

URNER BARRY'S Reporter

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the newsmagazine for the food industry professional



National Pork Board visits disaster stricken NJ with thousands of pork donations



Urner Barry's Michael Ramsingh (left) with the National Pork Board's Northeast Regional Manager Todd Rodibaugh. (Photo above right) Packages of pork sandwiches were distributed over the course of the week to New Jersey residents.

On Monday October 29, 2012 'Superstorm' Sandy made landfall along the New Jersey coastline, devastating the area and leaving millions without power, thousands displaced and an entire region reeling from the might of the storm.

However, despite the massive loss of property and business, donations of food, clothing and manpower overwhelmed the New York and New Jersey region.

In fact, when the National Pork Board (NPB) caught wind of the destruction the organization decided to rally Midwest pork producers to lend a hand to victims, emergency workers and anybody in search of a hot meal.

"America's pork producers realized that although 24 states have been impacted by the storm. The hurricane hit New York and New Jersey

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The costs of rising prices...

Food inflation: it's not just about steaks and cereal

Articles and news coverage over concerns of food inflation were nearly unavoidable this year. Spurred by corn surpassing \$8/bushel and soy approaching \$18/bushel, media outlets project 2013 as a year with inevitably high commodity prices—whether it is one's morning cereal or steaks on the grill. In the pork market, these headlines

and feed market factors were enough to ignite a wave of discounted livestock offerings and robust consumer interest in meats like bacon in the event of higher prices or lack of future supply. However, in some areas of the world, food inflation can (and recently did) contribute to much more serious consequences than costlier

BLTs. In many countries, population growth, land development and government regulations are such that grain and meat producers have difficulty keeping up with new demand. In addition, when crop yields suffer, as they did in 2012, it is the

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Emergence of this protein commodity is no fluke.



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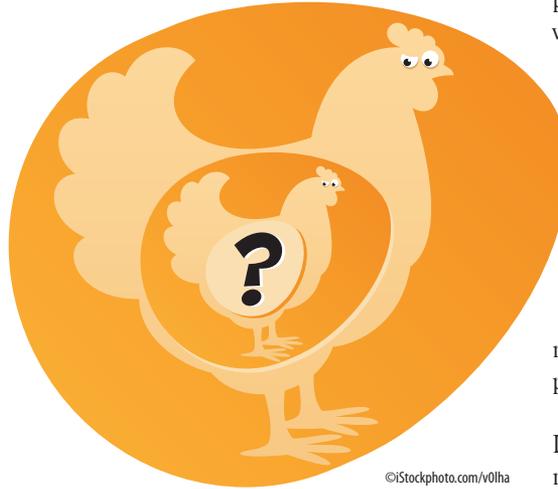
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A guide to the progression of poultry processing

What's the difference between a broiler and a roaster? A broiler broils and a roaster roasts of course! In the world of chicken, the answer is slightly different. This is a common example of one of the many questions posed by newcomers and outsiders to the chicken industry. The goal of this article is to clear up some of the intricacies surrounding this rather obscure business.

Processing chicken was one of the nation's first agribusinesses with the fabrication of meat starting out as an afterthought to egg production. Backyard houses defined the early years of the industry and with the onset of the 1900s, a handful of egg farms began marketing



young chickens during the spring and summer months as an alternative way to generate income. As technology improved, so did the market for chicken meat—and the broiler was born.

A broiler is most commonly known as a chicken that is raised particularly for its meat. In order to answer the aforementioned question, the definition goes a bit further. A broiler, sometimes referred to as a fryer, is a small to medium-sized bird—three to four pounds by today's standards. Roasters tend to be larger in size, around five to six pounds. The origination of these terms simply refers to the methods that were most popular in cooking the birds when they were first presented to consumers.

As meat production continued to gain ground, the breeding of broilers eventually surpassed farm bred chickens as the primary source of chicken meat in the United States. Furthermore, processing facilities began to search for more cost effective methods to produce and market their goods. Vertical integration was one of the first and most noteworthy undertakings that these companies stumbled upon in their efforts. Owners realized that complete control over

production, processing and marketing would allow them to become more proficient and profitable.

By the mid-1970s, the business of selling chicken had developed into a likeness of the industry that we know today with the implementation of disease prevention programs, nutritional innovations and genetic enhancements. The move to automated machine processing helped to further the progression of the industry all the more.

In the years to follow, many of the changes made throughout the industry largely revolved around quality control and consumer demand. A popular item like boneless/skinless breast meat evolved into split tenders, chunk meat or sliced breasts. Products like these were birthed as the industry attempted to utilize the cost savings of running jumbo birds through the plant at increasing line speeds.

More recently, companies have started to test more obscure product lines. Ground chicken is relatively new to the scene along with formed burgers. A variety of flavors of chicken sausage have been presented as an alternative to competitive proteins like beef and pork. Elsewhere, value added products, portion controlled items and environmentally friendly alternatives have all helped to draw additional consumer interest as population preferences have changed dramatically over the past decade.

In the years to come, it will be imperative for the chicken industry to continue to evolve with the ever-changing ways of the world. The questionable status of the economy has consumers pinching every last penny and producers and marketers alike will have to be creative if they are to remain relevant through these troubled times. **U**

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Beef jerky straws for your Bloody Mary

Bloody Mary lovers rejoice! The evolution of the Bloody Mary is complete with Benny's Bloody Mary Beef Straws. Made from 100% USDA beef, the edible garnish is the final chapter in the creation of the "Perfect" Bloody Mary.

The brainchild of Ben Hirko of Coralville, Iowa, the idea was born one evening when Hirko chatted with customers while he tended bar. Two patrons brought in their own beef snacks to enjoy while having some beer, and as he snacked on one himself he thought of how good it would taste with a Bloody Mary.

Then the wheels just started to turn, and one thing led to another and the idea of it being a straw just seemed so logical.



As a straw, the beef would soak up the Bloody Mary and be a juicy snack all the way through.

Armed with this new idea, Hirko started making them at home for his friends and family. Everyone loved them, and after some research he decided to make them



available for everyone. Hirko says "I hope my idea can add a bit of fun, and great taste to Bloody Marys for years to come."

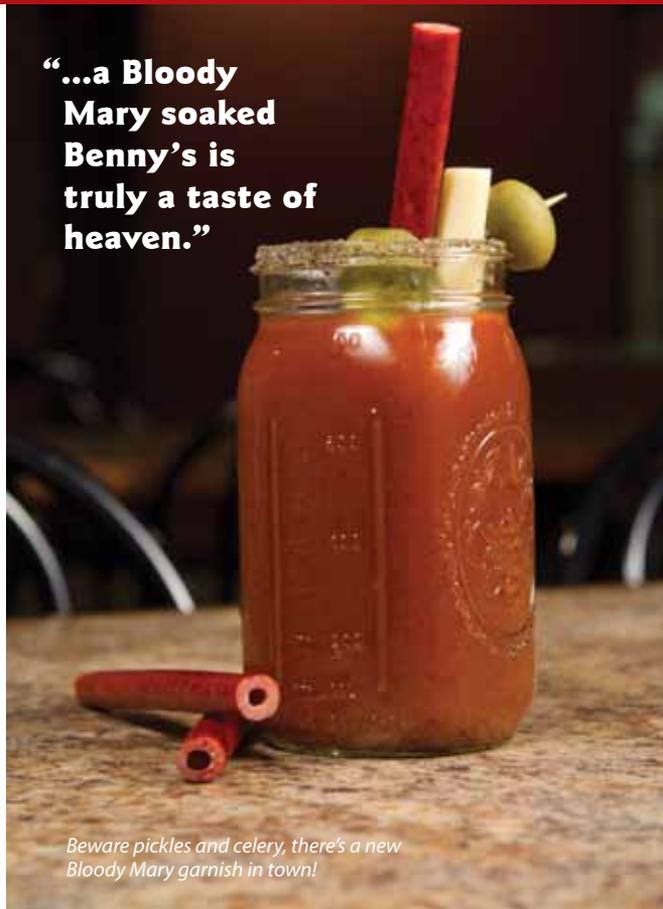
Creating a hollowed out beef stick is not as easy as it may seem. The beef jerky straws start out as normal beef sticks that then have their center removed with a special tool from a custom-developed machine. A small portion of the core can be reused in future beef sticks, though most is lost in the process. Because the canal being extracted is so narrow, in addition to being removed from an eight-inch flexible piece of beef, creating the straws in a time-consuming process. Hirko believes the product is worth it.

Benny's Bloody Mary Beef Straw is a game changer. Not only does it add to the flavor of your favorite recipe, but the overall Bloody Mary experience is added to as well. Hirko himself says "a Bloody Mary soaked Benny's is truly a taste of heaven."

