 28.7% or close to \$7 billion in sales in 2009 from \$5.4 billion in 2005.

It is no doubt that Hispanics will be a major force in U.S. consumer spending over the next few decades. Change is imminent and must not only be approached with caution, but embraced. Marketers must find ways to make their products appealing to this consumer group which is sure to change and shape the way companies approach all consumers.

"As companies look to accelerate growth in 2010, brands that ignore, or misread, the impact of cultural factors on purchasing behaviors may leave the lion's share of U.S. Hispanic buying power on the table," says Latinum principal David Wellisch. "This segment within the Hispanic market represents an attractive growth opportunity for many companies which have traditionally targeted their incremental investments on the unacculturated consumer. **UB**



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# Snack attacks on the rise

According to a report released by Mintel Menu Insights in May of this year, the number of menu items with some version of “snack” in the name has nearly tripled since 2007, and Mintel market researchers expect it to keep on growing.

Mintel found that items containing the descriptors “snack,” “snackable,” or

“snacker” have increased by a staggering 170% since 2007 and growth is expected to carry on as restaurants continue to explore this new trend.

“Snacks are providing a huge opportunity right now for restaurants ranging from quick service to fine dining,” notes Eric Giandelone, director of foodservice research at Mintel. “By innovating menus with various snacking options, restaurants can boost sales throughout the day and drive guest traffic during non-peak hours.”

The majority of snackers, 64%, look for a beverage when snacking, whereas 61% opt for something portable. Meanwhile, just over half, 52%, crave an indulgent snack and 50% want something salty to

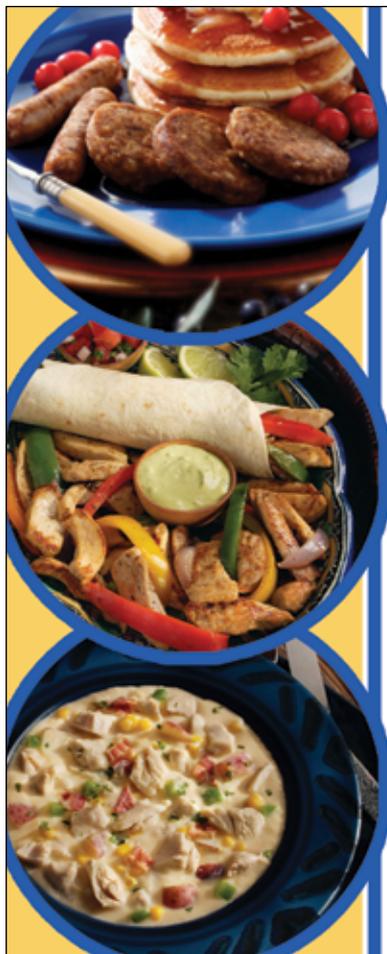
nibble on. Only 32% of snackers choose a healthy option, which counteracts the health conscious trend that is being seen in the restaurant industry.

Moreover, the report also found that consumers are more likely to visit restaurants in the early and late afternoon for snacks, the 3pm to 6pm time slot being most popular with 37% of respondents. Spending, however, peaks in the early evening. Only 19% of respondents purchased snacks from a restaurant between 6pm and 8pm, but the average amount spent is \$4.26 per person versus only \$3.79 across all other time periods.

“Snack options need to be appropriate for the time frame,” adds Giandelone. “Heartier and pricier fare may have more appeal later in the day, while light options may work best in the morning or early afternoon.” **UB**



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# Insight to a miraculous nutrient

Vitamin A is a fat soluble vitamin that plays an important role in vision, bone growth, reproduction, cell division, and cell differentiation. It helps regulate

the immune system, and because of its antioxidant properties, is great to protect against pollution, cancer formation and other diseases. Vitamin A is also known as retinol because it produces the pigments in the retina of the eye and is required for night vision. Vitamin A assists in one's sense of taste and helps the digestive and urinary tracts. Many believe this vitamin also helps to slow aging.

Vitamin A helps eyes adjust to light changes and also assists in keeping eyes, skin and mucous membranes moist. Vitamin A mostly comes from animal foods, but some plant-based foods supply beta-carotene, which your body then converts into Vitamin A. Vitamin A in foods that come from animals is referred to as preformed and is absorbed in the form of retinol. Sources include whole eggs, meat, milk, cheese, cream, liver, kidney, cod and halibut fish oil, and some fortified food products.

Vitamin A in foods that come from plants or found in colorful fruits is known as

**“Vitamin A mostly comes from animal foods, but some plant-based foods supply beta-carotene, which your body then converts into Vitamin A.”**

FOOD	SERVING	VITAMIN A (international units)	% DAILY VALUE
Liver, beef, cooked	3 ounces	27,185	545
Liver, chicken, cooked	3 ounces	12,325	245
Milk, fortified skim	1 cup	500	10
Cheese, cheddar	1 ounce	284	6
Milk, whole (3.25% fat)	1 cup	249	5
Egg substitute	¼ cup	226	5

Source: National Institutes of Health Office of Dietary Supplements

provitamin A carotenoid and is not as well absorbed as animal sources of vitamin A. Carotenoids are dark colored dyes found in plant foods that can turn into a form of vitamin A. One such carotenoid is beta-carotene. Beta-carotene is an antioxidant which protects cells from damage caused by unstable substances called free radicals. Sources of beta-carotene are carrots, pumpkins, sweet potatoes, winter squashes, cantaloupes, pink grapefruits, apricots, broccoli, spinach, and most dark green, leafy vegetables. The more intense the color of a fruit or vegetable, the higher the beta-carotene content.

### CAN YOU HAVE TOO MUCH OR TOO LITTLE?

Vitamin A deficiency is rare in the United States, but it can cause night blindness, eye inflammation, diarrhea and other problems. Overconsumption of vitamin A can cause nausea, irritability and blurred vision in its mild form. In addition, the

palms of the hands and the bottoms of the feet can turn orange if a person has a high intake of Vitamin A. Vitamin A toxicity can cause growth retardation, hair loss and an enlarged spleen and liver in its more severe form. Vitamin A overdose can also cause birth defects and has been linked to increased risk of bone fractures in some people. **UB**

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*The tasty side of preservation...*

# The art of meat drying

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One of the oldest methods of food preservation is drying. History tells us the practice of drying meat has been in place since ancient periods as a means of preserving it for leaner times. Early American settlers dried much of their meat because they could not carry a fresh supply when traveling across the country. Through the centuries, there have been many different methods for preserving meat: smoking, barbecue, pickling, drying, salting—methods that not only preserve the food, but add flavor, too. Here we will discuss the art of drying meat.

Dried meat is a feature of many cuisines around the world, including Afghanistan (Lahndi), South Africa (Biltong), Italy (Bresaola), and Finland (Kuivaliha). Indeed further, more specialized forms of dried meat are common to the diets of other countries such as carne de sol from northeastern Brazil or the French-perfected Charcuterie—the branch of cooking devoted to prepared meat

products primarily from pork. In any country, however, the preservation process includes much of the same basic principles: heat, dry air and air circulation.

Optimal conditions for drying meat include warm, dry air of about 30 percent humidity with little to no temperature differences between day and night. The dry air will absorb the moisture released as it evaporates from the meat while the circulation of the air will then carry it away. The temperature necessary for drying should be high enough to force out the moisture, but not hot enough to cook the meat.

The secret to correct meat drying lies in maintaining a balance between water evaporation on the meat surface and migration of water from deeper layers. Long ago, drying was most often done in the sun, but in regions where this was impractical special drying sheds were built

to dry the meat with mild heat. Meat was de-boned, the flesh cut into thin strips and hung up on wood racks exposed to the sun, the wind or smoke. As the smoke was not intended to cook the meat while it was drying, the fires were small. Today high mass production requirements have led to specially designed machines that function utilizing the same basic process as natural drying but in a more controlled atmosphere. High temp tunnel drying, as it is referred to as, uses artificial heat and controlled air circulation methods which make it easier to attain a consistent, high-quality product.

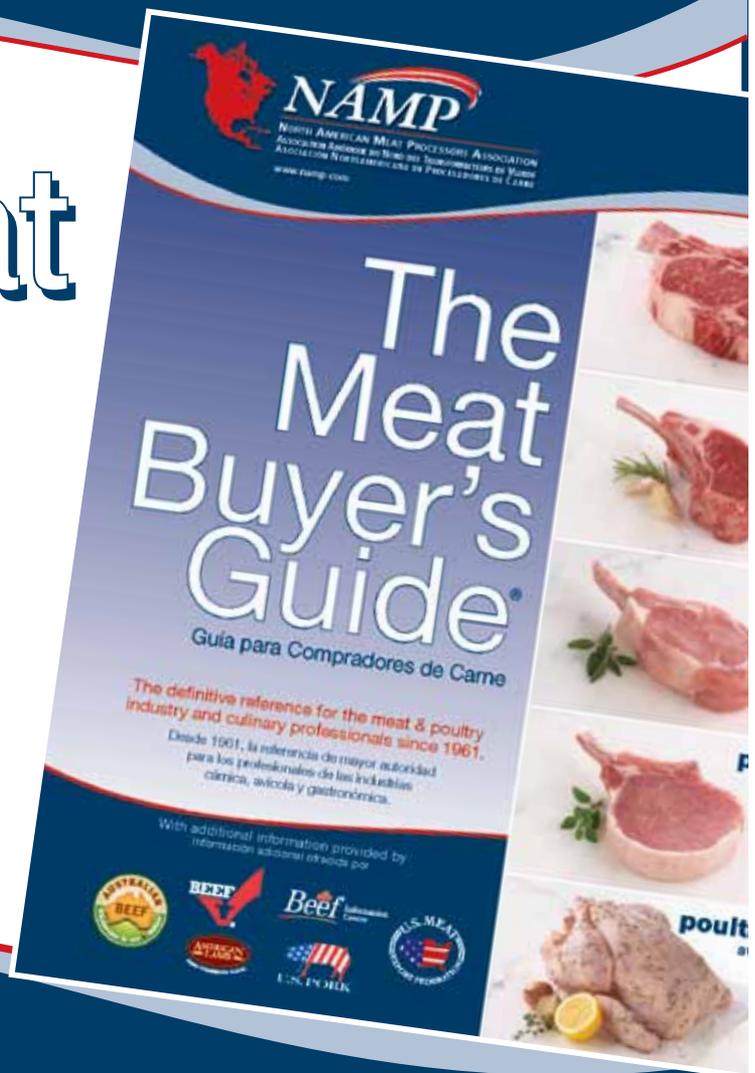
Some additional form of preservative, such as salt or a marinade, is often used in conjunction with the historical meat drying procedure. Smoking is another, and probably the most often used traditional method. No matter which technique is chosen, as long as the three basic principles of meat drying are followed, one can be assured a tasty treat. **UB**

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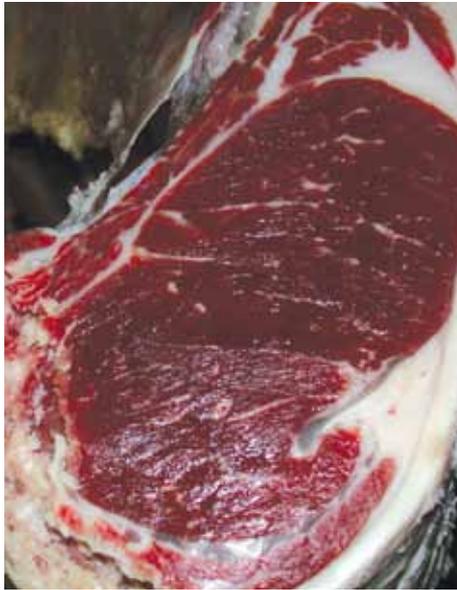
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# Beef: on the dark side

By: Lyndee Patterson  
Certified Angus Beef

An eating experience is more than simply taking in food. We eat with our eyes as well as our mouths. Not only do we want beef to look good on the plate, we also want it to be visually appealing when first we pick it out of the store's meat case. We'll bypass the darker, duller packages—dark cutters—for the wholesome-looking cuts with that bright, cherry-red color.

In most cases as an animal is harvested, its body draws on stored reserves of energy to create lactic acid in the muscles. That slight change in chemistry sets up the meat to react with oxygen just enough to show that ideal color, explains David O'Diam, brand extension manager for Certified Angus Beef® LLC (CAB®).



The "dark cutters" are not always a consumer's first choice when approaching the meat case.

But sometimes when an animal experiences stress prior to harvest, its energy reserve is depleted. Without enough time to recharge, meat from the animal will be unable to create lactic acid and lower the pH level. The sustained higher pH level allows the meat to hold more water, O'Diam says.

"It's like cardboard," he says. "As it gets wet it turns a different, darker color."

Besides the issues with color and water content, the flavor of a dark cutter can vary slightly from regular cuts of beef. "Some people can detect a slight 'iron' taste as well as other off-flavors," O'Diam says.

A shorter shelf life is another characteristic, says Jeff Savell, Regents Professor & E. M. "Manny" Rosenthal Chair in Animal Science at Texas A&M University.

"Since the animal was stressed, the sugar in the muscle has been consumed," he notes. "That means the natural bacteria in the meat, unable to find sugar, start consuming its proteins instead, and shelf life is reduced."

Consumers are unwilling to buy dark cutters, and grocers try to avoid placing them in their meat cases, so they are more likely to wind up in food service, Savell says.

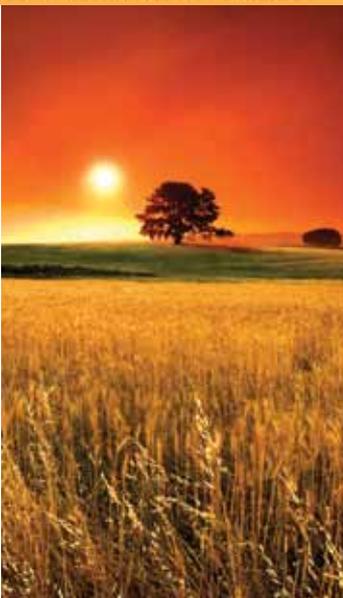
Stress factors that can cause dark cutters vary for individual cattle. "Temperament is important," the scientist says. "Animals that are timid or afraid tend to stress more easily." He also credits weather as a large stressor. "In Texas, we see more dark cutters in October because of the weather changes at this time."

Cattle feeders can help reduce the incidence of dark cutters by minimizing stress and making sure animals have as much energy as possible, Savell says. However, he adds, "There is no sure-fire method for preventing them." **UB**



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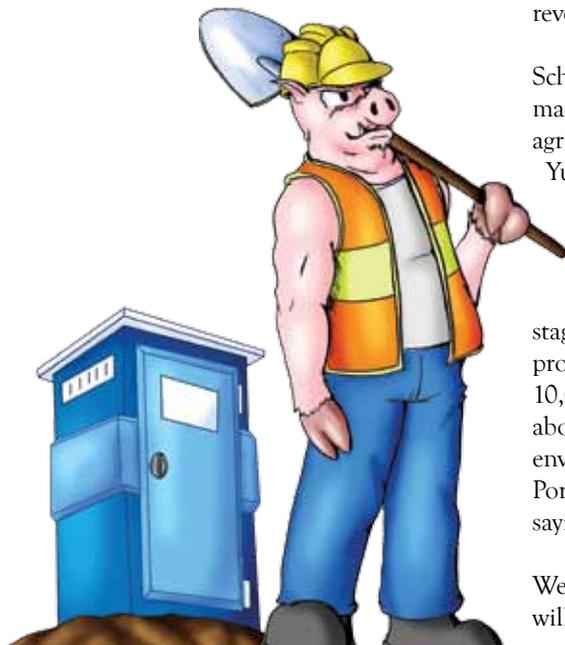
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Oooh that smell...

# Stink over hog farm paves the road for manipulating manure

For the foreseeable future, a portion of the road along Interstate 44 leading to Six Flags St. Louis will be the subject of much scrutiny. What's all the stink about? Well, this road is the culmination of about 10 years of experimentation attempting to provide an environmentally responsible revenue-generating answer to a problem that plagues many of America's hog farmers. Specifically, how to dispose of hog manure; up to eight pounds per animal per day.

Ingenuity, hard work and an intense desire to solve this problem has resulted in what is believed to be the first asphalt road created from swine manure. Road contractor, Pace Construction Co. joined forces with Innoventor, an Earth City, Missouri-based engineering and design firm, to perfect the process of converting the animal waste into a bio-oil used in asphalt binder.



For many, the initial scent might be a bit ripe, but it could lead to the sweet smell of success. The project began 10 years ago when neighbors started complaining over the odors at the hog farm operated by Innoventor's founder and chief executive Kent Schien's in-laws in Barry, Illinois. Schien understood the downside to stirring up the slop with the residents in a small town. He turned the problem over to his engineers, who soon developed a technique to "scrub" animal odor as it moved outdoors through fans installed on the outer walls of swine sheds. This was a huge step in the process, but scrubbing the air in fact cost money and did not help generate revenue for the farm.

Schien pressed on, returning to his alma mater, the University of Illinois, where an agricultural engineering professor named Yuanhui Zhang was developing a process to transform pig manure into bio-oil. His team drew on chemistry, engineering and some common sense in developing a multiple-stage system that simulated the natural process of oil creation. "Instead of taking 10,000 years, they can (produce bio-oil) in about an hour," Michael Formica, chief environmental counsel with the National Pork Producers Council, was quoted as saying this spring.

Wear and tear on this stretch of the road will be monitored closely to see how it



responds to the heavy traffic during the amusement park's seasonal influx of tourists. The value of manure-generated bio-oil will also be measured against the cost the electricity, conventional fuel and other expenses needed to produce the substance. **UB**

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# Natural disasters' effects



In the past few years the salmon market has performed much like a roller coaster. Though many factors have contributed, one of the primary issues for its dramatic changes was disease problems in Chile which affected production in a major way.

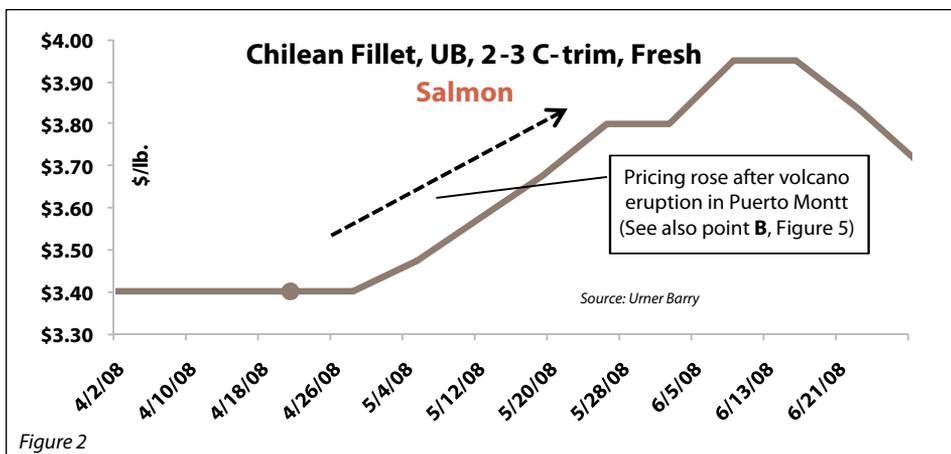
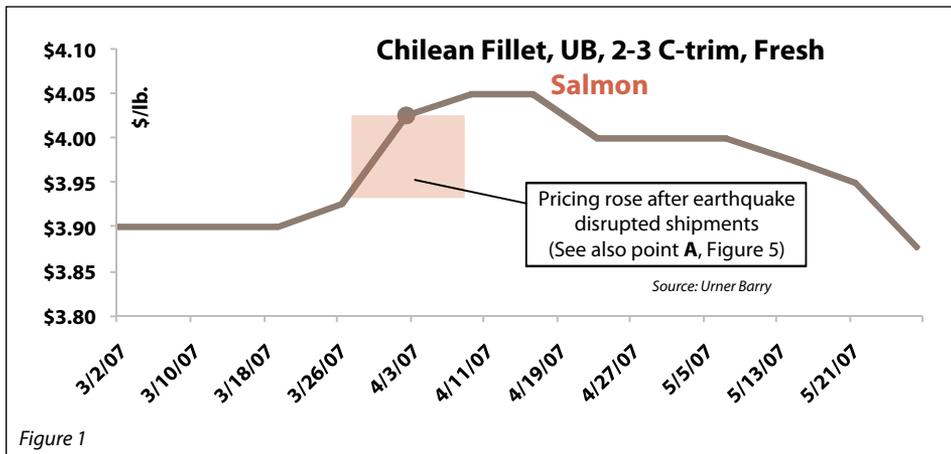
Since March of 2009, supplies from that country have been cut by approximately 50%. As a result, pricing for fresh fillets surged and caused spillover effects in other markets such as fresh wholefish—both Canadian, and European. The disease issue aside, other factors, completely unrelated to human activity,

The ash cloud from a volcanic eruption in Iceland dominates the sky (above, left) and crushed cars illustrate the destructive force of a recent earthquake in Chile (above, right).

have caused impacts to the market as well. Here, we will look at how some of the natural disasters in the last three years have affected trading prices in the U.S.

Since 2006, a number of natural disasters have affected Urner Barry's salmon quotations. Keep in mind that when price goes up because product is short, this doesn't necessarily mean that demand is brisk. Rather, when holding demand constant, amid a supply shock, price will go up according to basic supply and demand laws. For example, in April of 2007, an earthquake in Aysen, Chile, disrupted shipments of fresh fillets. Though the impact was minimal, pricing moved up due to a slight lack of available product. The market only moved a nickel higher that week (Figure 1). Remember, demand was held constant. Here, the impact was minimal because Aysen is not the largest production region in Chile and therefore, supply shortage was minimal.

A year later, a volcano eruption in Puerto Montt, affected supply in a major way. In addition to a strong seasonal demand—again we are assuming that demand



# on the salmon market

remains unchanged—a lack of product in the U.S. caused prices to surge (Figure 2). Approximately 6,000 tons of fish were at risk, and losses were quantified in the millions of dollars. So again, while keeping demand constant for that moment in time, a lack of product due to a natural disaster, and hence out of the control of producers, caused prices to spike.



Market theory states that production levels will be adjusted while trending towards equilibrium price (where supply and demand curves meet); so with lower production capacity levels, given these supply shocks—and

holding everything else constant—available supply is no longer the same; in other words, because of changes in the market different from price and volume (which is what producers can adjust) the market reacts with a different set of levels that market makers must adapt to. Market makers have indeed adapted to the new changes...at record high pricing. **UB**

A third example can be seen in Figure 3. After the terrible earthquake that hit Chile in February 2010, many roads, including a connecting bridge, were destroyed. This caused a disruption in shipments to an already troubled market and as a result, prices firmed.

The worst hadn't happened yet. Because of the production problems in Chile a year earlier, Norway started to cover the gap with their production, and then just four-and-a-half weeks after Chile's February earthquake, an ash cloud from a volcano in Iceland grounded all flights from Europe for more than five days. Shipments were disrupted even further. Immediately, prices jumped to record highs.

Lack of wholefish from Europe also had spillover effects onto the West Coast wholefish market. Traditional buyers of European wholefish had to source product from somewhere, and as a result demand diverted, causing prices to surge (Figure 4).

As was mentioned earlier, Chile experienced production problems caused by disease. This disease caused a decrease of more than 50% in production last year. As a result, prices have spiked dramatically and sourcing has switched to Norwegian fillets. That spike can be seen in Figure 5, right on or about February of 2009 when harvests finally hit bottom.

It is important to remember that pricing changes because the supply curve is suddenly shocked for reasons different from producers adjusting production.

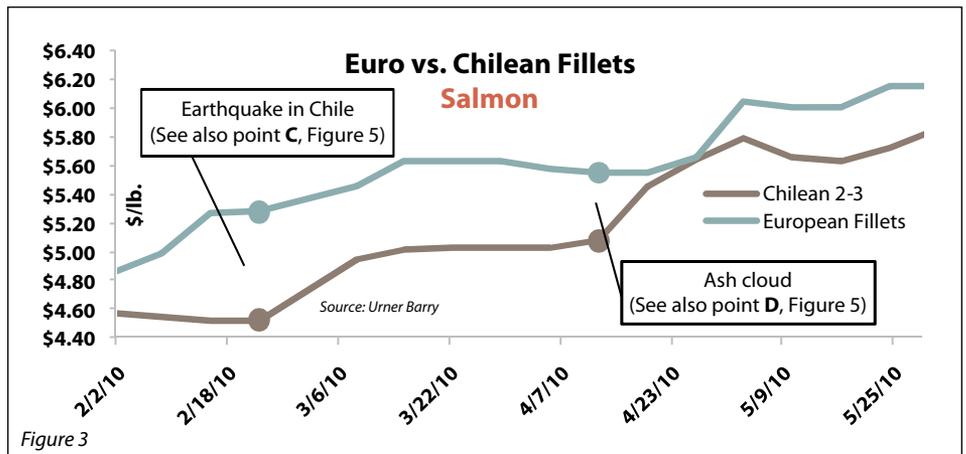


Figure 3

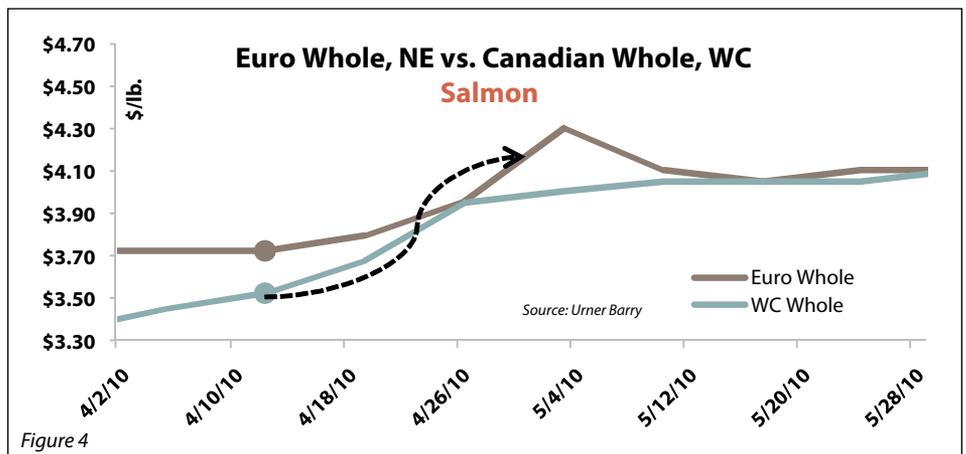


Figure 4

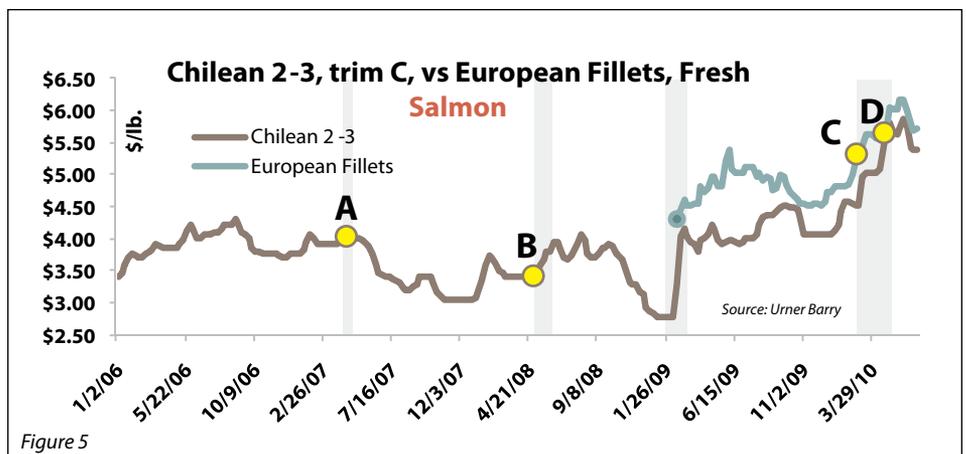


Figure 5

*Singing off the same song sheet...*

# Gulf seafood is safe



©iStockphoto.com/Cream On Top Photography

Contributed by John Connelly  
President National Fisheries Institute

It is act 2, scene 2 of Shakespeare's *The Tempest* when we first hear the, now famous, saying, "Misery acquaints a man with strange bedfellows."

At this point we are unfortunately many acts and many scenes further along in the tragedy that has played out in the Gulf of Mexico to be anything but familiar with misery. The slow, hulking storm of oil that followed the fiery and deadly demise

of the Deepwater Horizon oil drilling platform has threatened to change fisheries and a way of life forever.

As the viscous mess and all the murky horrors it portended crept closer to the Gulf's fertile fisheries, no one in the seafood community held their breath. For with clenched jaws and airless lungs we couldn't deliver the message that seafood from the Gulf was safe, healthy and delicious. From newspapers to radio to TV and the



Internet, the message was clear and concise; despite the spill consumers should continue to enjoy fish and shellfish harvested from that region.

The call went out to help ensure people were reacting to facts, in hopes of preventing a secondary disaster where rumor and innuendo drive consumers away from safe healthy Gulf seafood. The call was heard and reacted to with loud uniformity. A community rallies around its members in times of need. While not all members of every community see eye-to-eye on everything, they should all agree that time of disaster is a good time to divest of arms and focus on lending hands, or voices in this case.

**"A cynic might learn from these circumstances that if the situation is dire enough, those with, at times, differing views can join in rhetorical union."**

Importers and domestic producers alike should sing off the same song sheet when it comes to Gulf seafood. It's safe, healthy and an iconic reminder that American tastes are as varied as the bounty we offer.

A cynic might learn from these circumstances that if the situation is dire enough, those with, at times, differing views can join in rhetorical union.

Perhaps it would be better if cynics and bedfellows alike learned that the real enemy is misplaced aggression and misinformation. **UB**

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# We eat beef, not breeds

by Lyndee Patterson  
Certified Angus Beef

If there's one thing we know for a fact, it's that times change. Cattle have changed over the years as well. First domesticated as multipurpose animals to provide milk, meat or work like pulling a cart, farmers soon noticed some cattle were better for one use than another. They selected for like kinds and identified breed types. Today, most of these are specialized for either milk or meat production.

The black-and-white spotted Holstein cow portrayed frequently on television is from the predominant dairy breed. Cattle native to the British Isles have proven to be the most accepted breeds for meat production in North America.

More than half of beef cattle are derived from the Angus breed and have black hides, but there is also a Red Angus breed comprising a much smaller share. The red-whitefaced Hereford cattle are second in popularity among producers. A couple of decades ago, several breeds from Continental Europe were more popular, and those included Simmental, Charolais and Gelbvieh.

Popularity waxes and wanes based on the breed's relative strength in efficiently using ranch resources to meet consumer demand for beef.

So what do these different breeds mean to consumers? Those who buy the beef are mostly looking for a great eating experience.

"The aspects of palatability come from tenderness, juiciness and flavor," says Jeff Mafi, manager of the purebred beef unit at Oklahoma State University. People may think these qualities can be guaranteed by purchasing meat cuts from a particular breed, but many other factors play a larger role.

"Marbling, the intramuscular fat, is the most important aspect of a palatable beef product," says Larry Corah, vice president



that a great-tasting steak comes from a certain breed," Mafi says. "But people are willing to pay for quality and their experience with a particular brand, such as Certified Angus Beef."

The beef available for sale across the country has a much greater variability of breed makeup than most advertisements

for supply development with the Certified Angus Beef® (CAB®) brand.

Certain breeds such as Angus are more inclined to develop a larger proportion of marbling, but individual animal genetics and management serve as limits, he says.

"A consumer can't automatically assume

would suggest. Angus-influenced cattle do comprise a majority, but a website maintained by Oklahoma State (<http://www.ansi.okstate.edu/breeds/cattle/>) shows more than 250 breeds from around the world. At least a third of them are raised in North America, and that doesn't account for all the mixes derived by crossing the different breeds of cattle. **UB**

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When chef meets Apple ...

# Domestic Goddess cooks up recipe application

Nigella Lawson, the well-known British TV chef, bestselling author, food commentator and broadcaster, has launched a best-selling recipe application for the Apple iPhone and iPod Touch. Fans of the Domestic Goddess were thrilled to discover they could now carry her around in their pockets.

“By bringing together exclusive recipes, video and audio alongside unique features and cutting edge technology this app is designed to make your busy life easier, and to bring you inspiration and advice from

Nigella wherever you are,” a press release on the app noted.

With all her foodie success, it seemed fitting for Nigella to launch the phone app, and audiences quickly responded with pleasure. Nigella’s “quick recipe” application hit the top of the iPhone chart in less than a week after its debut. She herself says it is filled



with all the bells and whistles that users want, and they will gain real inspiration and ease allowing cooking to become a real pleasure.

The Nigella Quick Recipe Collection brings together exclusive recipes, video and audio clips along with ways to browse, plan and shop for meals in a quick and easy fashion. Over 70 different recipes can even be tailored to whatever you happen to have left in your fridge.

“This really feels like an application that is comfortable to use, either to inspire after a long day, or give general and specific cooking tips. I am very proud of this gorgeous little greed-gadget,” said Lawson.

The celebrity chef and food writer also revealed that she has come to the rescue of many a fellow celeb in the cooking department. According to Nigella, she often receives phone calls from desperate stars with a kitchen emergency but says she’s always more than happy to lend a hand.

Some of Nigella’s bestselling titles include, *Nigella Express: Good Food Fast*, *Feast: Food to Celebrate Life*, *Forever Summer*, *Nigella Bites*, *How to Be a Domestic Goddess*, and *How to Eat*. Her 2005 book *Feast: Food to Celebrate Life* inspired the television program *Nigella Feasts*, which debuted on Food Network in fall 2006. Her second Food Network series, *Nigella Express*, launched in fall 2007 in conjunction with the release of her book with the same title. American audiences also know Nigella as host of *Forever Summer with Nigella*, her popular cooking/lifestyle series that aired on Style, and *Nigella Bites*, which aired on E! Entertainment Television and Style. **UB**

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# White Castle slider scent sells swiftly

This past May, in honor of its 18th annual celebration of National Hamburger Month, White Castle, the fast food restaurant best known for its role in the movie "Harold and Kumar Go to White Castle", has added a new menu item. The eatery teamed up with New York-based candle queen Laura Slatkin to create a candle that fills the air with the fragrance of White Castle's famous sliders. The candle is even designed to look like White Castle's burger, complete with a ceramic shell which is shaped and colored like the brand's iconic cardboard containers.

**"Fans of White Castle from around the country have responded so enthusiastically that our online inventory sold out in record time..."**

Whether or not you like White Castle, the goal of the sale is admirable; net proceeds will all be going to Autism Speaks, a charity focused on researching autism and promoting community outreach programs.

Upon inception, the candles sold better than expected. Product cleared out within the first 48 hours of the sale launch. Since then people have been signing up for an e-mail list to be notified when the candle is in stock.

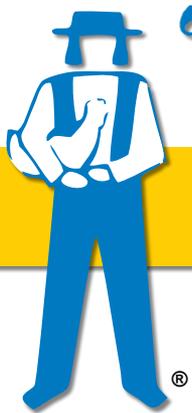
"Fans of White Castle from around the country have responded so enthusiastically that our online inventory sold out in record time," said Jamie Richardson, a vice president of corporate and government relations at White Castle.