A complete list of where the sticks can be found or ordered online and pricing can be found at bennysbloodymarybeefstraw.com.

Article contributed by Linda Lindner
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"...a Bloody Mary soaked Benny's is truly a taste of heaven."



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New marketing highlights functionality of eggs

Various efforts have highlighted the specific health benefits and nutritional content of eggs through the years, but more recently the American Egg Board is attempting to promote the functional properties of eggs. Through its Egg Product Marketing efforts, AEB strives to increase

the demand of egg products in packaged and prepared food products. They continually show the distinct advantage of egg products over replacer ingredients by focusing on the functional and nutritional benefits surrounding eggs. This calculated effort is aimed to help R&D

professionals in the food industry increase their knowledge about the 20+ functional benefits of eggs.

“Egg replacers continue to permeate the product development arena,” says Elisa Maloberti, AEB’s director of Egg Product Marketing. “We strive to educate this niche about the incredible benefits of real eggs. Replacing the 20+ functional benefits of eggs typically adds to ingredient labels and may result in lost nutritional attributes. And with the trend toward ‘clean’ ingredient labels continuing, I’m thrilled to help consumers see more natural, recognizable ingredients in products they buy.”

The newest ads showcase six specific egg functionalities within food development. Characteristics which deal with structure and integrity of baked goods are touched on in promotional pieces showcasing aeration and coagulation. Eggs are also highlighted for their emulsification properties in sauces, dressings and mayonnaises for smooth feel and creamy textures. They are highlighted for their role in the pasta industry, adding texture and firmness, but also providing distinct pigment. Lastly, several ads show eggs as a replacer for gluten protein, an import attribute for the over two million U.S. citizens who suffer from Celiac disease and the many more interested in the benefits of gluten free diets. All ads promote the fact that eggs “give you a clean ingredient label, naturally.”

The 20+ functional benefits of eggs are presented on functionalEgg.org where they are touched on in a variety of educational videos. Additionally, AEB is supporting this segment through educational opportunities with the American Institute of Baking, National Egg Products School, Safeway, Hillshire Brands and others. A plethora of education materials, including the new Egg Product Sales Toolkit, are also available.



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Eggs will continue to be highlighted for their nutritional content, but with a growing number of egg replacers attempting to take market share, the functional properties of eggs will become increasingly important. Educating R&D professionals and the consumer alike is a major factor and these efforts prove that it has become one of the many goals of the AEB.

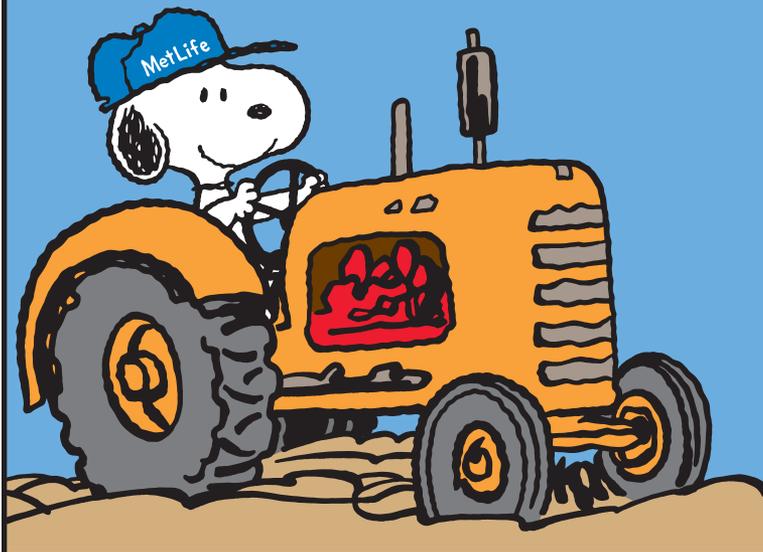
For more information or to request any educational materials, please contact AEB's Elisa Maloberti, emaloberti@aeb.org or 847-296-7043. 

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Functionalegg.org provides users with FREE educational videos that focus on a variety of the functional properties of egg products in baked, refrigerated and frozen products.

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10th seafood summit in Hong Kong opened by

In a dramatic sign of government support for sustainable seafood in China, the 10th Seaweb Seafood Summit held for the first time in Asia, was opened by China's Director of the Bureau of Fisheries and Aquaculture, Zhao Xingwu.

In addition to this show of support from the central government, Dr. Leung, head of Hong Kong's Aquaculture, Fisheries and Conservation department also spoke.

Zhao said that China had been practicing Aquaculture since the 11th century BC, and that in 1980, when Deng Xiaoping launched China's economic reform campaign, the government made a conscious decision to focus on building up aquaculture over wild-capture fisheries. Under this policy, China produced 5.88 million tons of farmed fish and seafood products in 1988, and this has grown to 15.5 million tons in 2011. Out of this 3.9 million tons is exported. China,

according to the FAO, is the only country with a significant wild-capture fishery that produces an even greater quantity from aquaculture.

"We have no choice but to develop the seafood industry in a sustainable way, providing sufficient aquatic products for human beings while striking a balance among population, natural resources and environment," said Zhao.

"China is willing to learn from the other countries' new solutions to seafood development. We are committed to making new and greater contributions to the sustainability of the global seafood market through aquaculture and industrialization," said Zhao.

Other participants at the conference noted that other countries have used quota management to reduce overfishing. China is not taking that path, as the structure of

"We have no choice but to develop the seafood industry in a sustainable way..."

the industry, with hundreds of thousands of fishermen and vessels, makes such an effort too unwieldy. Instead, the Chinese government is reducing fishing pressure by introducing a licensing scheme to limit the number and power of fishing vessels: to impose fishing bans and moratoriums, to reduce the overall level of harvests, and to provide incentives for fishermen to switch to other work.

How the western model of sustainability might work or not work in China has been the overriding theme of the conference. As one Chinese expert put it, China has been successfully farming tilapia for over 2000 years, and so they are not going to be told by outsiders how to make it sustainable, but instead will build on their own traditions.

In the west, the retail model using market incentives, with heavy outside financing from NGO's, has created strong retailer demand for sustainable seafood, most of which involves 3rd party certification by the MSC, GAA or other scheme.

At a press conference, High Liner CEO Henry Demone, Sea Web President Dawn Martin, and Sustainable Fisheries Partnership CEO Jim Cannon discussed how the Western Model might be applied.

First, all agreed that Asian societies had their own unique cultural approaches to fish and seafood, and that sustainability would have to be achieved in harmony with cultural values.

Jim Cannon described the process as 'creating win-win' solutions in individual fisheries, so that the economic or political incentives aligned to benefit all participants. He did not see much



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China's director general for fisheries

difference between North America, Europe and China. Certainly Europe has been as guilty of overfishing and disregarding sustainability as any society on the planet.

He said, "each culture places different values on different aspects of sustainability. For example Japan values assured supply and legality, and it is harder to work on just environmental issues. But in Germany, environmental issues are very important. The key is to find the most important angle to create win-wins."

People in China are certainly beginning to think about environmental issues and sustainability issues and to make progress.

There is a very strong food security argument that is important to the Chinese leadership, and this may be a key entry point in taking action to preserve stocks, and manage aquaculture sustainably. Fish protein is a hugely significant animal protein in the region, and security is an important piece of that.

Dawn Martin made the point that seafood production has to be approached from an angle that will consider the human, social, and environmental aspects. She pointed to the recent decision by two of Hong Kong's leading hotel chains, the Peninsula and the Shangri-La, and Cathay Pacific Airlines, to not deal in shark fin. This was the result of lobbying these companies by environmental groups, but also due to a changing demographic, where younger Chinese were more open to hearing a message about shark fin. She thinks that foodservice may be a key facilitator in building seafood sustainability in China.