When accessible, White Castle candles will sell for \$10 each, can be purchased online, and could at the very least make

for a good conversation piece; that is, if the smell that "infuses the home with the steam-grilled aroma of America's first fast-food hamburger" doesn't make you or any guests so hungry that you all go in search of the closest White Castle. **UB**



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# Urner Barry's Night at the Races

The 29th installment of Urner Barry's annual Night at the Races event was held this past June at Yonkers Raceway's Empire City Casino in Yonkers, New York. This popular horse-

racing and gambling venue was new to the almost three decade old Meadowlands event, and a beautiful Friday evening in June made it a spectacular affair to remember.

pride each year in hosting this event where industry colleagues are able to gather with old and new friends while they dine, place bets and now try their luck in the casino amidst an exhilarating and social atmosphere.

**"The evening in Yonkers boasted 400 attendees... at what has become a well-anticipated annual affair."**

From humble beginnings in 1980, the food industry organization known as the West Washington Market Men's Club began hosting an annual social event at the Meadowlands (New Jersey) Racetrack. In the year 2000, when the Club disbanded, Urner Barry Publications stepped in and carried the tradition forward. 2010 was the first year the event was held at a new location. The evening in Yonkers boasted 400 attendees from the meat, poultry and seafood industries who gathered with associates at what has become a well-anticipated annual affair.

During race five, business associates and co-workers turned their attention to the track for a very special moment. At this time, Tom Ryan of Westside Foods, an integral part of the industry for numerous years and a long-time event attendee, was honored and pictures in the winner's circle with the first place horse and jockey followed.

A truly wonderful time was had by all. According to Urner Barry's event coordinator, MaryAnn Zicarelli, plans for next year's event are underway. **UB**



'Urner Barry's Reporter' was distributed at the event. Here, UB's own Jill Eckhardt (l) and MaryAnn Zicarelli cheerfully display the leading food industry newsmagazine.

Urner Barry's staff takes



Seen here enjoying a bite to eat is Savage Poultry's Ginger Trader and her husband Don.

Above: Vista Food Exchange's Paul Insigna chatting with Jim Dickey from Tip Top Poultry and Josh Fisher of B & B Poultry. Right: Kool and the Gang! (l to r) Susan and Adam Sahn, Porky Products with Robinson and Harrison's Jonas Meyer and Fancy Foods' Joe Canossa. So which one's "Kool"?



Visiting the Empire State from the First State was Townsend's Kevin Rodgers and his wife Jennifer. Nice shot guys!



Warren Dunn (l) of Free Bird Chicken strikes a pose with Savage Poultry's Fred Cline.

# Urner Barry's Night at the Races



Attendees mingle in anticipation of the evening's first race.



Tom Ryan of Westside Foods was honored during race five. Seen here in the winner's circle is the crew from Westside flanked by Vista Food Exchange's Vinnie Pacifico (far left) and Urner Barry's Russ Whitman (far right). Congratulations Tom!



©Michael Clarke Surf

# Where in the heck is Tristan da Cunha?

Loyal readers know that the Reporter's "Ray Porter" is always on the road bringing you to exciting industry destinations. For the final issue of 2010 "Ray" journeyed to a truly foreign and adventurous land—far from the madding crowd in the South Atlantic Ocean. Join us on a brief tour of the world's most isolated settlement of Tristan da Cunha.

First sighted in 1506 by Portuguese explorer Tristao da Cunha, who named the island after himself, the remotest island in the world is home to less than 300 British citizens with only seven surnames surviving on the island in 2006. This archipelago is part of a remote volcanic group of islands and also the name of the main island of that group. Lying 1750 miles from South Africa, Tristan da Cunha is part of the British overseas territory of Saint Helena, Ascension and Tristan da Cunha.

The island is only accessible by boat. While remote, it is also home to one of the tastiest morsels on the planet; the 'Tristan Lobster tail,' *Jasus tristani*, a cold water lobster that has proved itself to be the mainstay of the country's economy. The fishing season begins around July and

generally ends in February and is managed by a quota system that lands about 400 mt per season.

The development of the island's commercial fishery can be credited to one Reverend Lawrence who successfully lobbied for it on the basis of exploiting the abundant Tristan Rock Lobster, which he realized would be in demand in high-class restaurants across the world; and right he was!

In 1949 a factory was built on Tristan da Cunha's Big Beach in order to process lobster for commercial export. This facility was destroyed by a volcanic eruption and engulfed by lava in 1961. The people returned to the island in 1963 and the factory was rebuilt by 1968. In February of 2008 the second factory above Calshot Harbour was destroyed by fire, but was rebuilt in July 2009. The Tristan factory is supplied by nine small boats that fish locally while a larger vessel fishes the outlying islands.

For a tiny remote island, Tristan da Cunha has so much to offer from its valuable royalties from the commercial Tristan



*The Tristan Lobster tail is the mainstay of the island's economy and is included on the flag of the territory on each side of the crest.*

Rock Lobster industry to its sale of postage stamps and coins. Many inhabitants have plots of land on which they grow potatoes and raise livestock. All livestock numbers are strictly controlled to conserve pasture and to prevent better-off families from accumulating wealth.

Visitors are limited due to the lack of available shipping berths (only 12 on fishing vessels), and trips to the most isolated community in the world need to be well planned.

Visit <http://www.tristandc.com/> to learn more about the extra-ordinary community of Tristan da Cunha. **UB**

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# GOAL 2010 to examine current,

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Global Aquaculture Association

A forward-looking focus will guide the program for Global Outlook for Aquaculture Leadership (GOAL) 2010, the annual meeting for seafood and aquaculture leaders. In addition to reporting current supply and demand data for major farmed seafood species, GOAL 2010 will ask—and answer—specific questions like why are shrimp prices up? How long will they stay up? From where will seafood marketers source shrimp in five years, and how will global production be affected by emerging markets in developing nations?

GOAL 2010 will bring together over 300 of the top business players in aquaculture and seafood to examine these and other issues October 17 to 20 at the Shangri-La Hotel in Kuala Lumpur, Malaysia.

“As the aquaculture industry changes, it is important for each sector to understand what causes those changes, as well as where they are taking



us,” GAA President George Chamberlin said. “The GOAL conference will assess our current status and address trends to help attendees understand where we are likely headed as an industry, and what avenues will get us there.”

Organized by the Global Aquaculture Alliance, the leading aquaculture standard-setting organization, GOAL 2010 will combine strategic information on aquaculture supply and demand with unique opportunities to network. Since Asia’s massive harvests are a major driver of global aquaculture, and the region is home to several emerging consumer markets, GOAL will also present important insights on this region and its primary culture species: shrimp, tilapia, *Pangasius* and marine fish.

Expert presentations and panel discussions will include essential data, but then go beyond the raw numbers to consider what they mean. For example, GOAL 2010 will examine new market issues such as the impacts associated with carbon footprint and the interrelated aspects of global economics and pricing.

**“GOAL 2010 will bring together over 300 of the top business players in aquaculture and seafood...”**

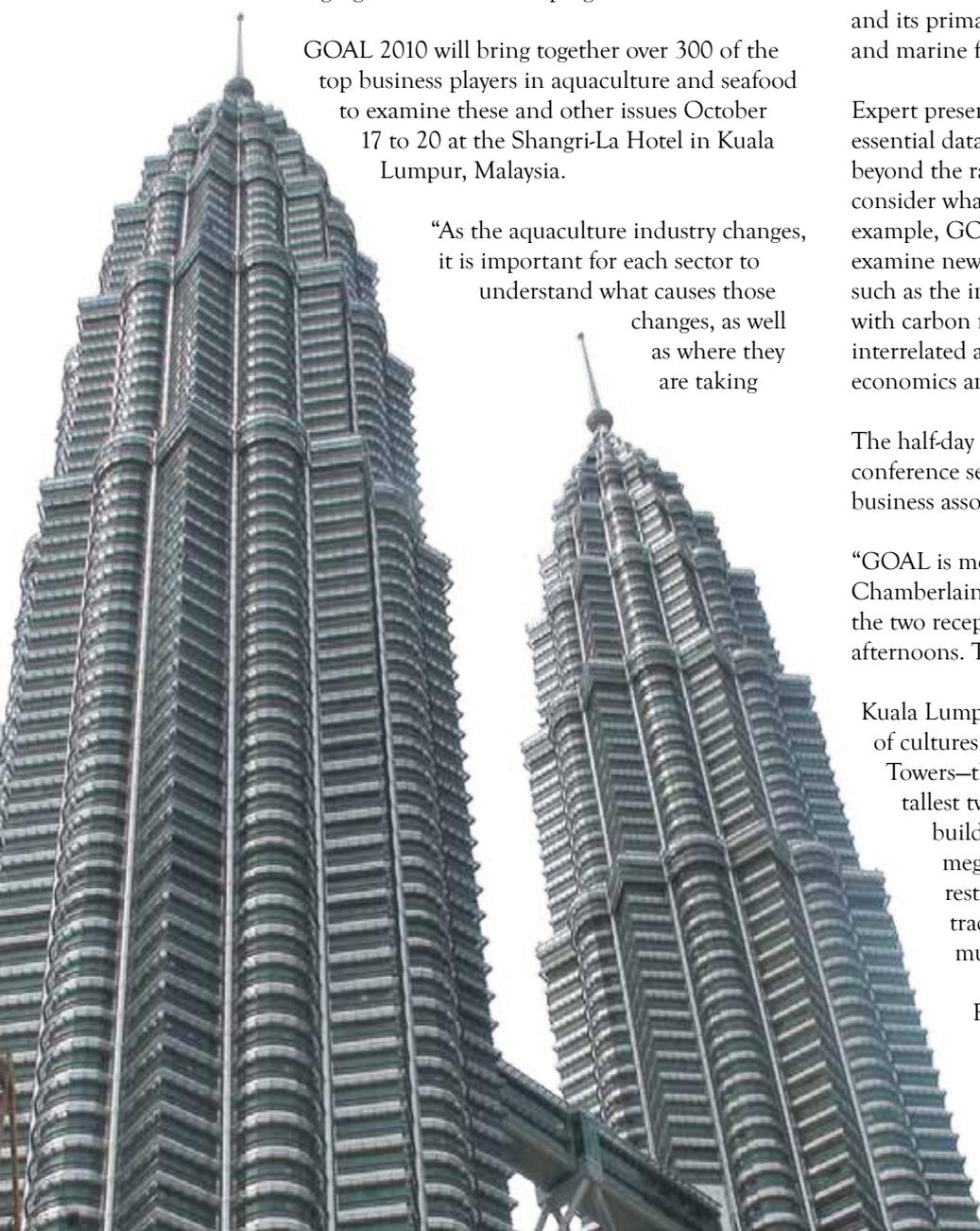
The half-day format of the conference sessions will allow time to network with business associates in an informal setting.

“GOAL is more than just PowerPoint presentations,” Chamberlain said. “Attendees can ‘meet and greet’ during the two receptions, coffee breaks and free time during afternoons. The host city also has lots to offer visitors.”

Kuala Lumpur combines old and new in a kaleidoscope of cultures and colors. Its spectacular Petronas Twin Towers—the venue for GOAL’s gala reception—are the tallest twin structures in the world, while colonial buildings remain at its center. Visitors can enjoy megamalls and sophisticated international restaurants, or take in Kuala Lumpur’s more traditional markets and green spaces. Many of its multicultural residents speak English.

For attendees and their spouses and guests, a range of sightseeing tour options led by multilingual guides will be available. Tours

*Kuala Lumpur’s famed Petronas Twin Towers are the tallest twin structures in the world.*

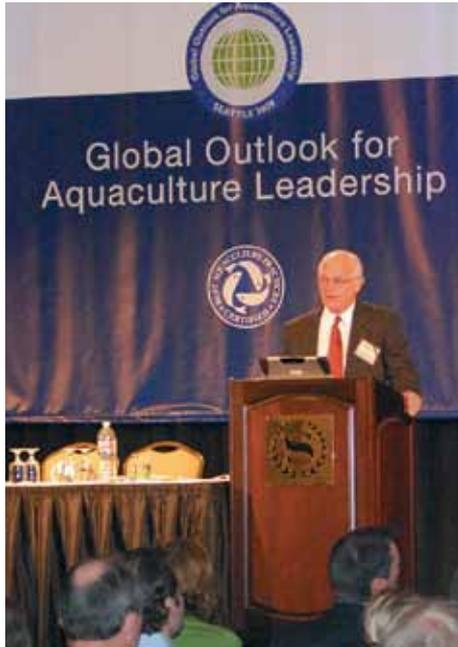


# future aquaculture trends

last from a few hours to a full day. Shorter tours feature noted local architecture, gardens, parks and handcrafts, or introduce visitors to Malaysian cultural nightlife. Other tours visit a tropical rainforest, elephant sanctuary or the Genting and Cameron Highlands. All tours are available on one day's notice through the Shangri-La Hotel.

Many consider GOAL 2010 "the place to be" for leaders of the seafood and agriculture industries. Further information and registration for GOAL 2010 are now available online at [www.gaalliance.org/GOAL/](http://www.gaalliance.org/GOAL/).

Corporate-level members of the Global Aquaculture Alliance qualify for additional discounts. GOAL 2010 sponsorship is also available—see the online brochure. (On-site GOAL registration, if available, will be limited.) **LB**



GOAL 2010 will have expert speakers on hand to report current supply and demand data for major farmed seafood species.



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Cape Town Stadium at Green Point close to the Victoria and Alfred Waterfront

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# South Africa: rising in prosperity

Known for its diversity in cultures and languages, South Africa is located at the southern tip of the African continent and has a coastline that borders both the Atlantic and Indian Oceans. The population is so diverse that there are 11 official languages recognized in the constitution. South Africa is a middle-income country with an abundant supply of resources especially gold, chromium, coal, gem diamonds, platinum, and natural gas.

Ranked 25th in the world in terms of GDP, the South African Rand is the most actively traded emerging market currency in the world. The trade and investment relationship between the United States and South Africa has significantly increased over the years with the U.S. becoming South Africa's single biggest trading partner, and China its second largest partner.

80% of South Africa's land is suitable for extensive livestock farming with the livestock sector contributing up to 49% of agricultural output. South Africa produces 85% of its meat requirements, while the remaining 15% is imported from Namibia, Botswana, Swaziland, Australia, New Zealand, and Europe. The poultry and pork industries are more popular than any

other food industry and are dominant in almost all provinces.

South Africa played host to the 2010 FIFA World Cup. With almost a quarter of the population being unemployed, the South African government hoped the World Cup would fasten economic growth.

It was projected that the World Cup would contribute 55.7 billion Rand to the economy and generate 415,400 jobs. This event brought a massive influx of 500,000 to 600,000 visitors posing significant challenges to South Africa's logistics and

supply chain industries. Transporting the enormous amounts of food to feed visitors required a significant upgrade in transport as well as food safety standards. At the height of the tournament, as many as 20 million additional meals and 13,000 tons of beverages were calculated as being consumed daily.

Although the World Cup required a great amount of preparation, hopefully the outcome would outweigh the sacrifice. For the South African people, this event brought hope and opportunity to a nation that needs it more than ever. **LB**

## South Africa / U.S. comparison



AREA	1,219,090 sq km	9,826,675 sq km
COASTLINE	2,798 km	19,924 km
POPULATION	49,109,107	310,232,863
LIFE EXPECTANCY	49.2 years	78.24years
GDP	\$280.6 billion	\$14.26 trillion
GDP (per capita)	\$10,100	\$46,400
AGRICULTURE AS A %GDP	3.5%	1.2%
AGRICULTURAL PRODUCTS	wheat, sugarcane, corn, beef, poultry	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	17.38 million	154.2 million
UNEMPLOYMENT RATE	24%	9.3%
OIL PRODUCTION / CONSUMPTION	195,000 / 583,000 (bbl/day)	8.068 / 19.5 (million bbl/day)

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# The City by the Bay

By Jim Buffum

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I got the call from the editor of *Urnner Barry's Reporter* that my assignment for this issue was San Francisco. My first thoughts were, this was the easiest task yet. In reality it is one of the most difficult. Where do you begin to talk about dining in one of the greatest culinary bastions in North America? The city is a melting pot of cultural diversity that has translated itself into a metropolis of the most fantastic restaurants in the world. So, here we go!

The French Laundry is difficult to get into, but is definitely the best of the best. Chef and owner Thomas Keller is one of the most renowned and innovative chefs in the world. He was trained in France and opened his first restaurant in NYC before heading west. The menu changes regularly and the Chef incorporates the finest and freshest ingredients known to man. If you are fortunate enough to dine at the French Laundry, I am confident that your experience will exceed all expectations and leave you with a lasting memory of gastronomical greatness. OK, with that said let's take a look at the other great experiences for you to enjoy while you are in San Francisco.

The Wayfare Tavern, Thermidor, and Slanted Door are among some of the super restaurants that have managed to leave a lasting positive impression on this writer's palate. The wines of the Napa and Sonoma Valleys are served proudly at all of these local favorites. Lafitte, Hibiscus, and Marlowe are three other restaurants that should be on your "can't miss" list. This city is also a great place to just walk in and try a restaurant. There are so many small, off the radar establishments that will give you a meal you will never forget.

If you have a little extra time, travel to the wine country and enjoy all that it has to offer. Stop by Greystone and tour the Culinary Institute of America's West Coast campus. It is well worth the visit and needless to say, the food is phenomenal. The short classes that they offer give great insight to the techniques many of the chefs in San Francisco use to put those memorable meals together.

Whether in the city itself or on its outskirts, this culturally diverse region is a great place to satisfy your hunger and lust for fine cuisine. **UB**

*It's the form of the fruit that matters...*

# The difference between jelly and jam

Jam and jelly are the two most popular spreads consumed all around the globe, whether it's a peanut butter and jelly sandwich or just some jam on toast. Both jam and jelly have been made for centuries and they appear to be native to Europe. The differences between the two are actually quite significant in terms of flavor, texture, and nutritional value. The primary difference between jam and jelly involves the contents. Jam is made from whole fruit, meaning every edible part of the fruit is involved, while jelly is made from fruit juices. Jam is a thick, chunky spread, while jelly is a thinner, more evenly-textured spread. Jelly comes in many of the same flavors as jam, but it is usually made mostly from the juices of various fruits. The juices are then mixed with a jelling agent, either fruit pectin or gelatin, to give it the smoothness that is preferred by many.