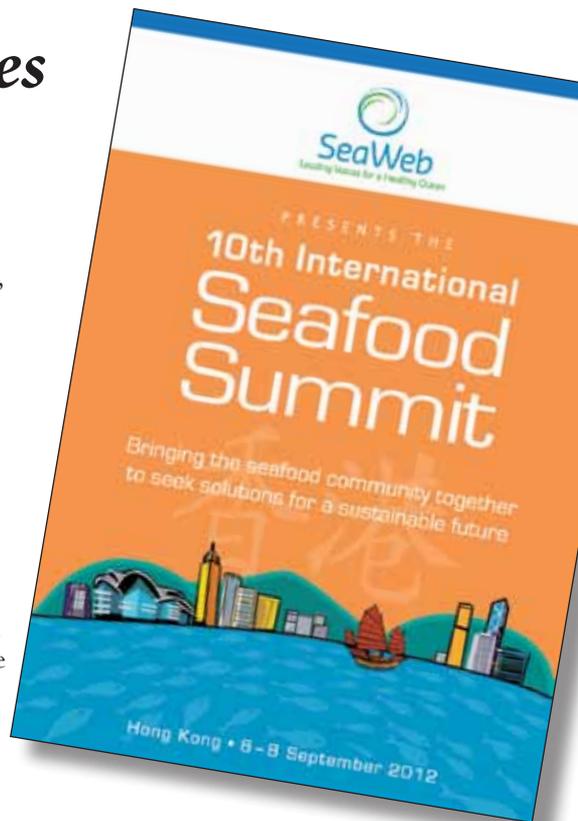
Henry Demone reported first of all that High Liner has seen rapid progress towards its goal of using 100% certified or improving fishery products in all its product lines by the end of 2013. By the end of this year, High Liner's products will be 80% certified, and by the end of 2013, in the high 90s or 100%. Demone cautioned that there may be a few small 'long tail' fisheries that don't make it, but that the number of certified fisheries will be virtually 100%.

When asked whether High Liner's buying practices would influence Chinese producers, Demone said that although they do a lot of fish processing in China, virtually all this fish comes from elsewhere, and is then re-exported. As a result, his buying would not be a pressure point.

On the other hand, companies like Carrefour and McDonald's do sell a lot of seafood in the Chinese domestic market, and Cannon expects these organizations will apply a global standard.

Elsewhere on the first day there was a lot of the obligatory NGO self-congratulation, and there is still a very low level of Chinese company participation in the conference. Yet a good start in Asia has been made. **UB**

This article, by John Sackton, originally appeared on Seafoodnews.com on September 6, 2012



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BAP program growing as 1-million-metric-tons mark is surpassed



global aquaculture
the alliance

Article contributed by
Global Aquaculture Alliance

Awareness of, and demand for, third-party certification is only growing up and down the aquaculture supply chain. Case in point: Total annual output from Best Aquaculture Practices (BAP)-certified processing plants exceeded 1 million metric tons at the end of October 2012.

It's been quite a productive year for the BAP program, the world's leading certification program for farmed seafood. Total annual output from BAP-certified

processing plants has increased 31.6 percent since the end of October 2011, surpassing the 1 million metric ton mark for the first time.

Additionally, the annual quantity of product originating from BAP-certified farms has more than doubled over the past 12 months, reaching 445,000 metric tons by the end of October 2012. In terms of number of facilities, there were 204 BAP-certified processing plants and 251 BAP-certified farms by the end of



Best Aquaculture Practices standards requires effective management of animal health, feed inputs, water quality and food safety.

October 2011, up 29.1 percent and 20.1 percent, respectively, from a year ago.

The BAP program is an international certification program based on achievable, science-based and continuously improved performance standards for farms, processing plants, hatcheries and feed mills. Currently, the BAP program covers facilities for shrimp, salmon, tilapia, channel catfish and *Pangasius*, with additional standards under development.

Over the past 12 months, the majority of the growth within the BAP program is attributed to salmon and *Pangasius*. Since Mainstream Canada's Brent Island salmon farm in British Columbia became the first salmon farm to earn BAP certification in December 2011, 41 salmon farms and eight salmon-processing plants have achieved BAP certification.

As for *Pangasius*, there were eight *Pangasius* farms and 14 *Pangasius* processing plants at the end of October 2012, up from just two farms and three processing plants a year ago. Tilapia has also experienced growth. At the end of October 2012, 33 tilapia farms and 53 tilapia-processing plants had achieved BAP certification, up from 28 farms and 48 processing plants a year ago. **LB**



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A few good chefs...

Delicious diplomacy: the new American chef corps

It's no secret that food brings people together. We've all heard that the way to a man's heart is through his stomach. However, is it possible to use this logic to achieve a much more significant objective such as, world peace? Secretary of State Hilary Rodham Clinton seems to think so.

The American Chefs Corps is a new organization created by the State Department's Diplomatic Culinary Partnership. It's designed to use food as a tool for uniting dignitaries from around the globe. As of September 2012, a group of 80 chefs, including several famous names from TV's "Top Chef," were inducted into the program. According to a press release from the U.S. Department of State, this new initiative will elevate the role of culinary engagement in America's formal and public diplomacy efforts. As part of this endeavor, chefs from across the country will serve as resources to the Department in preparing meals for foreign leaders, and will participate in public diplomacy programs that engage foreign audiences abroad as well as those visiting the United States.

"Food isn't traditionally thought of as a diplomatic tool..."

Taking into consideration the cultural themes and flavors from one's nation can go a long way to demonstrate respect, hospitality, and eagerness to build a long standing relationship. According to Clinton, as reported by the United States Department of Agriculture, "Food isn't traditionally thought of as a diplomatic tool, but sharing a meal can help people transcend boundaries and build bridges in a way that nothing else can."

This effort will undoubtedly create healthy bonds between chefs internationally as they work together to fuse their artistic styles of cuisine. The USDA is reportedly "delighted to support this initiative, which



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is an excellent complement to our ongoing work highlighting the quality, variety, safety and sustainability of U.S. food products to our customers around the world."

There's an old supertime saying that you know the food is good when everyone at the dinner table is completely silent. It's a true compliment to a chef to know the guests are simply too busy consuming the delicious flavors of the feast to bother with keeping up the conversation. In the world of politics—where seemingly no one ever takes a break from talking policy and debate—that compliment becomes even more momentous. **UB**

Article contributed by Jamie Chadwick
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H₂Oh no!

the global water crisis

Not long ago, water was considered an infinite resource. The Earth is made up of 70% water. Sounds like a lot, right? However, only 1% of that water is accessible freshwater and available for human consumption and use. Roughly 70% of that water is used for agriculture and irrigation—the rest is divided between commercial and domestic use. It goes without saying that water is essential to all life; the human body itself is 60% water. From an industry standpoint, it plays a bigger role than we could possibly imagine.

Though water is continuously being recycled through movement that is known as the hydrologic cycle—water moving through solid, liquid, and gas states within the earth and air—we are using it at an incredibly fast pace to sustain our way of life. Over the last several decades we've experienced a population explosion. According to the United States Census Bureau, the current population growth rate is approximately 1.2%, currently at 6.8 billion. The rate is expected to slow, but experts greatly debate projections.

The EPA estimates that in the U.S. a single individual uses approximately 100

gallons of water per day. We need water for everything from drinking and cooking to brushing teeth, flushing the toilet, and bathing. A shower alone uses about 2.5 gallons of water per minute. We also water our lawns, water our flowers, fill up our pools, and wash our cars. Our diets have also evolved over time to include more calories and more meat, requiring more water. So if the average person uses 36,500 gallons or more of water per year in the U.S., how can we expect to sustain our current lifestyles?

A shortage of water means a shortage of food. According to the Stockholm International Water Institute, "There will not be enough water available on current croplands to produce food for the expected 9 billion population in 2050 if we follow current trends and changes towards diets common in western nations," as reported during their 2012 Water Week.

Water directly impacts our supply chain which is clearly evident with the way the drought of 2012 is impacting the industry. Yet it never ceases to amaze how much water

really goes into the food we eat. In order to bring them from pasture to plate, animals need water for feed, irrigation, drinking, and processing. According to National Geographic Society's Water Initiative, just one pound of beef requires 1,799 gallons

A shortage of water means a shortage of food...

of water to be produced. One pound of pork takes 576 gallons of water, a pound of chicken uses 468 gallons, and just a single egg needs 53 gallons of water to produce.

Looking ahead, the looming fear that we will experience a significant water shortage in our lifetime is very close to home. It affects us all, both in terms of our health and our livelihoods. However, as science looks to develop new ways to increase conservation by developing new technologies for more productive and sustainable agricultural processes, it lends hope to a better, wetter future. **UB**

*Article contributed by Jamie Chadwick
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Seafood marketing campaigns change to reflect retailer and consumer needs

Seafood marketing campaigns in the U.S. are appealing to consumers' new found desire for locally sourced and sustainable product.

From Alaska to Maryland and down to the Gulf, retailers are marketing domestic seafood products that are not only traceable to U.S. fishing grounds, but caught using sustainable practices.

For example, over the summer The Gulf Coast Seafood Coalition partnered with 15 Midwest Hy-Vee retail outlets to promote Wild Gulf Coast shrimp.

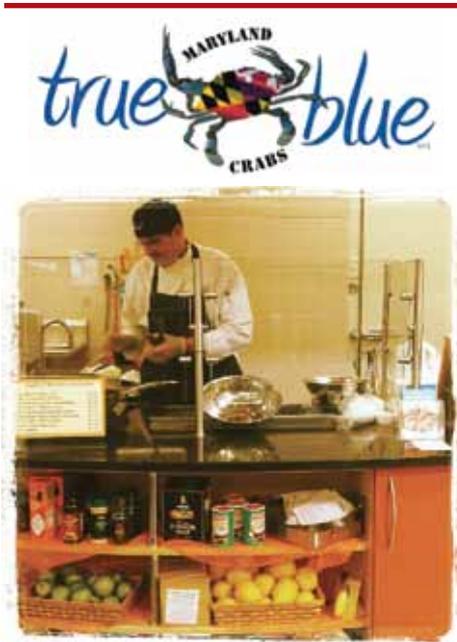
According to the coalition's seafood marketing coordinator Joanne McKneely, the campaign was a massive success that drove up sales of shrimp 63%.

In fact, the promotion was so successful the coalition and Hy-Vee will take the marketing plan to a national stage. The coalition is also in talks with other retailers including Whole Foods, Kroger, Sobeys, Wegmans, Roundys and Price Chopper to work on similar campaigns.

Meanwhile in Alaska, the Alaska Seafood Marketing Institute (ASMI) has been working with retailers with their 'COOKITFROZEN' campaign that promotes the simplicity of cooking sustainably sourced, Alaskan seafood from the frozen state right at home.



HyVee's marketing materials promote the wildly fresh and exceptionally flavorful Gulf Coast Shrimp in its packaging.



“The True Blue promotion was to give a marketing advantage to the restaurants that are supporting the local fishery.”

However, ASMI's retail marketing representative said that retailers have become more eager to promote responsibly sourced seafood through the FAO-based certification used by ASMI and Alaskan producers.

“They are comfortable with Alaska's FAO based 3rd party certification scheme,” said ASMI Retail Marketing Representative Mark Jones.

Meanwhile, Maryland's Department of Natural Resources has taken it upon themselves to promote the state's seafood resources with their “True Blue” certification program.

The program allows restaurants serving Department-verified Maryland blue crab product to use a special logo in marketing or advertising the product.

“The True Blue promotion was to give a marketing advantage to the restaurants that are supporting the local fishery,” said Steve Vilnit, Director of Fisheries Marketing for the Maryland Department of Natural Resources Maryland.

Vilnit added that consumers have become more eager to support locally sourced product that benefits their region's economy; additionally he said consumers are keen on the carbon footprint their eating behaviors are having on the environment. **UB**

Article submitted by Michael Ramsingh
Mramsingh@urnerbarry.com

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Philips Seafood hits Jersey's fall festival scene to further brand awareness

Over the years the fall season has become synonymous with food festivals across the country and for Philips Seafood an opportunity to market and grow their longtime business.

The family-owned seafood business based in Baltimore, MD has dominated the Mid-Atlantic seafood industry with their signature crab cakes since the 1950s.

However, though the company has expanded its reach with seven locations from New Jersey to South Carolina; in addition to numerous smaller outlets in airports and sports arenas, Philips has continued to find ways to spread their brand name beyond the Delmarva area.

And so the company decided to hit the festival circuit.

This year Philips has participated in a number of seafood festivals to promote their signature seafood to U.S. diners up and down the East Coast.

In September the company's Atlantic City restaurant sponsored and featured a booth during the return of the Atlantic City seafood festival.



Sand sculptor Matthew Deibert poses with Urner Barry's Reporter in front of his creation for the AC Seafood Festival.

A few hundred seafood starved consumers descended to Atlantic City's Jack Baker Field to sample seafood from dozens of vendors, and Philips was on hand to promote their food.

Philips' Executive Chef Paul Drew noted that all of Philips' offerings could be found on their restaurant menu.

According to Michelle Torres, the company's corporate director of marketing, festival goers sampling items right from the restaurant menu is a huge selling point for the company because diners get an actual taste of what the restaurant has to offer.

In fact, the company competed with some local New Jersey restaurants at Long Beach Island's 24th Annual Chowder Fest, where thousands of chowder-hungry

visitors were put to the task of voting for the best red and white clam chowder from among 17 vendors.

According to Philips' Executive Sous Chef Sean Duffee, the restaurant prepared 170 gallons of their red clam chowder to compete against seven local establishments. Duffee and Philips' Executive Chef Paul Drew were hopeful of repeating last year's success—the first time Philips participated—when the restaurant's signature New England style chowder won the Critics Choice Award for best New England style chowder. This year they did not make it.

Philips Seafood Atlantic City General Manger David Schipper said the company's participation in festivals is a great way to remind consumers that they do not have to go far for quality seafood.

"We think the draw that it's going to bring from around the area and outside will promote our name and our food," he said. **U**

Article submitted by Michael Ramsingh
Mramsingh@urnerbarry.com



Philips' Executive Sous Chef Sean Duffee serves clam chowder at LBI's Chowder Fest.

Carcass weights: doing more with more

By Miranda Reiman,
Certified Angus Beef

Beef carcass weights will go higher, but that doesn't mean retail and restaurant steak size will follow.

High corn prices spur feeders to put more pounds on cattle, to the point where most of it goes to carcass weight, says analyst Shawn Walter, president of Professional Cattle Consultants (PCC).

"Every few years we talk about it, can we make carcasses any bigger? Well, we keep doing it," he says. "We've had an upward trend for carcass weights since the 1960s."

Packers encourage by paying for more pounds. Carcass weight discounts don't kick in until 1,000 to 1,050 pounds.

A historical look shows the first wave of carcass increases came from continental breeds, like Charolais and Limousin, while growth technologies the following decade continued to push that trend higher.

"We have increased the production, the genetics and the growth in our cowherd," Walter said. "This train is headed down the tracks with a pretty good head of steam and to just turn that around is not likely."

That's probably not the kind of news the foodservice trade wants to hear. Typically, higher carcass weights spell challenges, but in an effort to retain and grow demand, the beef industry has transitioned from a "take it or leave it" approach to more of a "we'll help you deal with it" attitude, says Phil Bass, Certified Angus Beef LLC (CAB) meat scientist.

"People's stomachs aren't getting that much bigger," Bass says. "People are getting bigger, but our stomachs aren't getting that much bigger."

They don't want more ounces at a time.

"Middle meats—the striploin, the tenderloin, the ribeye—traditionally have been pulled out in a large piece and you start cutting steaks right down from one end to the other," he said. Trying to maintain consistent portion size creates thin, hard-to-cook steaks.

"If you're in a restaurant and you pay \$30 for a meal, you're going to want it cooked the way you ordered it," he notes.

A thicker cut looks better and, Bass says, "it helps them maintain that flavor, juiciness and tenderness which is so critical for palatability."



Phil Bass, Certified Angus Beef LLC (CAB) meat scientist.

Creativity is the solution for getting desired products out of today's heavier carcasses.

Cutting a fillet of rib from the center leaves behind parts of that valuable primal, which then become medallions or tournados. Another option is to make cucina steaks and tie the remainder into a farmer's roast.

"Any major subprimal you can think of, we

have an alternative fabrication style that you can use to break down these big carcasses," Bass says. "We give the customer what they want, instead of saying, 'Here's what I've got.'"

CAB is active in educating licensed merchandisers about these new options and provides marketing materials to

help them teach consumers, he says.

The larger carcasses haven't brought only challenges.

Bass asks, "Can we have a high-quality animal and still have a lot of meat coming off that animal? Absolutely. We're seeing it today."

Cattlemen are getting more value out of each head, and the historical grading trends inching upward mean good news for end users, too.