**“The differences between the two are actually quite significant in terms of flavor, texture, and nutritional value.”**

Jam's name comes from the process of preparation which involves a slight crushing or “jamming” of pieces of fruit. A jelly-like material holds the crushed pieces of fruit together. Jams may include things like seeds and fruit skin that create a very distinctive texture which sets them apart from jellies. Since jam includes whole fruit, it tends to have a greater amount of



the vitamins and minerals found in the parent fruit. It is also made of one type of fruit whereas jellies can be a blend of juices from various fruits.

Jam and jelly both have their followers.

Jam appeals to many fruit lovers. Jellies are widely used by cooks in other foods—ranging from cakes to doughnuts. Texture and taste are noticeable and therefore you may prefer one over the other depending on your need and preference. **UB**

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## Reporter **FastFact**



Jelly is more popular among kids, while preserves are favored by adults. In fact, the average child will eat **1,500 peanut butter and jelly sandwiches** by high school graduation.

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# National Turkey Federation recognizes

Contributed by the  
National Turkey Federation

For the past eight years, National Turkey Federation (NTF) and its membership have honored foodservice operators that have shown success with turkey on the menu with an award affectionately named the T.O.M., or Turkey on the Menu, award. The federation's T.O.M. Awards recognize foodservice operations that successfully create enthusiasm and show market success with year-round turkey dishes on their menus in the categories of fast food/quick serve, casual/family style, fine dining and non-commercial.

NTF announced the winners of its eighth annual T.O.M. Awards on May 23 at the

National Restaurant Association (NRA) Convention in Chicago.

## ERIK'S DELICAFÉ

This fast food/quick serve operation was awarded the T.O.M. Award for its large volume of healthy and original turkey items, including a nutritious kid's menu option. Turkey is the highest volume protein on this operation's menu.



NTF's member Foster Farms nominated this winning establishment because of how the operations position turkey as a profitable item and creates unique flavors, which keeps customers coming back for more.

Erik's Delicafé promotes locally grown turkey with nine signature menu items. The establishments' premium turkey breast is the main ingredient in a variety of sandwiches piled high with thick and thin sliced turkey, and it is the main ingredient on salads. Erik's Delicafé also offers a healthy kid's menu option — a half-turkey sandwich on whole wheat bread.

"This operation shows how turkey can be successful across the menu in a number of categories," said Sherrie Rosenblatt, NTF's vice president of marketing and communications. "The healthy kid's menu option is also timely considering the strong desire by the White House and health professionals, among others, to find ways to end childhood obesity."

Erik's Delicafé was founded in 1973 and today has 27 locations throughout Northern and Central California. The company attributes its success to four values that are maintained at all levels of the company: consistency, quality, service and integrity. The restaurant also has creative and successful marketing campaigns featuring turkey, including its "Sandwich with Character" that gives customers the chance to suggest a new turkey sandwich option.

## BJ'S RESTAURANT AND BREWHOUSE

NTF's T.O.M. Award recognized this chain of casual/family style dining restaurants for its promise to provide value to its guests through a variety of turkey menu applications. The operation offers three turkey sandwiches—classic turkey, roasted turkey cobb and turkey club—along with a turkey burger as a healthy option for the traditional burger.

Butterball LLC nominated BJ's because all of the operation's turkey menu options are long-term items that can be found throughout the year. Butterball LLC also recognized how the establishment has options for everyone, so the menu is always full of variety and fresh selections.

"Our guests can also make any burger a turkey burger with a 7 oz., 100-percent white meat, turkey patty that is grilled at no additional cost," said BJ's Corporate Chef Ray Martin.

BJ's Restaurant and Brewhouse has 95 locations across 13 states. BJ's restaurants offer an innovative and broad menu featuring award-winning, signature deep-dish pizza complemented with generously portioned salads, appetizers, sandwiches, soups, pastas, entrées and desserts.

## PURDUE UNIVERSITY

This non-commercial operator was awarded the T.O.M. Award for its ability to showcase turkey's versatility by providing healthy, comfort dishes for college students. Purdue University uses turkey to feed their college students and faculty because of its convenience and value.

Butterball LLC nominated this non-commercial operation for its variety of turkey menu items, which include turkey sandwiches, fresh julienne turkey on the salad bar and the occasional turkey breast for dinner. Purdue University demonstrates the convenience, value and profitability of turkey.

Located in West Lafayette, Ind., Purdue

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# three innovative foodservice operators

University has nine dining locations across campus that includes food courts and mini-marts. Purdue's Residences Dining Services provides a wide variety of menu options with quality food and service, accentuating and enhancing the customer experience in a diverse global community.

"It's an honor to have a school foodservice operation win the T.O.M. Award and showcase how turkey can be more than the perfect protein between two slices of bread," said Rosenblatt.

In these lean economic times, the entire foodservice industry has been challenged with maintaining a steady customer base by creating innovative menu items in the current economic environment. All of the award recipients noted that turkey was used on their operation's menu for its good value and high consumer appeal.

NTF members nominate the foodservice chains that exemplify the criteria of the T.O.M. award. Entrant applications address questions regarding turkey menu applications, the items' consumer appeal, how the chain promotes the menu items through marketing and turkey's food cost percentage. A panel of foodservice professionals rates the entries on consumer

appeal, versatility, taste, value and how the turkey application benefits the operation.

Many outstanding establishments have received NTF's T.O.M. Award since its inception in 2003. Past award recipients include Subway, Schlotzsky's The Machine Shed, Mimi's Café, Bob Evans, Wendy's, Jimmy John's, Perkins and

Marie Callender's Restaurant and Bakery, ARAMARK Corporation, J. Alexander's, Jason's Deli and Port of Subs.

All previous T.O.M. Award winners are recognized on the federation's website in the T.O.M. Award Hall of fame located at <http://www.eatturkey.com/foodsrv/tomaward.html>. **UB**



Erik Johnson, Erik's Delicafé, (second from left) receives the T.O.M. Award in the fast food category from Foster Farms' representatives (from left) Brian Wells, Kyle Beth, and Tom Engles.



Mike Kepner, Purdue University, (center) receives the Eighth Annual T.O.M. Award in the non-commercial category from Steve Canale (left) and Terry Hickey (right), Butterball LLC.



Lisa Burkart, Butterball LLC, presents Ray Martin, BJ's Restaurant and Brewhouse, the Eighth Annual T.O.M. Award in the casual/family style category.

# What your shopping card data can do for you



Historically, tracking the source of food-based illnesses has been a long and arduous task. Through

Through cross-comparison of shopping card records, the potential origin variables can be reduced significantly. The CDC has estimated the number of annual deaths from foodborne illnesses to be at 5,000, indicating that the use of this empirical data to provide public warning in a timely manner is crucial.



the use of hypotheses, interviews and statements provided by those affected, local governments and the Centers for Disease Control and Prevention have had success in pin-pointing the origin of foodborne diseases, pathogens and toxins. Personal recollection, however, has proven not to be a completely reliable data source as there is the potential for human error.



According to an *Associated Press* news item, the CDC put the potential solution into practicum during a Salmonella outbreak in late 2009, early 2010. The outbreak sickened at least 245 people in 44 states including Washington, Illinois, New York and California. Using interviews and questionnaires it was suspected that the outbreak was due to some kind of



Italian meat. With the permission of the patients to view their shopping records, the CDC was able to compile data from the supermarkets and decipher the connection between the outbreak and source by utilizing information from the shopper cards. "It was really exciting. It was a break in the investigation for sure," said CDC epidemiologist Casey Barton Behravesh.

Through cross assessment and further investigation, the origin was found and the proper authorities were able to react and handle the situation accordingly

As a method of providing the public a warning as promptly as possible, the future use of shopper cards will serve to reduce error by providing empirical evidence to researchers. **LB**

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As a solution, and a way to obtain tangible evidence of foods purchased by (and potentially consumed by) persons affected by foodborne illness such as Salmonella, the CDC has started to utilize supermarket discount card and wholesale club shopper card records. The cards have been used to build customer loyalty and help stores market their products for many years. Now, this new concept marks an important food safety breakthrough as well as a potentially valuable tool for the future.

**"This new concept marks an important food safety breakthrough as well as a potentially valuable tool for the future."**

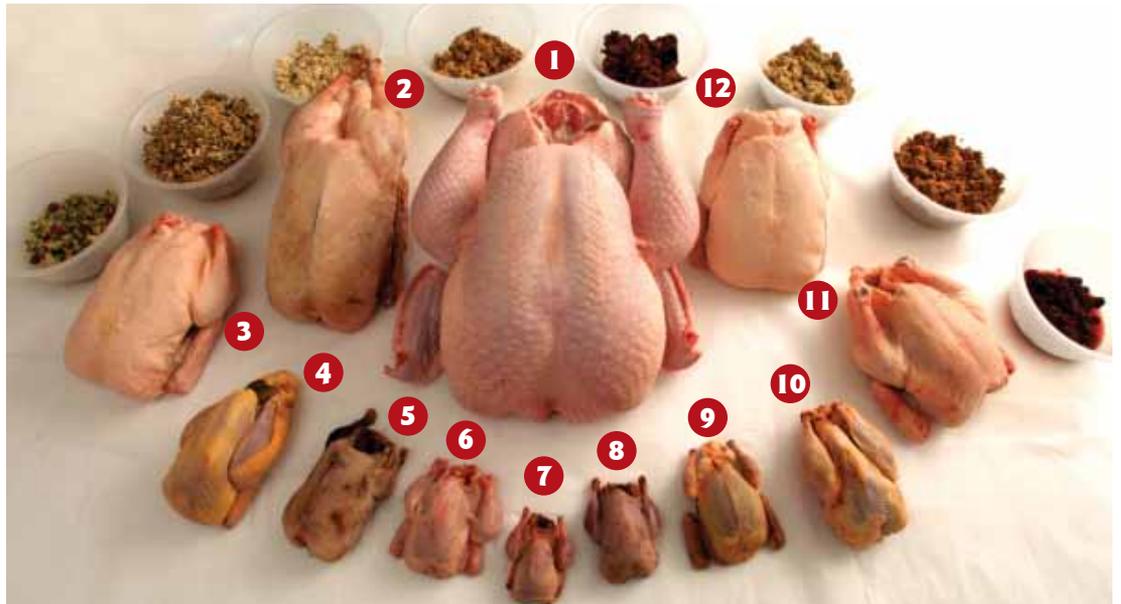
# Move over turducken – there’s a bigger bird to roast!

Consumers worldwide no doubt have become familiar with the turducken—a chicken inside a duck, inside a turkey. However, there’s a bird of a different feather hitting the holiday tables, the True Love Roast made of the meat from 12 different types of bird, both land and waterfowl.

The massive roast is the proud creation of Anne Petch, owner and operator of Heal Farm in the UK. This purveyor of fine food has offered a full selection of award winning meat, poultry, game, pies and desserts for over 30 years.

The True Love Roast, according to Petch, has a bird for each of the 12 days of Christmas. On the outside is a turkey, inside are the breasts of goose, chicken, pheasant, partridge, pigeon squab, Aylesbury duck, Barbary duck, poussin, guinea fowl, mallard and quail with herb and fruit stuffings.

**“We’ve been making smaller multi-bird roasts for a while, but I wanted something with a real wow factor.”**



1. Turkey, 2. Goose, 3. Barbary duck, 4. Guinea fowl, 5. Mallard, 6. Poussin, 7. Quail, 8. Partridge, 9. Pigeon squab, 10. Pheasant, 11. Chicken, 12. Aylesbury duck

“It takes about 45 minutes to build the roast. However, it takes at least three hours before that to bone the birds and another couple of days to make all the stuffings,” said Petch. “We’ve been making smaller multi-bird roasts for a while, but I wanted something with a real wow factor.”

Heal Farm sends each True Love Roast via mail order in the UK in its own large wicker hamper, fully prepared and ready to cook. It comes in its own roasting tin wrapped in muslin, complete with a thermometer to let you know when it is done. **LB**



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### THE TRUE LOVE ROAST VITAL STATISTICS:

**WEIGHT:** about 55 pounds

**FEEDS:** around 125 people

**TIME TO COOK:** 10 hours

**YIELDS:** around 4 liters of stock

**NO. OF PEOPLE NEEDED TO LIFT:** 2!

*Hands-on seafood experience...*

*Future Leaders outside the U.S. Capitol. From left to right, Jim Kenny Urner Barry, Meghan Bouchie Tropical Aquaculture, Adam Mille Preferred Freezer Services, Bradley Ullrich Fishery Products International, Petur Gjalason Six Lakes Seafood.*



# Adventures in NFI's Future Leaders program

*Continued from page 1*

Barry's own, Jim Kenny and Janice Brown who will share their experiences in two installments.

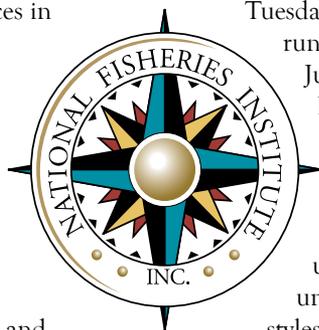
## **BOSTON**

A brief orientation breakfast took place during the International Boston Seafood Show, March 14-16, 2010. It was the first opportunity to get acquainted with other leaders and program coordinators Judy Dashiell and Tania Olsen. There was a lot of energy, excitement and eagerness to begin.

## **WASHINGTON, D.C.**

Our first session took us to the nation's capital, Washington DC. We gathered on Monday, May 17, and headed out for our first group dinner. It was a great night, and

our first chance to get to know one another.



Tuesday morning we hit the ground running. Our team was greeted by Judy Dashiell, Vice President of Marketing and Membership. She welcomed the group, reviewed our day, and presented an overview of NFI. She later introduced us, and helped us to better understand leadership behavior styles. We were also briefed by other NFI staff on a variety of topics. Diana Bostic, Vice President, Political Affairs addressed food safety legislation; Lisa Weddig, Director, Technical & Regulatory Affairs talked about seafood safety and introduced us to the Better Seafood Board; and Gavin Gibbons, Director, Media Relations talked about the Truth Squad.

A good portion of the day was spent prepping for our visit to Capitol Hill. Tom Goodwin +of Step One Communications presented a workshop on message delivery and communication techniques and tactics designed to effectively communicate with reporters, members of Congress and staff, business leaders, and customers.

We finished the day with a group dinner at Fishers & Farmers Restaurant on the Georgetown Waterfront.

Wednesday began with a political overview and Q&A session led by Rich Gold, Partner, Holland & Knight, and then we were off to Capitol Hill to meet our legislators.

Our group consisted of team leader Petur Gjalason and Bradley Ullrich, both from New Hampshire; Jim Kenny and Janice

Brown from New Jersey; Adam Mille from Texas; and Meghan Bouchie from Vermont.

We visited the offices of Senator Judd Gregg (R-NH), Senator Jeanne Shaheen (D-NH), and Representative John Adler (D-NJ). Our purpose for visiting “The Hill” was two-fold, 1.) To voice our support of the Senate version of the Food Safety Bill, S-510, and 2.) To assure our leaders that seafood from the Gulf is safe.

### PORTLAND/SEATTLE

The trip to Portland and Seattle was a much different adventure than the trip to Washington D.C. No business suits needed, we were going to dive into the world of fish processing! We were up with the sun and greeted by NFI’s incoming chairman, Frank Dulcich, president and CEO of Pacific Seafood. Mr. Dulcich had fantastic words of wisdom and advice for the group and prepped us for the day as we headed out to Pacific Seafood’s plant in Warrenton, OR. This was Pacific’s first processing facility; it has been providing fresh processing for over 25 years. Viewing the processing was incredible, especially being able to watch the precision that goes into every box. We had the chance to meet extremely passionate employees and learned a lot. We also had the opportunity to tour one of the fishing vessels, *F.V. Raven*. The boat



*Future Leaders class standing on the dock in front of Trident’s catcher-processor F.V. Kodiak Enterprise.*

was docked right at the plant and was unloading their whiting catch.

Later that evening, we returned to Portland where Pacific Seafood hosted a cocktail party where we were able to relax and talk about the day.

Day two was what everyone was waiting for—survival training day! After a class lecture about *At-Sea-Survival*, it was time for us to don our survival suits and get some real life practice. We were instructed on proper water entry procedures and jumped into the pool. This was a much different experience than jumping from a vessel into the Arctic; however, we were still able to feel how the suits work. We learned different techniques to make ourselves the largest possible visual spot in the water to enable rescuers flying overhead to spot us in any condition. Janice also had the opportunity

to release a life raft which looked pretty large from the outside, but quickly filled in with six people on board.

We then headed over to Pacific’s Clackamas plant. Before the plant tour we were delighted to have lunch served by one of Pacific Seafood’s own chefs. The lunch was fantastic and we were able to learn about the products Pacific Seafood has to offer.

After the tour, it was off to Seattle where we woke with the sun for day three of our trip. The class was lucky enough to have two members’ companies be our sponsors—John Cannon with Cannon Fish Company and Adam Taylor with Trident Seafood.

Our class headed out to Tacoma to tour one of Trident Seafood’s catcher-processor fishing vessels, the *Kodiak Enterprise*. The boat was massive, over 261 feet long; it holds over 120 people and is able to catch and process fish right on board. The vessel can be gone for weeks at a time, and we toured the crew bunks and also the galley where they eat.

After exploring the *Kodiak Enterprise*, we headed back to Seattle for a tour with Cannon Fish Company. Cannon provides frozen seafood to customers across the U.S. At the plant on that day we were able to see tuna and halibut processing. Our class also took a picture with the carcass of an over 100 pound halibut! We then headed over to tour Trident’s Pier 91 facilities. The class received another excellent lunch and learned much about Trident’s history and the products they provide.