"As marbling increases, so does the overall eating experience, so does the overall value to the consumer," Bass says. **UB**



Shawn Walter

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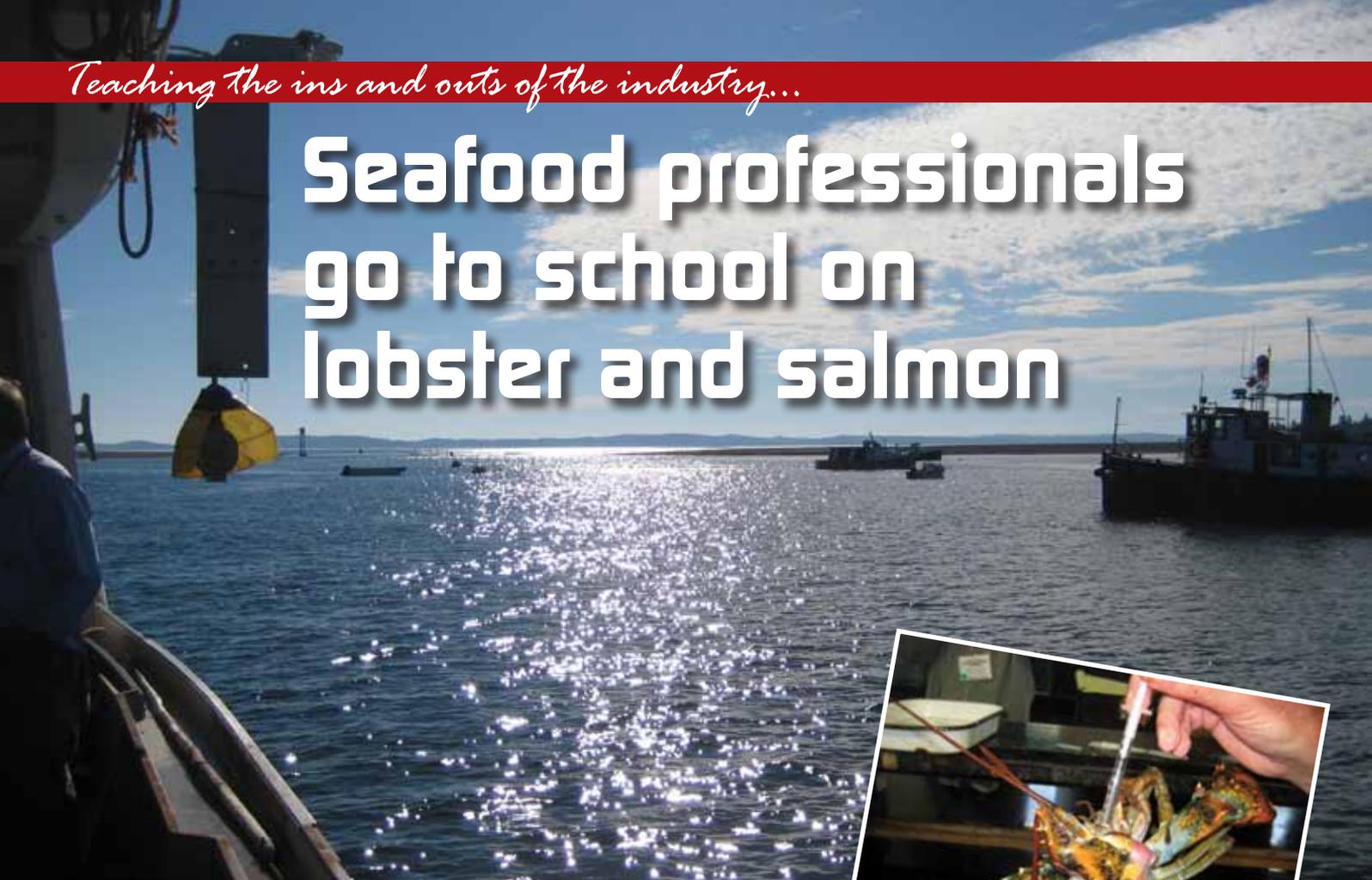
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Teaching the ins and outs of the industry...

Seafood professionals go to school on lobster and salmon



The 2012 Lobster Academy class witnessed the dissection of a live lobster as well as the extraction of its blood.

In October, seafood industry representatives from around the world, including two of Urner Barry's seafood market reporters, descended upon Canada's remote Bay of Fundy to partake in East Coast Seafood's Lobster Academy and True North's new Salmon Academy.

According to academy spokeswoman, Christina Ferranti, the academies are

When you see seafood companies working together to educate seafood buyers, it is a benefit to the consumer and buyer...

non-profit organizations that have seafood companies help educate seafood buyers, importers and other industry leaders about *Homarus americanus* and salmon so they can make better purchasing decisions while also learning how to grow the value and marketability of Atlantic lobster worldwide.

Urner Barry seafood market reporters MaryAnn Zicarelli and Janice Brown

were among the group of about 21 attendees and said the event was fun and educational.

According to Zicarelli, each day at the academy was unique. The first night the class was treated to a five course meal prepared by Chef Guillamue Delaune featuring fresh salmon and lobster. The next day academy participants attended

classes hosted by members of the Lobster Institute.

Lobster 101 was hosted by Cathy Billings while Lobster Biology was presented by Dr. Bob Bayer.

"Dr. Bayer dissected a live lobster, pointing out its organs and also extracted the blood of the creature. Many were amazed that the color of its blood was a translucent whitish gray color," Zicarelli said.

However, in order for participants to truly understand the scope of the industry, the academy went beyond the classroom and onto the fishing boat. The group boarded a lobster boat at St. Andrews Wharf and

departed into the Bay of Fundy to haul lobster. The group then stopped at Paturel's lobster processing plant on Deer Island.

"Throughout the plant you could sense a commitment to their product and all of the employees were beaming with pride," said Brown.

Meanwhile, amid all the lobster centric lessons, True North took advantage of the common theme of the Bay of Fundy and partnered with East Coast Seafood's Lobster Academy to start the Salmon Academy.

For Janice Brown, who quotes the salmon market for Urner Barry's Seafood Price-Current, the salmon portion of the academy was particularly enlightening.

"The salmon side of the academy did not disappoint either. Innovation at all aspects

of True North's production was apparent. True North's introduction of Integrated Multi-Trophic Aquaculture to the Bay of Fundy was exciting and extremely interesting," Brown said.

Ferranti said the importance of the academy is how it benefits the seafood industry as a whole through education and cooperation.



Urner Barry's seafood market reporters, MaryAnn Zicarelli (left) and Janice Brown (right) with True North Salmon's Alan Craig.

"When you see seafood companies working together to educate seafood buyers, it is a benefit to the consumer and buyer," Ferranti said.

Brown echoed the value of the industry knowledge the academy provided.

"The experience was truly a rewarding one. A hands-on approach to education of these industries not only educates and informs, but it also builds a passion for the products. Being able to see the faces behind these industries was probably the biggest take-away I experienced during the academy," she said.

Interested in attending the 2013 Lobster Academy? Dates are currently set for June 10-13, 2013 and September 30-October 3, 2013. Visit www.lobster-academy.com for more details. **UB**

Article contributed by Michael Ramsingh
Mramsingh@urnerbarry.com



Captain Justin MacDonald aboard the Thankful Too hauling lobster in the Bay of Fundy.

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Fish Fact

Early commercial activity included processing green mussels into a powder that was marketed as an anti-inflammatory remedy.

Green mussels are sold live, in shell and shipped by air from New Zealand. They are more commonly available frozen in the shell, on the half-shell, or out of shell. Those frozen in the half-shell make up over 70 percent of the total. They are size graded by count or weight, depending on the shipper or buyer's requirements.

Size grade	Count per pound	Weight in ounces
Small	11 to 14	1.0 to 1.5
Medium	8 to 11	1.5 to 2.0
Large	5 to 8	2.0 to 3.0
Extra Large	3 to 5	Over 3



Green mussels on the half-shell

Fishing Methods

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

Green mussel meat looks similar to blue mussel meat but, because the mussels are generally larger, it tends to taste more succulent. The plump, tender meat is creamy white when the mussel is male and apricot to orange when the mussel is female. Flavor is not distinguished by color, and the flavor of both is superb.

Mussel meats are offered in numerous size grades.

Size grade	Count per pound	Weight in ounces
Small	32 to 45	0.3 to 0.5
Medium	23 to 32	0.5 to 0.7
Large	18 to 23	0.7 to 0.9
Extra Large	Over 18	Over 0.9

PRODUCT FORM

Live - whole
 Frozen - whole, half-shell, meat
 Value-added - breaded, marinated

New Zealand farmers sell mussels to the U.S. as a premium product. Green mussels are highly regarded among U.S. consumers that are willing to pay comparatively high prices for a consistent, high-quality product.

PACK DESCRIPTION

Blocks
 10/1 kg
 IQF
 10/2 lb, 12/2 lb
 Bags
 2 lb, 10 lb, 25 lb



Global Supply

TOP COUNTRY:
New Zealand



Poultry processing and the Herfindahl index

Veterans of the poultry industry are fond of talking about the old days. Things, it seemed, were different and it wasn't all that long ago. At that time poultry businesses numbered in the hundreds, not the dozens; a handshake and a promise was binding enough to secure a deal, and the price of feed and fuel were hardly of much consideration. Consumers, especially in the 80s, were just realizing the benefits of healthy living and poultry was a perfect fit for America's new lifestyle. Per capita consumption of chicken and turkey was escalating at a rapid clip and the industry was expanding. They were good times for the poultry industry.