The trip was a jam-packed several days; but the class learned a ton and everyone is looking forward to Boston in August! **UB**



*Outside of New Jersey Representative John Adler’s office. From left to right, Meghan Bouchie, and Urner Barry’s Jim Kenny, and Janice Brown.*

# Video proves proactive to plant production

In a time where transparency and traceability are fast becoming as important to consumers as taste and nutritional information, one New York company, Arrowsight, [www.arrowsight.com](http://www.arrowsight.com), is looking to improve quality control during the production of food.

Arrowsight actually began as a company called Parent Watch. They installed cameras



in daycares and homes, which allowed parents to remotely observe their children in those settings as a way to ensure safety as well as promote the familial connection.

Realizing the potential this kind of system had, Parent Watch changed its name to Arrowsight and sought out a way to use its system to ensure quality control on industrial product lines. They made their first focus the meat industry.

With "remote video auditing" Arrowsight maintains that everyone in the production process benefits, from the workers to management to the vendors that purchase from them. To management and staff, while they work, the benefit comes from the real time results and performance statistics as compared to other similar workspaces. According to Arrowsight, this helps to foster

the accountability of the team, as it largely provides aggregate feedback which describes the performance, of the team and overall process, not pinpointing individual workers. Clients ultimately have full access to the video and can use it to identify particular coaching or training needs as necessary, as well as to recognize strong performance.

Janet Riley of The American Meat Institute says, "Video auditing is coming on strong and the people who've implemented it speak very favorably of its benefits, including Cargill. You're definitely going to see more and more of it."

These audits help to ensure not only worker performance but also to give producers a more complete knowledge of their product. This allows them to be sure of the quality of their products and helps inspire confidence for consumers and vendors through the accountability and transparency this provides to the production process. **UB**



Arrowsight reviews a computer-generated random sample of video recording staff at work on critical operations. They then measure whether your staff meet the goals and adhere to the protocols established by you. Photo courtesy of Arrowsight



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*Bovine brush proves beneficial...*



*The swinging cow brush starts rotating when a cow rubs up against it. The cow can move around the brush as it pleases, getting rubbed wherever it wants - along its sides, back, and head.*

©Björn Ovarfördt - DeLaval International AB

# Cow wash machine helps boost milk production

Swedish firm DeLaval, a full-service supplier to dairy farmers which develops, manufactures and distributes equipment and complete systems for milk production and animal husbandry, made headlines with its announcement that it hit the 30,000 sales mark for its swinging cow brush, a self-grooming device that keeps cows happier, healthier and more productive.

“The swinging cow brush (SCB) is very popular among dairy farmers thanks to its many customer benefits. Definitely a DeLaval success story,” DeLaval Vice President Business Area Aftermarket & Services Tim Nicolai said.

Cows using DeLaval’s SCB are cleaner, calmer and therefore more balanced. In fact, a study conducted by Cornell University in 2009 on DeLaval’s SCB showed better animal health due to an

increase in blood circulation. It concluded that clinical mastitis was 34% lower for cows in second and higher lactation using the SCB. The research team also reported increased milk production of up to +1kg per day (3.5%) for cows in second lactation in a pen using the swinging cow brush, compared to a reference group kept under the same conditions without access to the SCB.

The device works by starting to rotate on contact at an animal-friendly speed. It then swings freely in all directions, smoothly up, over and alongside the

cow at a speed which is pleasurable for the cow as it moo-ves under it. The

bristles have the right length and hardness to stimulate the blood circulation while helping the cow to keep clean and calm.

The SCB is one of the DeLaval Sustainable Dairy Farming

(SDF) solutions. The swinging cow brush improves cow welfare and productivity. SDF is an initiative that aims to reduce the environmental footprint of farms while improving milk production, farm profitability and the well-being of the people and animals involved. **UB**

**“Cows using DeLaval swinging cow brush SCB are cleaner, calmer and therefore more balanced.”**



*Frankfurter finds fame in phenomenal fee...*



The Haute Dog from New York City restaurant Serendipity 3 was certified as the world's most expensive hot dog by Guinness. Pictured here, it arrives on a pretzel roll toasted in white truffle butter. The all-beef sausage is grilled in white truffle oil and topped with duck foie gras, caramelized Vidalia onions, heirloom tomato ketchup and Dijon mustard.

Photo courtesy Liz Steger

## World's most expensive hot dog fetches \$69

New York City eatery Serendipity 3 celebrated this past National Hot Dog Day, July 27, 2010, with the launch of

their newest creation, the Serendipity 3 Foot Long Haute Dog. The dog debuted at the phenomenal fee of \$69, and was officially recognized on that day as the world's most expensive frank available on a menu.



Trudy Tant, an unsuspecting tourist from South Carolina, pictured taking a bite out of Serendipity 3's Most Expensive Hot Dog with owner Stephen Bruce. The deluxe dog will now appear in the next edition of Guinness World Records, along with Ms. Tant's name as the official purchaser.

The foot-long premium beef is not your ordinary boiled-water fare. This one is grilled to perfection in delicate white truffle oil, nestled in a salted pretzel bun toasted and brushed with truffle butter, and topped off with medallions of duck foie gras. The condiments are extraordinary too: heirloom tomato ketchup, black truffle Dijon mustard, and caramelized Vidalia onions. Owner/founder, Stephen Bruce, who created Serendipity 3 almost 56 years ago says, "The hot dog is a little bit of Americana, but the "haute dog" is total glamour!"

to confirm its status as a commercially available item. Trudy Tant, an unsuspecting tourist from South Carolina, entered the establishment and became a part of Guinness and Serendipity 3's history. Tant is now listed in the World Record book as the very first purchaser of the most expensive hot dog!

After the hot dog was unveiled by Serendipity 3, Stephen Bruce needed to follow guidelines as set by Guinness World Records and was in search of finding a customer to purchase the hot dog in order

This new Guinness World Record will accompany Serendipity's existing Guinness Records that include the World's Most Expensive Ice Cream Sundae and the World's Largest Hot Chocolate!**UB**



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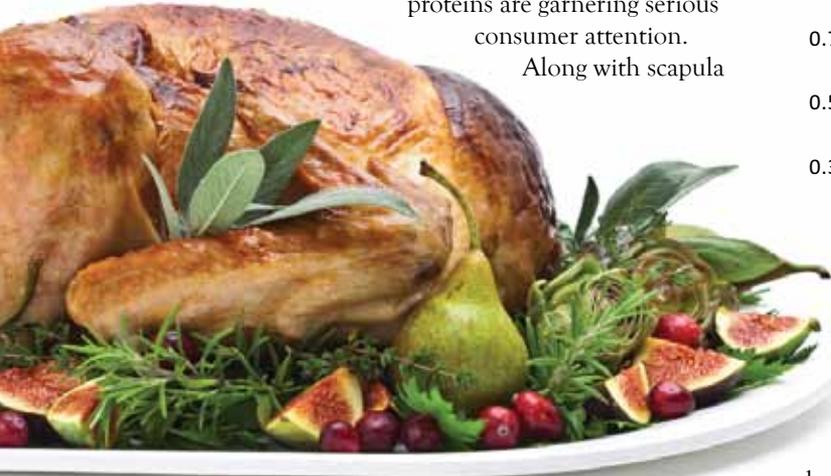
High demand pushing prices...

# Turkey wing meat taking flight

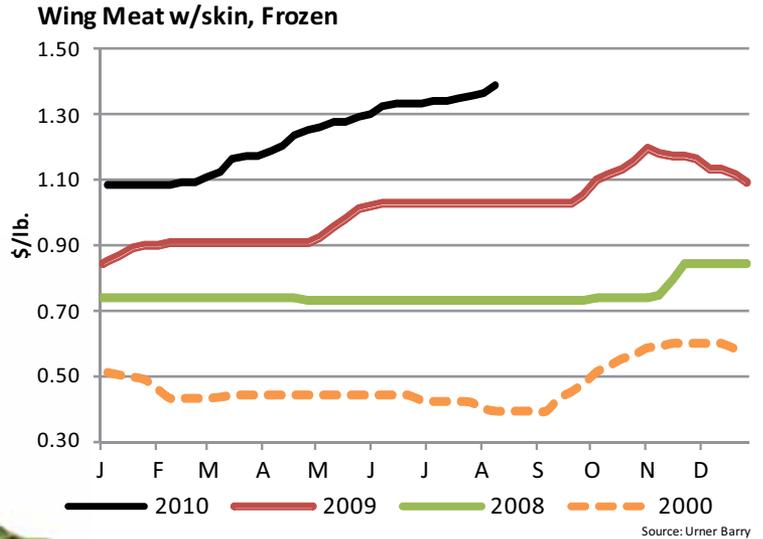
Never have the economics of the turkey industry or the economy in general been more favorable to the white trim oriented lines. Wing meat with skin reached its all time high this past August and there were still not sufficient offerings to satisfy demand. Cooking operations experienced very active schedules and, with the dollar being stretched in American

households further than ever, lower cost proteins are garnering serious consumer attention.

Along with scapula



©iStockphoto.com/ Jill Chen



and breast trim, wing meat is a primary component of turkey bacon, rolls and lower end deli breasts. When combined with slaughter reductions approaching 5% below 2009 and 12% below 2008, wing meat is truly flying high. As compared to the record low experienced in 2000, wing meat has taken flight. **UB**



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# Test your SPAM® knowledge

- Launched in 1937 by the Geo. Hormel Company of Austin, Minnesota, what was the original name given to SPAM?
  - Austin Spiced Ham
  - Hormel Spiced Ham
  - Minnesota Spiced Ham
  - American Spiced Ham
- The company decided to change the name of their product and held a competition. The winner, Kenneth Daigneau, came up with SPAM from SPiced and hAM, and pocketed \$100, but what official reason did the Hormel company give for what the acronym SPAM stood for?
  - Spiced Pork and Ham
  - Shoulder Pork and Ham
  - Soldier's Pork and Ham
  - Specially Processed Army Meat
- The original ingredients of SPAM have not changed much over the years. Which of the following was not one of the original ingredients listed on a tin of SPAM?
  - Sodium Nitrite
  - Sweetener
  - Salt
  - Sugar
- SPAM, having been part of military life since the Second World War, has been to many war zones, but it was taken off the menu in one particular war. Which one?
  - Gulf War
  - Korean War
  - Falklands War
  - Vietnam War
- Which American state eats more tins of SPAM per head than any other?
  - Rhode Island
  - Alaska
  - Hawaii
  - Florida
- There are many different varieties of SPAM nowadays. Which of the following is not an actual variety?
  - Barbeque flavored SPAM
  - Less sodium SPAM
  - Smoke flavored SPAM
  - Oven roasted turkey SPAM
- Which former Russian president, talking about after his troops had returned from war, was quoted as saying "Without SPAM we wouldn't have been able to feed our army"?
  - Leonid Brezhnev
  - Boris Yeltsin
  - Mikhail Gorbachev
  - Nikita Krushchev
- After the Second World War was over, who wrote to Hormel saying "I ate my share of SPAM along with millions of other soldiers, I'll even confess to a few unkind words about it—uttered during the strain of battle you understand. But as the former commander-in-chief of the allied forces, I believe I can still officially forgive you for your only sin: sending us so much of it."
  - President Eisenhower
  - Josef Stalin
  - Sir Winston Churchill
  - General Sir Michael Mountbatten
- By the end of the 20th century, around how many cans of SPAM had been sold throughout the world?
  - 1.4 billion
  - 2.2 billion
  - 800 million
  - 5 billion
- Which comedy series is famous for its infamous SPAM sketch? 'SPAM, SPAM, SPAM, Eggs and SPAM' and 'Lobster thermidor aux crevettes with a Mornay sauce garnished with truffle pate, brandy, and a fried egg on top and SPAM'. Answer: (Two Words)**US**



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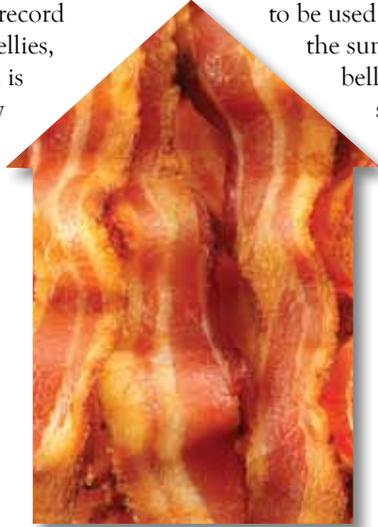
A small photograph of a cow standing in a field, positioned in the lower left corner of the advertisement.

See answers on page 67

The great belly boom of 2010...

# Bacon prices sizzle

When it comes to the hot topics of conversation in the food industry, this summer's bacon story has really been sizzling. July and August's record high price levels for pork bellies, the item from which bacon is produced, have been highly talked about amongst industry professionals. Due to America's sincere concern over the price of its beloved bacon, the story has gone so far as to grab the attention of some of the major media networks, with the Fox Business News channel recently calling upon the expertise of Urner Barry's pork reporter, Jim Kenny, in a live television interview to shed some light onto the great belly boom of 2010.



A modest increase in belly prices is typically to be expected as summertime rolls around. Greater interest for bacon to be used in BLT sandwiches during the summer has historically made bellies a more seasonally sought after item. In addition to seasonal demand, the growing trend within culinary circles and foodservice establishments to prominently feature bacon as a flavor enhancer has added to the increasing demand for bellies and has helped to support price levels.

The BLT is far from a recent invention, however, and the proliferation of food service bacon usage has, in fact, been

evident for several years now. So with belly prices striking all-time highs, what exactly was it that made this summer so different from the rest? The answer to that question begins with the reduced pork production levels that we've seen thus far in 2010.

In response to over two years of negative returns, hog producers have reduced their breeding herds for the past nine consecutive quarters. Fewer available hogs for slaughter have resulted in an over 4% drop in overall pork production so far this year, thereby reducing the amount

**"In response to over two years of negative returns, hog producers have reduced their breeding herds for the past nine consecutive quarters."**

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of fresh bellies being produced and offered. In addition to the thinner availability of fresh bellies, stocks of frozen bellies in cold storage were considerably lower as well.

With the anticipation of seasonally heavier demand for bellies in the summer, freezer inventories have historically been built up during the spring so that product can be pulled out later on to meet the increasing needs of the summer months. This year, however, in reaction to the poor sales that were witnessed in 2009, and due in part to the very high hog prices of the spring, the industry trimmed its freezer inventories, cutting June 1st belly stocks by half of what they were the previous year.

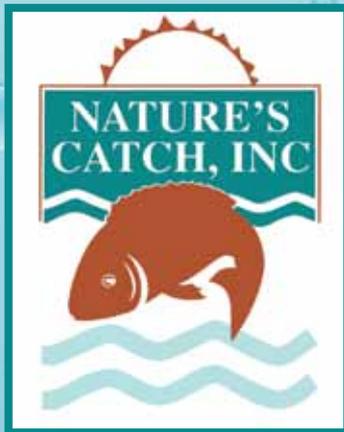
With fewer supplies of fresh bellies being produced, and fewer supplies of frozen bellies to pull from, buyers were forced into greater competition with one another to

acquire sufficient inventories to fulfill their peak season needs. The result was a summer of exceptionally high belly prices, the likes of which had never before been seen. These unprecedented price levels reached their

zenith in the beginning of August with a top price of \$150/cwt for 14/16 sized bellies, 108% higher than a year ago, and the highest price on record to ever be paid for fresh or frozen bellies. **UB**



Urner Barry's Jim Kenny was featured in August on Fox Business News with Dagen McDowell discussing the recent run-up in pork belly prices.



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From the recipe box...



# Cooking **crab cakes** creates **cuisine king**

## JUMBO LUMP CRAB CAKE

### INGREDIENTS:

- 8 oz jumbo lump crab meat
- ¼ cup fresh chopped parsley
- 2 tsp fresh squeezed lemon
- 1 TB seafood seasoning
- ¼ cup Italian style bread crumbs
- 2 tsp Worcestershire sauce
- ¼ tsp dry mustard
- 1 TB spicy mustard
- 1 TB olive or canola oil
- 1 TB mayonnaise
- 1 egg
- 2 cups canola oil for frying

### SAUCE INGREDIENTS:

- 3 TB mayonnaise
- 1 tsp seafood seasoning
- 1 tsp fresh squeezed lemon
- ½ tsp Worcestershire sauce
- 1 tsp spicy mustard

### Sauce:

Mix all ingredients together and refrigerate for a minimum of 1 hour. Refrigeration allows flavors to meld together.

### Crab Cakes:

- Chop fresh parsley finely. Squeeze the juice from fresh lemon and remove seeds. Reserve some whole parsley and lemon for garnish.
- Mix all other ingredients (except crab meat) until well blended.
- Carefully fold in jumbo lump crab meat to maintain whole pieces.
- Refrigerate mixture for 30-60 minutes.

- Form mixture into patties and fry in canola oil over medium-high heat until golden brown on each side (depending on heat and size of cakes, it takes about 3-5 minutes on each side). For an alternative to frying, you can spray both sides of the cakes with vegetable spray and bake uncovered in a 375 degree oven for about 30 minutes, flipping them halfway through.
- Remove from oil and drain on a paper towel lined plate.
- Garnish plate by drizzling sauce mixture on the bottom of the plate.
- Place cakes over the drizzled sauce and finish with a lemon and fresh parsley garnish.

# Gaffney, South Carolina receives some love from local company

For the past three years, some caring employees at Brown Packing have teamed up with Meals on Wheels Association of America (MOWAA) in delivering meals to elderly residents in the company's town of Gaffney, SC. MOWAA worked with the Brown Packing employees to set up a route close to the office so that the generous staff could go out on their own lunch break every Thursday to deliver meals to about 20 elderly people. Marsha Mullinax is one of the organizers of the program and told *Urnery's Reporter* that "it really does feel good to be able to do something like this," adding that she hopes their story inspires other companies to do the same. **US**



Brown Packing company employees:  
Front row, left to right – Cathy Kiser, Deborah Holcombe, Angie Wylie, Marsha Mullinax.  
Back row, left to right – Jake Hart, Johnny Price, Reed Brown.

Does your company volunteer, donate or perform other philanthropic tasks in your community?



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The owner of South American Beef, Inc. (SAB), Alejandra Vidal-Soler, grew up in Argentina and majored in Farm Business in college. In 1997 she moved to United States where just two years later she opened SAB in Iowa with her husband, Scott Graham. Since then, SAB has expanded from a local product, to dealing internationally with countries like Argentina, Uruguay, Australia, New Zealand, China and some Central American countries.

Currently SAB offers beef, lamb, veal, goat, mutton and seafood items, including grinding meats. Product ships to all the major ports in United States including Philadelphia, Savannah, Miami, Houston, and Los Angeles with cold storage and



South American Beef, Inc. owner  
Alejandra Vidal-Soler

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wholesale distribution set up all over the country. The company prides itself on being family and customer oriented—focusing on strong customer service and high quality products.

Vidal-Soler travels all over the world looking for new ideas, new business opportunities and new options for her customers. One of these opportunities came five years ago with Prairie Natural Meats.

Under the Prairie Natural brand, SAB has a certified all-natural, hormone, antibiotic and steroid free program for beef, lamb and veal. SAB has expanded its reach by adding seafood to its repertoire three years ago. Prairie Natural is offered throughout the east coast and works locally in the Midwest. It is currently working to expand to the west coast.

Since its inception SAB has steadily grown every year and has established itself as a trustworthy supplier by its customers, some which have been on board since its launch. SAB knows its customers' needs because it has developed a close relationship with each of them. With a current annual revenue of somewhere between \$30 - \$50 million, and a loyal and established customer base, South American Beef seems poised to grow. Take into account their dedication to quality and customer service, as well as their international dealings, and you will find a company that has earned its place at the forefront of the industry. **UB**



**“SAB knows its customers' needs because it has developed a close relationship with each of them.”**

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# 'Tis the season-al factor

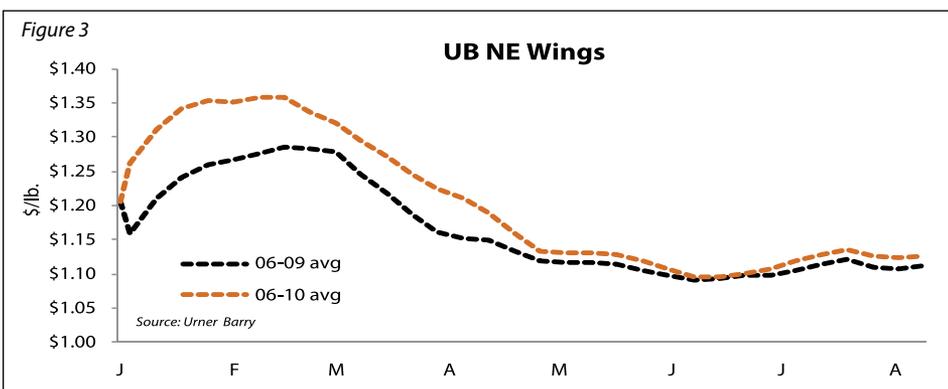
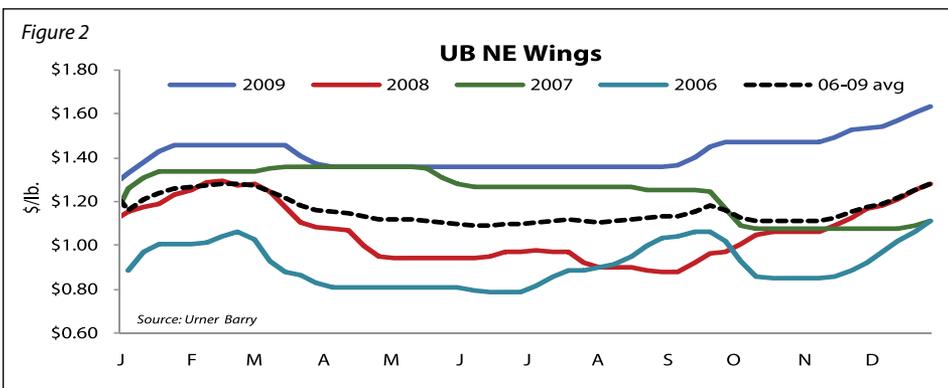
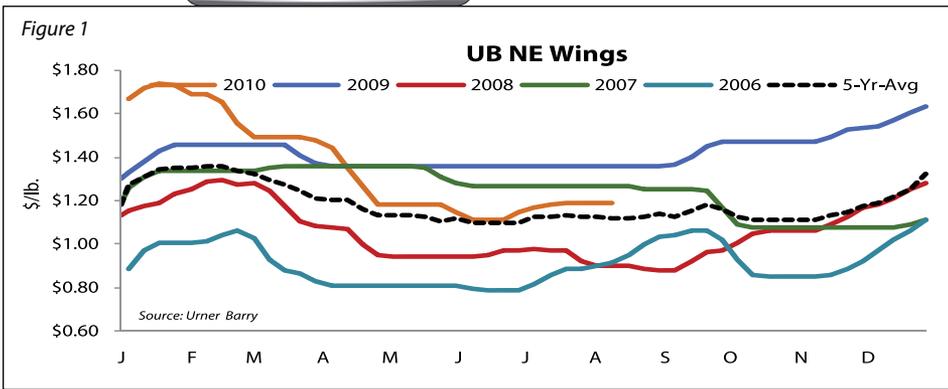


One will not always be able to outright discern whether or not the current pricing of a commodity is a good value relative to past seasonal performances. There are tools which can be used to help determine whether the time is good or inopportune to procure needed product. When scouring through Urner Barry's COMTELL®

Website, by taking a peek at 'seasonal factors', an answer may be found.

'Seasonal factors' illustrate how prices have regularly moved over a particular period of time. When looking at price behavior, other background information such as supply, demand, and weather patterns should be considered while analyzing how a commodity has fared over time and should help you improve your trading capability. Keep in mind that seasonal factors only reveal what has transpired in the past, and are not a tool to predict the future. Fundamental issues that include the aforementioned "supply and demand" as well as front-end supply costs will ultimately play a large part in the current market price and trend.

**"When looking at price behavior, other background information such as supply, demand, and weather patterns should be considered..."**



Seasonal factors are derived from a simple arithmetic average. Keep wary of the fact that when evaluating them, an extreme movement in pricing at one point in history can exaggerate the results. By removing an isolated time period of extreme volatility, a clearer picture of current seasonal value may appear.

A vivid example develops when removing a certain time period, and is portrayed left with the chicken wing. In *figure 1*, February's seasonal average, when including the data for the year 2010, was \$1.35/lb. When removing the year 2010 from the equation, as in *figure 2*, the seasonal average for February settled at \$1.28/lb., nearly a five percent deviation. *Figure 3* clearly depicts the difference in year-over-year seasonal factors.

Having another method of analyzing market prices may clear up any confusion when making a purchase or sale of a given commodity. Why not add 'seasonal factors' to your repertoire and see what develops? **UB**

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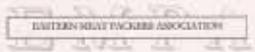
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*E. coli* O157:H7 continues to be challenging and frustrating for processors of beef products. Now, regulatory agencies have focused their attention on HACCP plan validation. This conference will provide the most up-to-date information on that issue and what additional actions further processors may need to take.

Make immediate plans to attend this important conference

As the North American industry continues to focus on reducing the incidence of *E. coli* O157:H7, it is important that further processors understand their role in the food safety chain, and the processes that can be put in place to protect their businesses. Meat processors are dedicating unprecedented time and resources to develop control strategies and supporting documentation for their programs. Top experts will discuss the best ways to go about this.

For producers of ground, blade-tenderized, marinated or injected product

This conference will bring together the top authorities on *E. coli* O157:H7 from academia, government, and industry to discuss the challenges specific to the further processing sector. Ensure your food safety program is current by learning from experts in pathogen control and FSIS regulation.

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For more information or to register, go to [www.NAMP.com](http://www.NAMP.com), or call toll free +1 800.368.3043 x103

# Haggis: Scotland wants no watery menu

If you have seen haggis on a menu here in the U.S., for the last 21 years it has been missing a crucial ingredient: sheep's lung. That may not be case for much longer as the United States Department of Agriculture is considering lifting its two-decade old import ban.

Haggis is a very old Scottish dish, which combines meats, spices and oatmeal to create a very rich, unusual, but none-the-less delicious feast. A classic haggis recipe uses sheep's heart, liver and lung, chopped up and combined with pinhead (not rolled) oats, onions, suet, spices and seasoning—all stuffed in a sheep's stomach. Traditional haggis is served with "neeps and tatties" (yellow turnip or rutabaga and potatoes, boiled and mashed separately) and a "dram" (i.e. a glass of Scotch whisky), especially as the main course of a Burns Supper, a dinner celebrated on January 25th in honor of Scotland's national poet, Robert Burns.

The U.S. has not been totally without Scotland's quintessential dish, American butchers have simply been unsuccessfully attempting to make their own haggis versions because of the lack of the key authentic ingredient.



Cooked scottish haggis.

©iStockphoto.com/Paul Cowan

In 1989, haggis was prohibited by U.S. authorities during the mad-cow disease crisis of the 1980s and '90s, because of the fear that minced sheep offal could be dangerous to eat. Now the USDA is reviewing its regulations in light of a ruling from the World Organization for Animal Health that says sheep lung is safe to consume.

True, documented facts as to haggis' origins are hard to find, yet there are many popular tales surrounding its beginnings. One such lore tells us that the dish dates back to the days of the old Scottish cattle drovers. When the men left the highlands to drive their cattle to market in Edinburgh, the women would prepare rations for them to eat during the long journey down through the glens. They used the ingredients that were most readily available in their homes, and conveniently packaged them in a sheep's stomach allowing for easy transportation during the journey.

Haggis remains popular with many of Scottish descent in the United States, Canada, Australia and New Zealand, owing to the strong connotations with Scottish culture, especially for Burns Suppers. While it can be made in any country, the best is made with fresh ingredients imported from Scotland. In regard to the possible opening of the U.S. market to haggis imports, Scottish Rural Affairs Secretary Richard Lockhead said "I am

greatly encouraged to hear that the U.S. authorities are planning a review of the unfair ban on haggis imports. It's time for the U.S. authorities to deliver a Burns night boost and recognize that the Scottish haggis is outstanding quality produce." **UB**

## Reporter FastFact

Haggis is used in a sport called haggis hurling, which involves throwing a haggis as far as possible. The present Guinness World Record for Haggis Hurling has been held by Alan Pettigrew for over 25 years. He threw a 1.5 lb Haggis 180 feet, 10 inches on the island of Inchmurrin, Loch Lomond, in August 1984.



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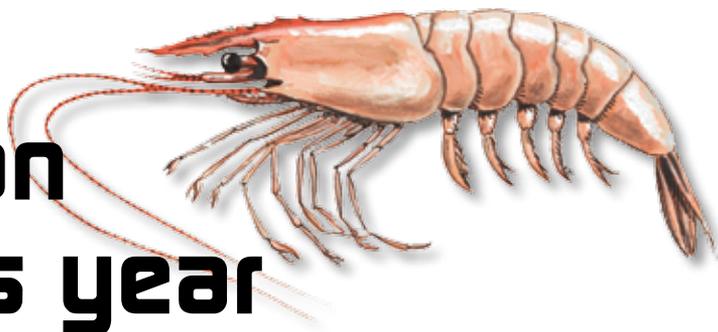
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# Mexican farmed shrimp production will be down this year



Supplies of large shrimp are already tight, due to cutbacks in Gulf production, hot weather and low production in Asia, and a virus outbreak in Indonesia. To that list, add trouble in the Mexican farmed shrimp sector.

The industry is bracing for significant reductions in overall harvests of farmed shrimp this year, depending on how severe the current white spot virus outbreak proves to be.

Miguel H. Olea, president of COSAES, (Committee on Aquatic Health, State of Sonora), said that overall, aquaculture

production in Mexico was approximately 130,000 metric tons last year, of which around 90% to 93% is produced in the states of Sinaloa and Sonora.

Sinaloa has been affected with white spot since May, but much of the Sinaloa production remains in the Mexican domestic market. Now Sonora production is being affected by white spot as well. As a result, "total production in Mexico could be off by as much as 50% this year, depending on the ultimate outcome of the virus," said Olea.

In Sonora, the heart of farmed white shrimp production for the international market, about 81,000 tons of head on shrimp are produced annually. Of that amount, more than half, 45,000 to 46,000, metric tons, is produced in the area around Hermosillo. The rest is produced in the south of Sonora.

White spot had closed the border between Sinaloa and Sonora in May, but only mild outbreaks were detected in the south of Sinaloa. However, the virus soon spread further north, and farmers began lowering densities in their ponds, or conducting pre-harvests.

In the south of Sonora, about 3000 tons is expected in a pre-harvest of small shrimp, sizes 50-60 and smaller. These shrimp are still getting a good price in the Mexican domestic market.

Last year, 34,000 tons of shrimp were produced in the south. Currently densities have been reduced to 6-8 shrimp per

square meter, and mortality is expected to be 50% or higher. Therefore, Olea expects about 8,000 to 11,000 tons in total, compared to the 34,000 tons last year, or a reduction of about 65%.

As for Hermosillo, the farms there are less affected, but there is still an outbreak. Hermosillo is about 20% to 30% affected. Warmer temperatures this summer could help halt the spread of the virus.

Even so, Miguel Olea says that he expects production in the north of Sonora to be down by 30%, from 45,000 tons in 2009 to about 30,000 tons this year. Shrimp densities in most farms around Hermosillo are 10-15 per square meter. To get a 41-50 count shrimp, they need to grow to 15-16 grams, which normally takes place around the end of July, or the beginning of August. At that point, some pre-harvest will likely take place, as farmers try and prevent further mortality.

Shrimp remaining in the ponds will grow to 25 to 30 grams by the end of September, producing 21-25s and 26-30 count.

Olea expects much of the pre-harvest 41-50 shrimp to also remain in the Mexican domestic market, while the 21-25s and 26-30s for the U.S. market will be scarce, and high priced.

Much will depend on whether the mortalities from the virus abate or if it continues to spread. Harvesting smaller shrimp and reducing density have already guaranteed there will be lower overall Mexican farmed shrimp production for 2010. **UB**

*Adapted from an article by John Sackton which originally appeared on SEAFOOD.COM News on July 21, 2010.*

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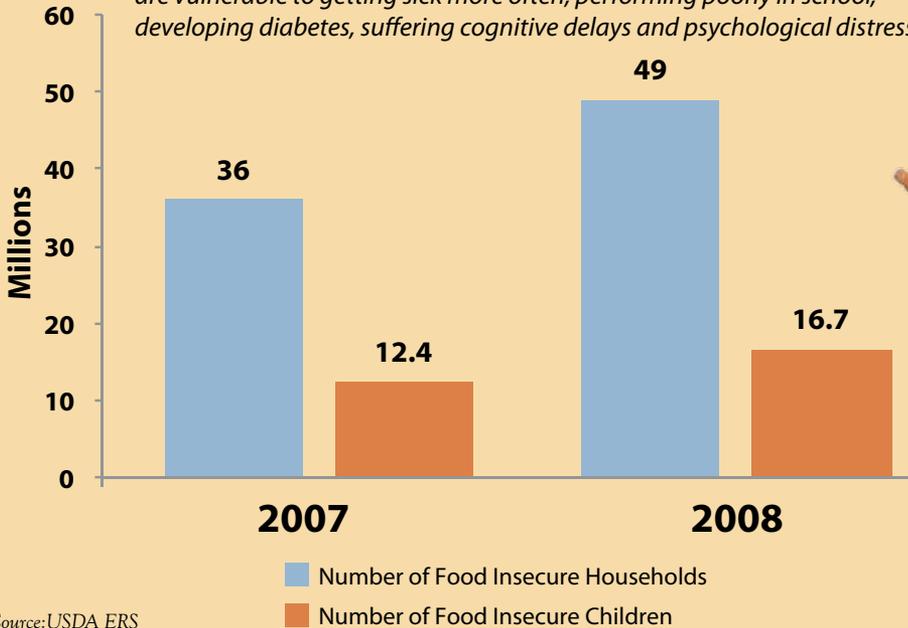
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# Food insecurity growing

A lack of nutritious food, especially in the first three to five years, can have lasting effects on the health and development of children. Additionally, if children do not eat enough or receive only cheap "filler" foods, they are vulnerable to getting sick more often, performing poorly in school, developing diabetes, suffering cognitive delays and psychological distress.



Source: USDA ERS



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# AEB announces board members



American Egg Board

AEB is pleased to announce its 2010 Board Members, Alternates and Executive Committee. Immediate Past

Chairman Jacques Klempf graciously passed the gavel to AEB's new Chairman Craig Willardson of the Norco, CA-based Moark LLC earlier this year. Having served on AEB's Board for the past seven years and most recently as Vice Chairman, Craig encouraged the Board to be more proactive than ever before.

"If we can get the word out about all the things AEB does and we can be transparent, then with an informed industry, the referendum will pass," said Craig, when addressing the full Board. "We have a great brand in the incredible edible egg."

The 2010 Executive Committee also includes: Vice Chairman Brian Hayward of Creighton Brothers LLC; Secretary Chris Pierce of Heritage Poultry Management Services; Treasurer Bruce Dooyema of Dooyema & Sons Inc. and Executive Committee Members Richard Simpson of Simpson's Eggs and Tad Gross of Hemmelgarn & Sons Inc.



New AEB Chairman Craig Willardson thanks Immediate Past Chairman Jacques Klempf.

The Members for Area I—North Atlantic States include: Chris Pierce; Julia Lough of Dorothy Egg Farm and Paul Sauder of R.W. Sauder Inc. as well as Alternates David Radlo of Radlo Foods and Karyn Kreher of Kreher's Farm Fresh Eggs.

The Members for Area II—South Atlantic States include: Dolph Baker of Cal-Maine Foods Inc; Richard Simpson and Larry Thomason of Larry Thomason Egg Farm Inc. as well as Alternates Scott Horton of Country Charm Eggs; Jacques Klempf and Scott Braswell of Braswell Foods.