Fast forward to 2012; rarely does a day go by when someone doesn't question how the industry is to stay profitable and in business with \$8 and \$9 corn. Or, a bit more morbidly, question which company might be next to fall to economic pressures. While the latter is

not easily answered, thankfully, there is an established means by which to gauge the relative density (concentration) of a particular industry. From this one can, more or less, extrapolate the potential for consolidation taking the form of closures, buyouts, mergers or takeovers.

In any business, whether banking, automobile or poultry, there is a level of concentration or industry competitiveness indicated by the Herfindahl Index (HI), also known as the concentration index. It's easily generated by summing the squared market shares of the firms in the industry, is commonly used to support antitrust claims and is considered a measure of competition. The Department of Justice uses the index when scrutinizing mergers.

The index itself can be large or small, but decreases over time are indicative of a loss in pricing power and/or increased competition while increases suggest the

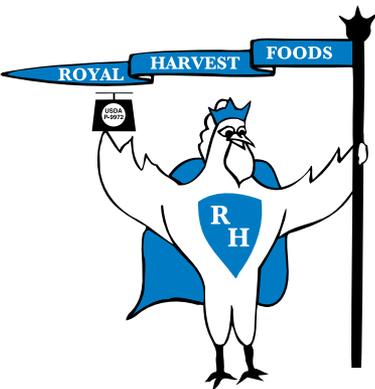
opposite. In general, a Herfindahl Index below 0.1 signifies low concentration, while an index above 0.18 signifies high concentration.

Taking a look at the chicken and turkey industries and their related HIs, we can deduce a few things. For example both industries have a Herfindahl Index right around 0.1 which is an indication of low concentration. This alone suggests that there is room for consolidation. But what do the trends tell us?

For chicken, specifically, the latest index using the most recent production data (2011) is at .102312. Three years prior in 2008 the index stood at .097921. Generally, an advancing index is an indication of a gain in pricing power resulting from decreased competition. If we take a quick look at the chicken industry, expansion and growth has been among the largest companies—those who encompass five percent or more of total U.S. chicken production. There's been a decline in the influence of the smaller operations with names like Townsend, Allen, and Cagle's succumbing to acquisitions or bankruptcy.

The turkey industry is experiencing something a little different. The 2008 production figures and associated market shares produced an HI of .108654. Three years later, the 2011 index stands at .099385. This decline in the Herfindahl index suggests that a loss of pricing power is developing as competition increases. Like with chicken, this is easily explained by referencing the production restraint demonstrated by the top turkey producers during 2009-2011. This discipline was somewhat countered by growth in the middle tier producers, such as West Liberty, Cooper, Michigan Turkey, or Turkey Valley Farms for instance. Instead of a declining middle and lower tier base of influence, turkey is experiencing an expanding one; at least for now.

Whether pillows or poultry, the Herfindahl index is a great tool to help gauge industry competitiveness and its potential for consolidation. There's little it can do to help explain away the past actions and



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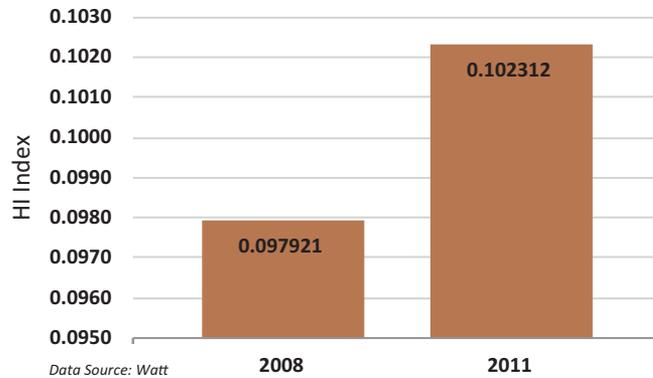
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“...there is an established means by which to gauge the relative density...of a particular industry. From this one can extrapolate the potential for more or less consolidation...”

reactions related to poultry production and processing. It can't bring back the days of high competition, rapid growth and consistent profitability. What it can do, however, is provide some food for thought. It clearly helps define the current structure of the poultry business, or any business for that matter and its potential for expansion or contraction. That, in turn, will no doubt impact the decisions made by its leaders which ultimately shape its future course. **UB**

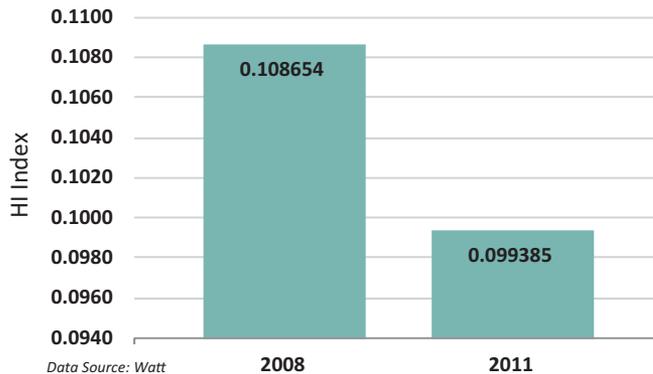
Article contributed by Russell W. Whitman
rwhitman@urnerbarry.com

Chicken Herfindahl Index



Growth in the largest chicken companies has led to an upward trending HI for the industry and, with that, decreased competition.

Turkey Herfindahl Index



Conversely, the turkey industry has experienced expansion in the middle tier producers while production constraint in the largest processors has led to a lower HI and increased competition.

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Incredible edible egg jingle hatches new life

Contributed by
the American Egg Board

In October, the American Egg Board (AEB) launched the new Incredible Edible Egg Jingle, and within the first week, this effort earned more than 5.9 million media impressions. This jingle has a fun, modern flair and builds on what AEB started 35 years ago when the Incredible Edible Egg campaign first was introduced. The new lyrics celebrate the health benefits of eating eggs with updated information on cholesterol and Vitamin D content.

The Incredible Jingle garnered incredible results in just four weeks. Key highlights include:

- 79,100 Facebook fans gained
- 5,725 Farmer video views on YouTube
- 13,855 likes; 1,929 shares; 1,746 comments and 6.7 million impressions of the Farmer video on Facebook, making it the most popular Facebook post to date
- 41 Jingle contest entries
- 7 million traditional media impressions including 270 total media placements including press release pick-up

On Facebook, the Incredible Edible Egg Jingle contest submission period ended November 7 with 41 total entries. Fans were encouraged to record their own rendition of the new jingle to win prizes. As voted on by the Incredible Edible Egg Facebook fans, Lorie Magelky was announced as the grand prize winner. Sawyer Frye was voted as runner up, and Danny Thomas was the



AEB created a video of farmers and their families singing the jingle which was posted to Facebook and YouTube.

second runner up. This contest pushed the Incredible Edible Egg Facebook Page over the 400,500 fan mark!

Thanks to several egg farmer “volunteers,” AEB created a video of farmers and their families singing the jingle, which was posted to Facebook and YouTube to help promote the contest. View it here: <http://tinyurl.com/8k57smr>.

To help promote the new tune and encourage consumer engagement, AEB partnered with two popular national radio programs, “Mike and Mike” on ESPN that earned 20 million media impressions and Ryan Seacrest’s “American Top 40” that earned more than 19 million media impressions.

Press materials were developed, including a release promoting the 35th anniversary of the jingle and the contest

along with a fact sheet with “35 Reasons to Love Eggs.” The press kit reached media across the country on October 9 and was posted to PR Newswire. AEB also engaged consumers via its online communities, including Twitter, Facebook and blogs. To date, the press kit has a 12.1 percent open rate and 14.7 percent click-thru rate to date, exceeding the industry average of 2 percent. The jingle press kit has already exceeded the recent back-to-school press kit, which had a 10.9 percent open rate and 7.9 percent click-thru rate.

This national effort was supported by the state promotional organizations through radio buys and local media outreach with AEB’s press kit. Those organizations on Facebook shared the Incredible Edible Egg’s updates reaching even more consumers.

AEB is eggcited to reintroduce the iconic jingle to consumers. Plans are underway to leverage the jingle’s success in 2013. Make sure to visit IncredibleEgg.org/egg-facts/incredible-edible-egg-jingle to download your free jingle phone ringtone. **LB**



AEB's new jingle has a fun, modern flair and builds on what AEB started 35 years ago when the Incredible Edible Egg™ campaign first launched. The new lyrics celebrate the health benefits of eating eggs with up-to-date information on cholesterol and Vitamin D content.