Members for Area III—East North Central States include: Tad Gross; Brian Winner of Ross-Medford Farms and Greg Herbruck of Herbruck Poultry Farms as well Alternates Tom Hertzfeld, I, of

Hertzfeld Poultry Farms Inc; Bill Glass of Fort Recovery Equity and Thomas Stoller of Stoller Farms Inc.

Members for Area IV—West North Central States include: Pat Stonger of Daybreak Foods Inc.; Brian Hayward of Creighton Brothers LLC and Scott Ramsdell of Dakota Layers LLP as well as Alternates Ben Thompson of Pearl Valley Eggs Inc.; Ruth Ann Hendrix of Rose Acre Farms Inc. and Amos Baer of Baer Poultry Co.

Members for Area V—South Central States include: Bruce Dooyema; Tim Bebee of Michael Foods Egg Products and Brian Joyer of Sparboe Farms as well as Alternates Blair Van Zetten of Oskaloosa Food Products; Richard Hall of S.W. Iowa Egg Cooperative and Greg Nelson of Nelson Poultry Farms.

Members for Area VI—Western States include: David Elbel of Feather Crest Farms Inc.; Craig Willardson and Roger Deffner of National Food Corp. as well as Alternates Frankie King of Pilgrim's Pride Corp.; Clint Hickman of Hickman's Egg Ranch and Mark Oldenkamp of Valley Fresh Foods Inc. **UB**

**"If we can get the word out about all the things AEB does and we can be transparent, then with an informed industry..."**

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# Muscling Up



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Long hours in the office and less than healthy eating habits have taken their toll on the average modern day man. Today we are in the middle of the biggest chronic disease epidemic ever known. Two out of three Americans are now overweight. Diabetes is nine times more likely than it was just 30 years ago, and heart disease kills over one million people each year in the U.S. alone. While many have begun to take control of their health, not all realize that along with exercise, one of the best ways to lose fat and improve overall well-being is by feeding your body a consistent supply of foods needed to build and maintain muscle.

Muscles do more than just facilitate movement. Muscle mass is interconnected to metabolism, increasing your metabolic rate and reducing fat gain, and helps to fight fatigue, illness, sagging skin and bone

fractures. This never-ending need for muscle continues throughout your life, especially when 60 years of age and beyond.

Being the building block of muscle, foods high in protein should be a regular staple in a person's everyday diet. Here are a few of the best high protein food sources to build and maintain strong muscles.

### **SALMON: OPTIMAL OMEGAS**

Fish is an excellent high protein food that should be a regular part of most healthy diets. The wide variety of fish

species available at your local fish counter provides a sea of options from which to choose. However, if your goal is to really supercharge the muscle building process, look no further than salmon.

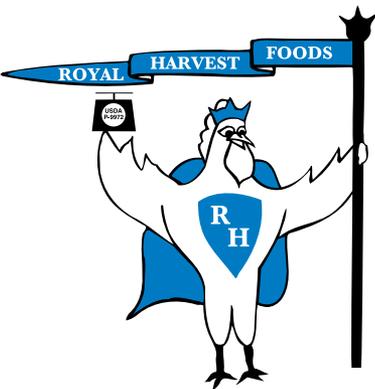
Recommended by the American Heart Association, salmon is low in saturated fat and is swimming with high quality protein and Omega-3 fatty acids. Omega-3 acts as a powerful tool for muscle building by helping to repair muscles and improve recovery after exercise. Recent research also shows that eating fish containing Omega-3 fatty acids may help to lower your risk of heart disease.

### **LEAN STEAK: CARVABLE CREATINE**

If your plan is to pack on big muscle mass in a small period of time, then think of beef as the ultimate weapon in your hard fought battle for muscle. A single seven ounce steak can provide you with a whopping 40 grams of protein.

Steak, however, is more than just a flame grilled slab of protein. Calorie for calorie, beef is one of the most nutrient-dense foods and is a major source of B vitamins along with iron and zinc, two crucial muscle-building nutrients. Plus, it's the number-one food source of creatine—your body's energy supply for intense workouts and a powerful aide in muscle growth.

Beef is often overlooked when considering healthy food options due to its reputation for being high in saturated fat, however, not all beef steaks are created equal. For a flavorful, nutrient packed steak without all



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of the saturated fat, try grabbing either a sirloin steak or a flank steak the next time you're in the meat section. Both cuts offer 23-24 grams of protein and only 3-4 grams of saturated fat in a three ounce portion.

#### **WHOLE EGGS: BIOLOGICALLY BEST**

Not only are eggs one of the cheapest sources of protein, but they may also be one of the best high protein foods that Mother Nature has to offer. When it comes to protein, eggs are the king, having the highest biological value of any food. Biological value is a measure of the protein's quality that is based on how much of what is consumed is actually absorbed and utilized in the body. This means that calorie for calorie you need less protein from eggs than you do from other sources to achieve the same muscle-building benefits.

**“When it comes to protein, eggs are the king, having the highest biological value of any food.”**

Eggs can also be thought of as a naturally and economically packaged little power pack of vitamins and minerals. Whole eggs (Don't throw out the yoke!) are loaded with iron, zinc and phosphorus, as well as vitamins B6, B12, D and E.

#### **CHICKEN BREAST: SCARCELY SATURATED**

One of the most versatile and relied upon high protein food choices for health conscious individuals has always been the classic boneless, skinless chicken breast. With an extremely high protein to fat ratio, saturated fat is virtually non-existent and overall fat content is low, making it a heart-healthy choice.

Relatively inexpensive, cutlets can be prepared in many different ways or used as a healthy addition to countless other dishes. Its versatility is limited only by your imagination.

If one exhausts all of the possible ways to prepare chicken and hungers for something more exotic, consider ostrich.

Although expensive compared to chicken, it is still very lean and considered to be delicious.

#### **LOW FAT YOGURT: DELICIOUSLY DIGESTIBLE**

Yogurt provides multiple healthy benefits to the body and is second only to the egg when it comes to having one of the highest biologically rated proteins available. An excellent source of calcium and other vitamins and minerals, yogurt is also one of the few foods that contain conjugated linoleic acid, a special type of fat shown in some studies to reduce body fat.

Besides just being a smart choice for losing fat and gaining muscle, yogurt offers the additional benefit of live bacterial cultures that contribute to a healthy digestive system. All of these benefits combine to form one of the quickest and easiest muscle building foods. No preparation time needed for this one. Just grab a cup, peel back the lid and start envisioning the newer, healthier you!**LB**



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# How America spends



Social money comparison site, Bundle, released its first ever consumer spending report, *How America Spends*. It features rankings of the top 25 and bottom 5 spending cities in the United States. Additionally, the report included a 50-state ranking of household budget behavior and a data analysis of trends by marital status/kids, income level and age. *Urn*er Barry's Reporter took a look at the list and some of its interesting findings.

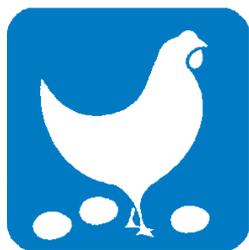
The lowest spending city in the U.S. is Detroit, where residents spent \$16,446 on items including food and drink, shopping, gas, travel and entertainment.

For all 50 states, Connecticut residents lead the nation in spending, while West Virginians rank last, spending 35% less than the national average in 2009. Residents in New Canaan, Connecticut last year averaged \$25,486 on dining out, more than the average West Virginian resident spent total (\$24,517).

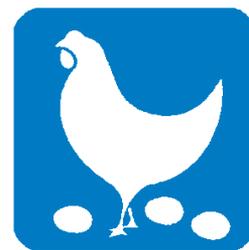
Seniors and college students were found to have time in common, but how they spend it and their money are different. Even accounting for

**"...married couples with kids spend more on just about everything, but not always as much as you'd think..."**

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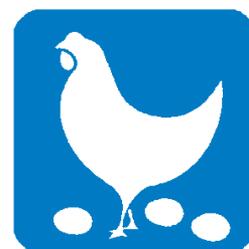
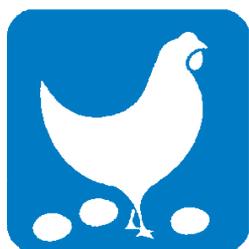
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differences in income, seniors spent up to 61% more than 18-to 25-year-olds on travel in 2009; the younger households spent up to 49% more on dining out.

Bundle's breakdown by household status showed that married couples with kids spend more on just about everything, but not always as much as you'd think: having kids only boosts annual grocery spending by about 8%, on average. Also, young parents spend less on eating out and getting around (gas and auto maintenance) than people without kids; after age 36, the trend reverses.

Bundle's figures were compiled from sources including Citi and U.S. government spending data and third-party research. **UB**

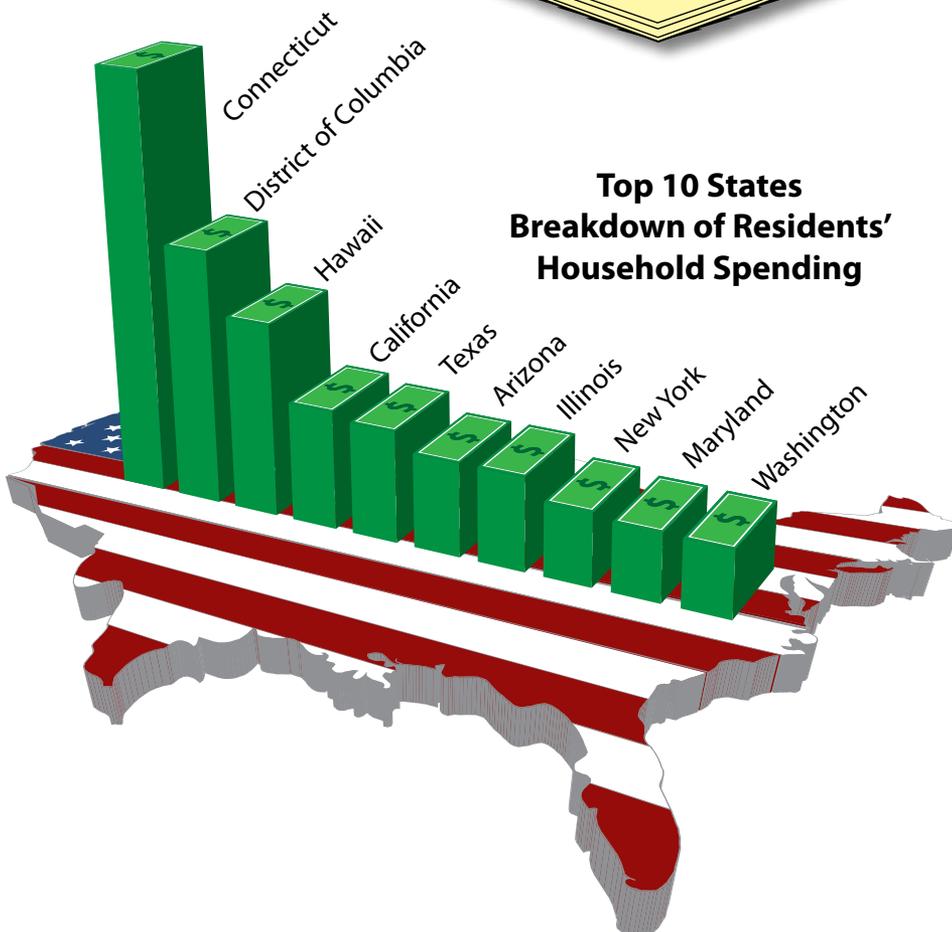
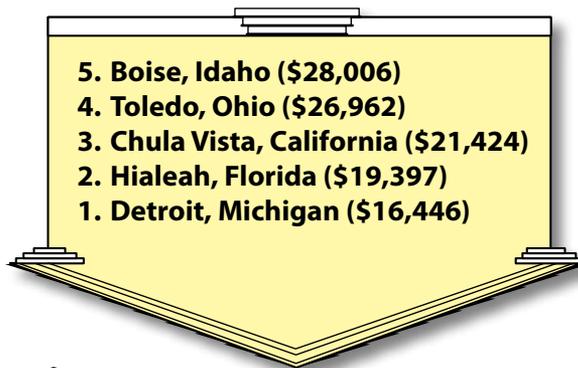
### Top 5 Highest-Spending Cities

(excludes mortgage/rent, rankings measured household averages of top 100 cities by population, according to U.S. Census data)



### Bottom 5 Lowest-Spending Cities

(excludes mortgage/rent, sorted highest to lowest by household average)



The top ten...

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- 10** **DJ** - Wal Mart shuts down fresh seafood in Florida super stores for lack of demand - 7/28/10

*A bad case of the munchies...*

# Feel the need to eat for speed... modern day food competitions



Major League Eating (MLE) is the world body that oversees all professional eating contests. The organization, developed competitive eating and includes the sport's governing body, the International Federation of Competitive Eating, and helps sponsors to develop, publicize and execute world-class eating events in all variety of food disciplines.

MLE-sanctioned eating contests provide dramatic audience entertainment and offer an unparalleled platform for media exposure. The world's top competitive eating stars—such as Joey Chestnut, Takeru Kobayashi, Patrick Bertoletti and Sonya Thomas—are all Major League Eaters.

MLE conducts approximately 80 events annually, including the Nathan's Famous Fourth of July Hot Dog Eating Contest,

**“MLE conducts approximately 80 events annually...”**



Photos courtesy: Butch Moran

Pepto-Bismol announced a partnership with 2010 Nathan's Famous Hot Dog Eating Champion Joey Chestnut that will send the competitive eater on the road for the summer of 2010.

The Krystal Square-Off and the Pizza Hut P'Zone Chow-enge. Past event and broadcast sponsors include Heinz Ketchup, Netflix, Coca-Cola, ESPN, Johnsonville Sausage, Spike TV, Waffle House, Smirnoff Vodka, Orbitz.com, Cendant Hotels, Harrah's Entertainment, ESPN Zone, The Tropicana, and many more.

MLE promotions generate more than a billion consumer impressions worldwide each year. The Nathan's Famous contest alone has generated more than 300 million consumer impressions on domestic television in the period of several weeks. Major League Eating has produced dozens of hours of original programming for SpikeTV, ESPN, Fox, and Bio. The ESPN broadcast of the Fourth of July Hot Dog Eating Contest has generated a higher than any Major League Baseball telecast on July 4 in the United States. **LB**



Nathan's Famous President and COO Wayne Norbitz shows off the Mustard Yellow Belt before presenting it to champion Joey Chestnut for the fourth consecutive year at the Nathan's Famous Fourth of July Hot Dog Eating Contest.

# Marrow moves to meaty part of menu

Marrow bones, not often thought of as your typical menu item, are growing in popularity and are beginning to appear in more restaurants nationwide. Truth be told, that little-known underutilized animal part many cast aside is actually filled with taste too good to be fed to Fido.

**“...the fat of the marrow is monounsaturated fat, or the ‘good fat’ which helps to lower cholesterol.”**

For years, waste conscious chefs have been familiar with this meaty star and many have used marrowbones as chic additions to their dinner line-up.

Bone marrow has a rich, deep meat flavor with a thick, creamy texture that sets the whole mouth alive. Although bone marrow has a beautiful richness, it is nutritionally mostly fat with only a small amount of

protein. Fear not, however, as the fat of the marrow is monounsaturated fat, or the “good fat” which helps to lower cholesterol. Marrow also contains conjugated linoleic acid which is said to contain antioxidant properties.

The popularity of roasted bone marrow has been in use for many years and one man, Fergus Henderson, an English chef who founded the St. John restaurant in London, is often noted for his use of offal and other neglected cuts of meat. Henderson is said to have made bone marrow popular in his 1999 cookbook: *Nose to Tail Eating: A Kind of British Cooking*, which proved it to be most popular at both his restaurant and in his book.

Today chefs are said to be making marrow dishes a “meaty part” of their menu, as Pamela Parseghian stated in a recent *Nation’s Restaurant News* item “marrow is relatively inexpensive and readily available.”

From NYC to California chefs are enjoying cooking this feast for foodies who wish to feel a fetish for a forbidden food from the phenomenal femur. **LB**



A dish of salted bone marrow with parsley.

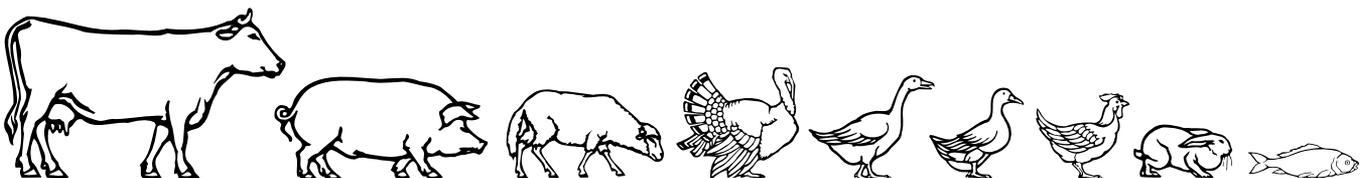
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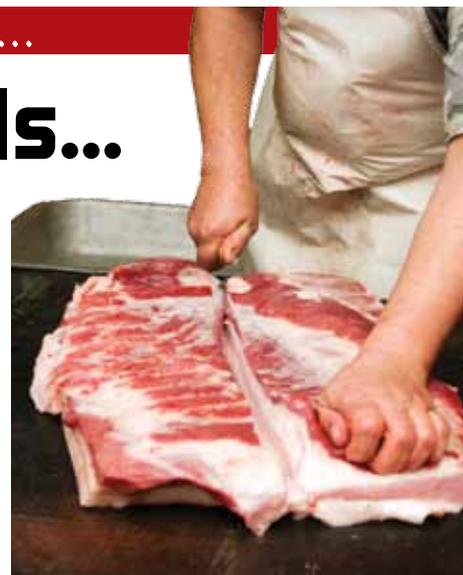
# A slice of slaughter skills...