RFS requires reform

Contributed by
the National Turkey Federation

As this article was being submitted, the Environmental Protection Agency (EPA) declined to rule in favor of petitions from livestock, poultry and dairy organizations—a bipartisan group of 34 U.S. senators and 156 House members and nine governors—to waive the Renewable Fuels Standard (RFS), a decision that has a tremendous impact on agricultural producers and American consumers.

The RFS is a federal law that mandates a certain percentage of corn be blended into corn-based ethanol. This summer, the governors of Arkansas and North Carolina, along with seven other states, petitioned EPA to waive the standard for the remainder of 2012 and all of 2013. Along with all agricultural producers, the ruling is unfavorable for the turkey industry.

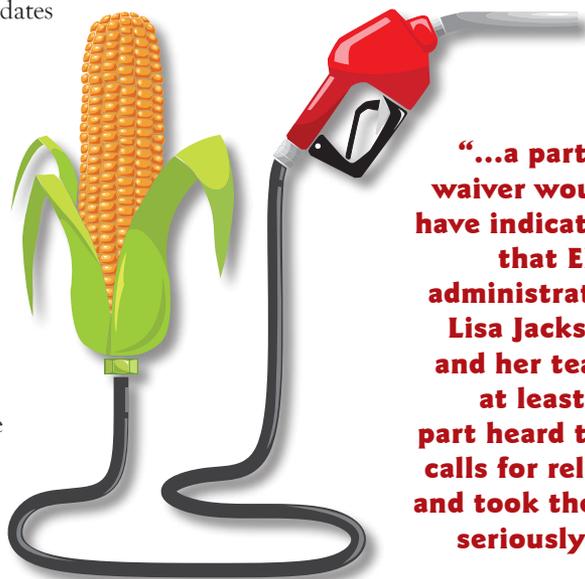
In granting no waiver at all, in the face of the worst drought in a generation, it is clear that significant legislative reform is necessary. As noted in many comments submitted to EPA, analysts have predicted that anything less than a 100 percent waiver will not provide significant relief in the livestock and poultry markets. It was suggested that a partial waiver would have been driven more by EPA's desire to avoid—at least temporarily—a looming regulatory conflict. In making this ruling where the 2013 RFS is not being reduced, the agency may reach a point where it is mandating the sale of more ethanol than the country is willing to buy.

Within the last two years, EPA approved the use of up to 15 percent ethanol in newer cars and light trucks. However, most service stations will not accept gasoline with more than 10 percent ethanol because of concerns about the liability that would arise from the potential damage ethanol-

laced gasoline could cause older cars, boats and others small engines.

With no RFS waiver, some refiners will be faced with little choice but to blend less ethanol into gasoline than the law requires, thus leaving them open to government fines.

Regardless, the decision will have a significant impact on turkey markets and, ultimately, at the retail level. As corn prices



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“...a partial waiver would have indicated that EPA administrator Lisa Jackson and her team at least in part heard the calls for relief and took them seriously...”

remain well above \$7 a bushel, many turkey companies are reassessing production decisions. This ultimately could lead to cutbacks, less income for turkey growers and, as supply begins to fall relative to demand, the American consumer will begin to see the trickle down effects at the grocery stores.

The bottom line is that with no waiver for 2013 the RFS is in need of major reform. Though a partial waiver would have indicated that EPA administrator Lisa Jackson and her team at least in part heard the calls for relief and took them seriously, the question remains: If the economic harm caused by the federal ethanol mandates and worst drought since the 1950s is not cause for a full waiver, what is?

It also should be noted that neither EPA nor USDA seems to be conducting a serious analysis of the *quality* of the corn crop. While the volume of corn harvested this year is disturbing enough, the heat stress from the drought could cause much of the crop to be underweight (a bushel normally weighs 56 pounds). This means producers will need to buy as much as five percent more corn by volume to produce the necessary amount of feed. Heat stress also increases the toxins in corn, meaning some of the crop (and the dried distillers grains manufactured during ethanol production) will be unusable.

The turkey industry understands and supports the need to develop domestic sources of energy, but an adequate feed supply is a crucial priority. Food and energy should never be forced by government mandates to compete with each other for key inputs. The fact that it took from Independence Day to Thanksgiving for the government to make any kind of decision, much less one of such tremendous consequence, in the face of this unprecedented drought proves that Congress needs to re-examine the RFS carefully during the coming year.

Our country needs to come to a balance between the livestock and poultry industry's needs, and the ethanol industry's demands, and doing nothing will not fix the problem. **U**

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The psychology of perfect portions

In a time when global food expenditures are growing, we may be seeing the size of our plates shrinking. The large portions demanded in our western society are rapidly becoming increasingly difficult to feature on menus, so restaurants are finding new ways to enhance both the flavor and aesthetic appeal of meals. They're finding that an emphasis on quality rather than quantity is the way to beat rising meat costs.

It's all about presentation. Rich colors, unique textures, artful designs, and the perfect flavor combinations can distract from smaller portion sizes at the dinner table. The term used for this art of creating the perfect face of the meal is known as "plating." Using ornamental features, symmetry, sauces, and garnishes are all part of the plating process. We've learned how to create artichoke flowers, cucumber bows, and zucchini boats to add to the beauty of the food we eat. Plates, cutlery, linens and centerpieces have become key in creating the perfect dining experience.

In our super-sized culture, consumers do not like to see skimpy plates. However, the

sizes of the plates themselves have changed over the years. Fifty years ago, the standard dinner plate was 9 inches in diameter; in 2012 we're using at least a 12-inch plate. The bigger the plate, the more food it takes to fill it, so logically we're eating an average of 25% more food than we used to at dinnertime.

Psychologically, we seem to be satisfied with seeing (and subsequently eating) a full plate—but would we notice how big the plate itself is as long as it was full? We can't exactly replace a 24oz. steak with a 12oz. steak and keep the same size plate without someone noticing the extra white space. However, pairing a smaller portion with a smaller plate and adding an aesthetically pleasing design may just distract from the lost substance.

Large dinner portions have become an expectation of the typical restaurant goers' dining experience. However, chefs have



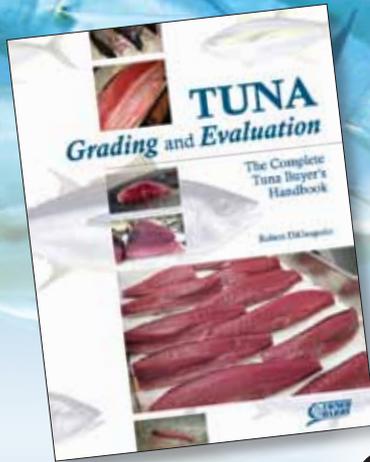
The art of creating the perfect face of a meal is known as "plating" and uses ornamental features, symmetry, sauces, and garnishes as part of the plating process.

made it a priority to invent new, creative ways to draw in customers, all while saving on cost. Smaller yet even more delectable dishes are slowly becoming the new normal for Friday night dinner out. Who knows, years from now the 24oz. steak could end up as nothing more than restaurant myth.

Article contributed by Jamie Chadwick
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One of Urner Barry's newest titles, **TUNA Grading and Evaluation: The Complete Tuna Buyer's Handbook,**

has received rave reviews on Amazon and been a hot seller. Like nothing else on the market, the book is a complete guide that educates traders in the world of fresh tuna. Although government grading does not exist, the industry has standards which they follow that help to determine the value of each fish. This process of grading tuna is quite involved. This book, authored by Robert DiGregorio, a tuna trader for more than 30 years, is helping many to understand industry standards, value and regulations.



If you are in the seafood business, a chef, or just want to broaden your understanding about tuna, this book is a must.