Learning to butcher one's own meat is a resurfaced interest that is gaining in popularity all over the nation. From New York to California, many self-described foodies are taking part in short sessions where they learn to carve and cut hogs, lambs, poultry and other farm animals.

Whether it is an attempt by the consumer to "get to know" his food, one quick search on the Internet clearly shows an abundance of courses that exist for the conscious carnivore to get close to his meat. Farms, butcher shops and gourmet

grocery stores around the country are trying to meet demand for butchering lessons.

A recent *Associated Press* article stated that class organizers believe the sessions indicate the public's growing interest in how the food they eat affects their health and the planet. They say that interest is driving more people to shop at farmers markets and even raise chickens in their backyards. Others view it as a way to help consumers gain a better understanding of the offerings in a butcher shop and more



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confidence in directing someone on how to prepare one's meat items.

Classes and their offerings vary widely, as do the costs. A San Francisco establishment, hosted by Ryan Farr, a described new breed of "artisan butchers," guides his patrons in a rental kitchen where together they break down a 170-pound hog for a \$125 fee. Farr, who began offering classes about a year and a half ago, said his workshops get filled shortly after he announces them through Facebook and Twitter. Students get hands-on experience breaking down an animal and take home 10 to 15 pounds of meat they helped butcher.

"Our classes are definitely hands-on. You're definitely going to get blood on you," he said. "It's not just a novelty thing. People are coming to these classes, then going home to buy the animals."

Another offering Farr says is widely popular are his butcher parties, where he brings his craft to local bars and restaurants allowing patrons to sip cocktails and beer while watching him disassemble a hog or another farm animal.

Food writer Camas Davis offers a similar class in conjunction with chefs local to her Oregon area that offer information on sustainable meat production.

From a culinary point of view, butchering one's own meat can be viewed as exciting and empowering as well as educative. At the same time it offers a vast number of options on what and how much to cook, and gives a closer connection to one's food. **UB**



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# The Reporter's guide to... **Chicken breeds**

You know that chicken you see clucking, pecking and walking around on the side of the road? Think it's THE only type of chicken out there? Think again. In fact, think a few hundred times again. That's right. There are **hundreds** of chicken breeds in existence today. So, what's the story behind the many breeds of our tasty friend the chicken?

There is some argument over the location of where the first chickens were domesticated, but most agree that it can be narrowed down to either India or Vietnam. Recent evidence actually suggests that domestication was underway in Vietnam over 10,000 years ago. As time went on, so did the chicken.

History shows this home-grown fowl went on to travel throughout most of Asia in its first years of living under the direction of man, turned up in Egypt by around 1550 BC and was imported to Greece by the fifth century BC. There is some discrepancy over when the first chickens arrived in America, but recent research shows that bones found in South America date back to between 1320 and 1400 A.D. Today, chickens exist on nearly every continent. There are even



White Leghorn



This Barred Plymouth Rock is a mild mannered gallinaceous that lays light colored brown eggs.

reports of chickens being bred in ventilated and insulated coops suitable for the Arctic!

Throughout all these years, humans have worked on breeding chickens to fit their needs, the most popular of which has been to feed their appetites. All chickens lay eggs and have edible meat, but the many different types are a direct result of selective breeding.

Of the breeds used primarily for commercial egg production, the most popular is the White Leghorn, originating from Italy. Others include the Spanish Adalusian, the Belgium Campine, the Egyptian Fayoumi and the Sicilian Buttercup. Those breeds utilized for their meat alone include the French Bresse, the English Ixworth and the Jersey Giant. The broiler market is currently monopolized by the Cornish-Rock, a cross between the Cornish and Plymouth Rock breeds.

There also exists something called dual-purpose breeds which are popular in barnyard settings because they excel at producing both eggs and meat. These breeds are comprised of but not limited to the Buckeye, the California Gray, the Naked Neck, the Rhode Island White, the Marsh Daisy, and a favorite of cross country travelers, the Winnebago.

Of all these breeds, the most interesting

may be the Silkie, a breed named for its distinctive, fur-like plumage, which is said to feel much like silk. They are most often used as pets or kept in a zoo setting, but in several Asian cuisines, Silkies are bred for their meat which is thought to exude strong medicinal powers. It's worth mentioning that this particular chicken meat is black in color. Go ahead. Dig in!

So next time you find yourself driving down an old country road and you spot one of our fine feathered friends, remember, there's a good chance you ate that chicken's brother's, cousin's, father's, nephew's, uncle's, second great aunt's son for dinner last night. **U**



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*"Got my chips cashed in..."*

# Just keep truckin' on...

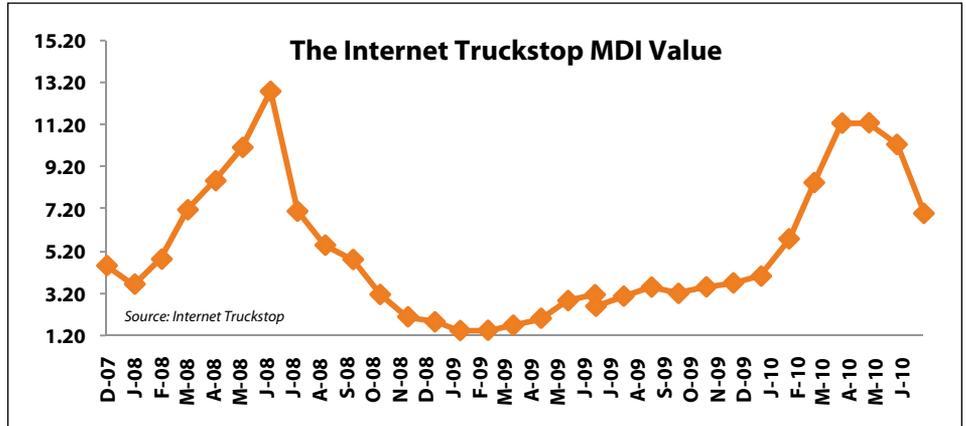


**"...we have seen a three year period where capacity has left the market."**

A major issue affecting the chicken industry over the last couple of months has been the significant difficulty in procuring refrigerated transportation.

As is common during fruit and vegetable

season, trucks start to become less available and, concurrently, more expensive. In certain areas this issue has become so troublesome that it has influenced business in a negative manner. Poultry industry experts told *Umer Barry's*



The MDI is an index that reflects relative demand for trucks in the spot market. When the index is below 7 that indicates a market that is in favor of the Broker/Shipper from a rate negotiation standpoint. When the index is above 7 then the market is more in favor of the trucker.

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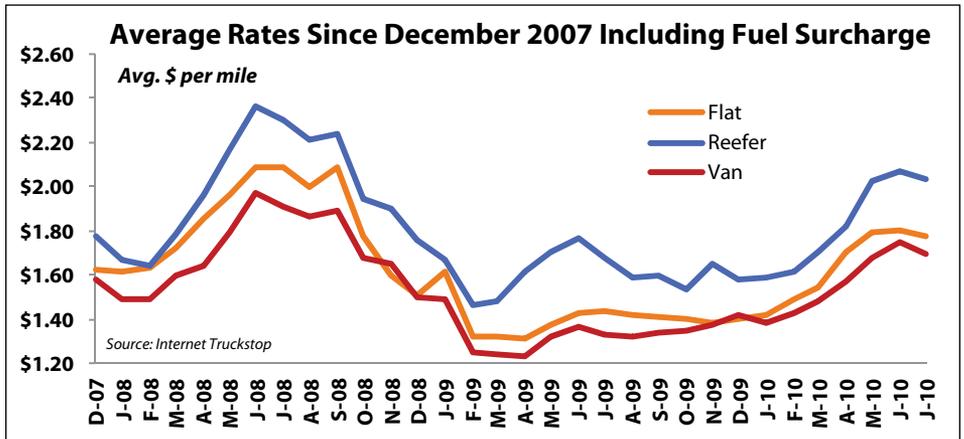
Reporter that the most taxing areas to ship product have been Alabama, South Texas and particularly the Northeast. During most of the year this is not a huge issue, however, as produce season kicks in around mid-May, a new level of competition changes everything. Trucking companies looking to capitalize on this occurrence generally make an effort to do business in areas where they can have a full load both on their trips out and in instead of sending a load of chicken to New York, for example, and having to return with an empty trailer.

According to Internet Truckstop, an Internet-based freight matching service in the industry, demand for trucks is at its highest point since 2008 because of an increase in product needing to be shipped and especially by a decline in truck availability.

“The main driver in the increase in rates has been strong demand,” says Joel McGinley of Internet Truckstop. He goes on to say that “Demand has been in favor of the motor carrier since about early March and carriers are starting to feel their new found muscle when it comes to rates.”

A recent Trans4cast Letter, a publication with emphasis on the Internet Truckstop marketplace, portrays a situation where demand should start to diminish in August before advancing again late in the third quarter or early in the fourth.

McGinley puts it simply in his latest report, “Right now it is all about capacity or lack thereof...we have seen a three year period where capacity has left the market and with this slight uptick in overall tonnage, the trucks are not there in plenty like they have been. For those carriers that were able to stick it out they are now being rewarded.” **UB**



In 2008 fuel prices spiked which took capacity out of the market. Relative demand for the trucks that were left began to strengthen, which resulted in freight rates settling in 2009, and then advancing with some aggression beginning early in 2010.

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Answers to the quiz on page 43:

1. B. Hormel Spiced Ham
2. C. Shoulder Pork and Ham
3. B. Sweetener
4. A. Gulf War
5. C. Hawaii
6. A. Barbeque flavored SPAM
7. D. Nikita Kruschev
8. A. President Eisenhower
9. D. 5 billion
10. Monty Python

*Cracking into restaurant chains has been a feast...*

# American Egg Board helps grow away-from-home breakfast

Contributed by  
the American Egg Board

On behalf of America's Egg Farmers, the American Egg Board (AEB) has been partnering with chains to increase consumption of eggs in the foodservice channel. The primary strategy is to drive distribution of new breakfast programs so that the most important



©iStockphoto.com/Michael Gray

meal of the day is available wherever consumers want it.

Earlier this year, Subway launched breakfast nationally in all 24,000 of its locations. AEB had worked with Subway for years to develop and test the right breakfast approach for their system and customers.

Based on Subway's size and scale (they have nearly double the number of stores as its nearest competitor), the impact on the egg industry should be dramatic, resulting in tens of millions of incremental eggs sold.

Subway's breakfast launch was supported by strong levels of national advertising

**incredible!**

American Egg Board

to help build awareness of their new offerings. The national menu includes Omelet Sandwiches available either on English muffins, 6-inch subs or their signature flatbread. While customers will be able to make its breakfast sandwich their way, Subway specifically features an Egg and Cheese; a Black Forest Ham, Egg and Cheese; a Double Bacon and Cheese; and a Western Egg and Cheese. Each sandwich is available with a whole egg or egg whites.

So far, Subway said breakfast has exceeded their expectations and increased sales system wide. AEB plans to continue to partner with Subway to expand their breakfast and egg business. **UB**



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*New beef cuts and new possibilities...*

# Revelations from the round

Beef Checkoff-funded Beef Innovations Group has once again inspired a successful group of new beef products, this time from the round. As the team continually challenges itself, new product ideas as well as research and development tools are constantly being designed.



Most beef product ideas are prompted by consumer trends or by recognition that beef has been underrepresented in certain food categories. Finding new ways to meet consumer and foodservice operator needs with beef is always at the forefront.

Below are two (of six) new cuts showcased this August at the Innovative Beef Symposium in Denver.

**Braison Cut (Superficial Digital Flexor):** Like the name implies, this cut must be braised for tenderness. It shows excellent qualities as a replacement for shank cross cuts or oxtails. Chefs have given the Braison Cut high marks for both taste and tenderness, and it proves perfect for a variety of ethnic dishes including a spectacular boneless osso buco and an exquisite beef confit. The Braison Cut also allows for the creativity of a number of sauces for a one-of-a-kind signature dish. This cut is a big opportunity

for upscale restaurants and creative chefs to offer something totally unique. Of fabulous benefit is the fact that this cut can be offered at multiple price points delivering superb margins across the board.

**Merlot Cut (*Gastrocnemius*):** Like most round cuts, the Merlot has a softer beef flavor than cuts coming out of the chuck, rib and loin. Although this cut would benefit from either blade tenderization, marination or both, it does not need it. This cut tends to water out, so it is imperative to cook to medium rare only. It can be viewed as a potential replacement for flank. Not only is the Merlot cut lean and versatile, but it is very flavorful and perfect for operations looking for value. It is excellent as a main ingredient for lunch or in soups and stews, and proves ideal for a variety of ethnic dishes.

For more information, please contact Jim Ethridge at [jethridge@beef.org](mailto:jethridge@beef.org) or visit [beefinnovationsgroup.com](http://beefinnovationsgroup.com). **UB**



*The Braison cut is shown above and the Merlot cut is shown left.*



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# FDA says dispersants

One of the big questions hanging over Gulf seafood has been the issue of whether the COREXIT® dispersants (of which over two million gallons were used to control the BP oil spill) have potential negative consequences on the food chain, especially through bio-accumulation.

Bio-accumulation is where an animal takes in and concentrates substances that may be present in the water column, ultimately having in their body a much higher level of the substance than the surrounding water. Methyl mercury is an example of a substance that has a high bio-accumulation factor.

Congressman Ed Markey wrote to the FDA asking them to document their statements that 'available information indicates that dispersants being used to combat the oil spill do not accumulate in seafood.'

In early August, Markey published the

FDA's response. The FDA measures bio-accumulation through a Bio-Accumulation factor, which is the degree to which a substance is concentrated in a fish compared to the surrounding water. A BCF factor of 1000 or greater represents a high degree of bio-accumulation. Levels between 250 and 1000 are seen as moderate, and levels below 250 are seen by the FDA and the scientific community as low.

The FDA says 'For food safety purposes, it is generally accepted that any chemical with a BCF of less than 100 does not pose a public health concern.'

The FDA told Markey that they in fact have access to the exact chemical composition of the dispersants used on the spill. The constituents were reviewed by FDA toxicologists and chemists for potential toxicity, and the ability to bio-concentrate in seafood species.

The components of COREXIT® had BCF factors ranging from 0 to 10, and one component, (petroleum distillates like mineral oil, kerosene, naphtha and white gas) has a BCF factor of 60 to 80. The net result is that these materials do not accumulate in finfish and shellfish. The FDA says the reason is that these compounds do not penetrate the lipid barrier of the intestinal tract of finfish or shellfish, and thus there is no uptake into the body of the seafood organism.

The FDA was not able to comment on uptake by plants or eggs or larvae, deferring to the EPA, as it said that was outside of its area of expertise.

The specific components and their potential for bio-accumulation were described by the FDA.

The constituents and characteristics of



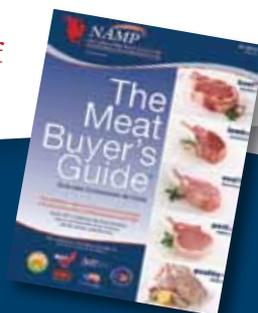
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*Publisher of the Meat Buyer's Guide®*

# do not bio-accumulate

COREXIT® EC9527 A and COREXIT® 9500 dispersants are as follows:

Propylene glycol, a constituent of both COREXIT® EC9527 A and COREXIT® 9500, is generally recognized as safe (GRAS) by FDA for use as a direct food additive under the conditions prescribed. Among other uses, it is a moisturizer in medicines, cosmetics and toothpaste. Propylene glycol has a BCF of 3, which is a low order of bioconcentration.

2-butoxyethanol, a constituent of COREXIT® EC9527A, is also a primary ingredient of various cleaners, liquid soaps and cosmetics. 2-butoxyethanol has a BCF of 3 which, again, is a low order of bioconcentration. The half-life for 2-butoxyethanol in water is approximately

1-4 weeks, indicating that it is readily biodegradable.

Proprietary organic sulfonic acid salt, a constituent of both COREXIT® EC9527 A and COREXIT® 9500, is reported by the manufacturer to be readily biodegradable, non bioaccumulative, and moderately toxic to fresh water fish and invertebrates. It has a BCF of 10, which is also a low order of bioconcentration.

Petroleum distillates, constituents of COREXIT® 9500, are volatile organic solvents produced from crude oil (e.g. mineral spirits, kerosene, white spirits, and naphtha). They are common in hundreds of consumer products, including lip-gloss and deodorants. Petroleum distillates have BCFs ranging from 60 to 80, indicative of

a low potential for bioconcentration.

Finally, the FDA says 'In summary, although seafood is exposed to the dispersants, the inherent properties of the dispersants minimize the possibility of their being present in food. Based on current scientific literature and our assessment, the potential for bioconcentration of the constituents in the COREXIT® dispersants in aquatic organisms is low, and thus there is no information at this time to indicate that they pose a public health threat from exposure through the consumption of seafood.' **UB**

*Adapted from an article by John Sackton which originally appeared on SEAFOOD.COM NEWS on August 6, 2010*  


## Berkshire pig

*Continued from page 1*

though the returns wouldn't be there for years to come."

He went on to extol the virtues of Berkshire pork and what makes it different: "The breed itself is what makes it truly incredible. It has a higher pH, which in any protein gives a superior taste. In addition, the muscle composition and fat offers tenderness and moistness that a pork chop

should have. Berkshire pork is definitely special."

Berkshire pork is generally sold as 100% purebred Berkshire hogs, raised on small family farms throughout the Midwest. They are slow fed an all vegetarian diet, and their slower growth results in finer muscle texture, more marbling, and a deep color. They are also allowed to roam free over the lands of the farmers and are strictly controlled to allow no outside steroids,

antibiotics or additives. The farms are evaluated once yearly on site to ensure these standards are met and to promote and ensure complete traceability from market to farm, and back through genetic lines.

All these regulations and evaluations have led to Berkshire hogs being the leader in organic markets, and with the current trend in America towards sustainable and hormone-free foods, Berkshire seems a niche market that's poised to grow. **UB**

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