— Customer Review

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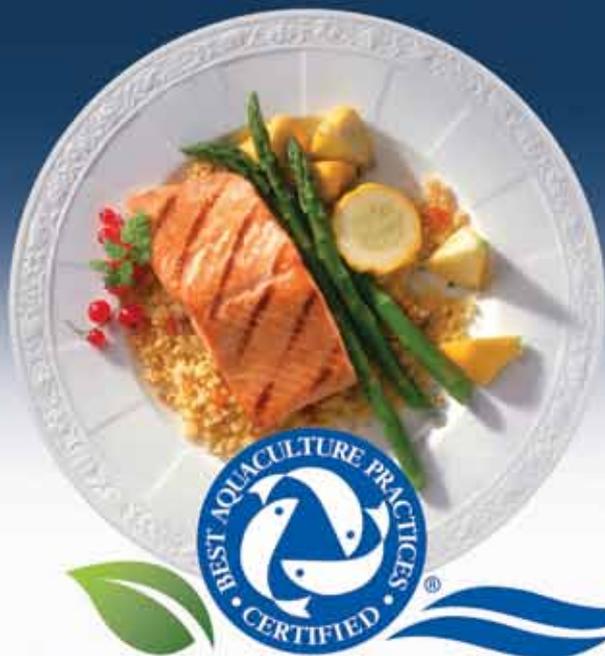


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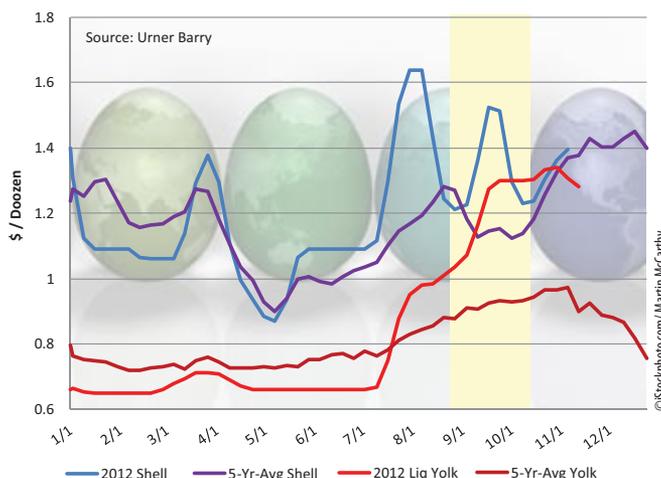
U.S. exports to Mexico take domestic prices for a ride

The hot, dry conditions which wreaked havoc on agriculture throughout the U.S. in the summer of 2012 are still fresh in our minds. During that period, Urner Barry's shell egg prices hit near record highs, and demand was being significantly affected come August. Prices began to crash off these peak levels, as bird populations were replenished and production began to rebound. That trend looked as if would have continued had it not been for the highly pathogenic avian influenza virus which struck Mexico's number one egg producing state of Jalisco. Rumors began to swirl in the states of potential new export opportunity as information on the scale of the issue slowly leaked.

Initial reports cited 2-4 million of the country's roughly 150 million layers had been affected by the virus and that measures were being taken to stop further spread. This was especially troubling because Mexico is the number one per capita consuming country, at over one egg per day. Eggs are in fact considered a staple in the Mexican diet, among other items like the tortilla. U.S. producers began to field calls and e-mails from various trading partners across the border and held supplies with increasing confidence as more light was shed on the situation.

The issue progressed through the end of August when the country's import tariffs were lifted to combat against spiking prices. At this point many reports stated that up to 11 million birds had been culled. The United States Egg Marketers (USEM), a producer cooperative representing approximately 40% of U.S. production established specifically for the purpose of exporting large quantities of U.S. Shell Eggs, began sending test loads to see if the logistics of a deal could be hashed out. By the end of August 10 loads had been shipped south of the boarder by the USEM. Prices in the states began to firm as a number of private traders also began to send unexpected volumes of shell eggs and egg products down south. Domestic

UB Midwest White, Large Quote



“...U.S. exports of shell egg were up 125% over the same month in 2011.”

movement also started to improve, with cooling temperatures and the opening of school in many areas.

Within the first two weeks of September, Midwest white large dozens saw a 19.8% move in price. During that Period, USEM sent roughly 64 loads of large. Many private transactions were also noted, with total volumes reportedly exceeding those which were being made public. Not only were U.S. producers fielding call for shell eggs but several processors signed deals to ship egg products, particularly yolk. This complex had already been fairing well, with several players previously sending eggs across the Atlantic to Europe. Several sellers became buyers and competitive spot buying forced standard raw liquid yolk up 17% during the same period.

The problem continued through the end of September as the virus seemed very difficult to contain. Reports finally stated that anywhere from 22-24 million birds were culled to finally immobilize its spread. Prices at the retail level in Mexico continued to trend higher, almost doubling in some cases, and several news stories covered accounts of

Mexican citizens coming into the U.S. to secure shell eggs for their families. Export volumes continued to increase and the USEM sent another 93 loads by the end of the month on top of the private transactions which continued to be reported. Prices in the States appreciated by 30% in the month of September as a result (to the chagrin of many domestic retailers), and yolk values advanced by 25% during the same period.

A final 36 loads were sent through the first week of October, but by that time values had reached

a level where further negotiations had become difficult and other countries became increasingly competitive in the Mexican marketplace. Not only that, but retail orders were disappointing in the States, with many chains pulling planned features and cutting orders due to these unexpected market levels. Supplies quickly began to build and sellers were forced to discount our supportive market lines as buying needs dwindled. Prices on large fell by over 20% before orders began to normalize and chains began to feature once again. Liquid prices did remain strong however, as processors seemed able to lock in longer contract terms.

The USDA reports that during September 2012, U.S. exports of shell egg were up 125% over the same month in 2011. Egg yolks, fresh, cooked, molded, frozen, etc. advanced by 97% during the same period. Mexico is currently repopulating birds lost during the period between mid August and late September, and as the latter part of October has shown limited interest in U.S. shell eggs. The U.S. market has followed more consistent price patterns to the previous five year average since, and many project that over 400 loads left the states in total. Consumer demand in Mexico could potentially pick up significantly ahead of the holiday season, but it is yet to be seen whether or not they will re-enter the U.S. market for supplies as of this writing. **UB**

Article contributed by Brian Moscogiuri
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Technology's role in the sales process

Contributed by Special to the Reporter,
Jim Buffum

Many of you will remember the “old days” when one wanted to make an appointment with the purchasing person at a particular casino or other major foodservice establishment. The first step was to look up the phone number which-of course-was in a phone book, call the main extension and then ask for someone in purchasing. A live person answered the phone, told you who the best individual to speak to was, transferred the call, and the appointment was made. Then, after writing all of the important information in your “Day Timer”, things were good to go. On the day of the appointment you made sure the sales plan was ready, grabbed some business cards and, with promotional literature in hand, off you went.

Flash forward to today. You google the casino, locate their website, click on the purchasing drop down, fill out the form and hope someone gets back to you. Three days later you receive an e-mail with some potential meeting dates, you gladly reply, confirmations are made and, after entering the particulars in Outlook Calendar, off you go. On the day of the appointment, confirmations are made via e-mail, your laptop with every possible sales presentation possible is at your side, and the plan is on your desk top. Oh and yes, your business cards are still in hand.

The world has changed dramatically from just a few short years ago. Before you even enter the building where the appointment is being held you're likely being pre-judged. The category buyer has already checked out your website and looked you up on Linked-in® and Facebook®. He probably e-mailed some of their industry associates to get feedback on what you and your company are all about. The odds are that,

“...make sure it [the website] does a great job of telling your company's story in a way that is persuasive and professional.”



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looking for that competitive edge, you have probably done the same to the buyer.

There is an old saying “that you get one chance to make a first impression”. In these days of modern technology your first chance to impress that buyer is your website. Take a critical look at it to make sure it does a great job of telling your company's story in a way that is persuasive and professional. Remember you are being compared to businesses that are a lot larger and have deep budgets for marketing and technology.

I love spell-check...ok not really! We take it for granted that the e-mail we sent was well written and free of grammatical and spelling errors. Check that e-mail again and again before you send it. The professional that you are hoping to sell is holding you to a high standard. He wants to make the best buying decision possible based on the information that is available.

The casino industry is inherently advanced when it comes to technology. It is the backbone of their business as it relates to gaming. They were using computers long before many other business segments did and it permeates through all of their departments. Remember this as you prepare for that initial contact-with the internet, availability of information is universal. That person you're trying to get a leg up on has access to all of the same information that you do. Knowledge is key and one needs to invest the time to

be able to converse intelligently with that buyer, hopefully conveying some additional information of which they were not aware. Set yourself apart from the rest, do your homework, plan well, be prepared, and close that deal!**UB**

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Bringing transparency and efficiency across borders

On November 16, 2012, Urner Barry released its weekly Mexican Beef Market Report, now available as an add-on to its Comtell® service.

The weekly report is updated every Friday and can be found by clicking “Quotations” under the Red Meat tab in Comtell®. Here, users will be introduced to a fully interactive market report

with items traded domestically in Mexico, plus a full page with analysis and commentary.

Similar to Urner Barry’s other market reports, the Mexican Beef Market report is intended to bring transparency and efficiency

to the meat market; additionally the report will establish a commodity benchmark for buyers and sellers both within and outside of the United States and Mexico.

The report is available in English and Spanish giving users the capability to toggle between the two vernaculars or choose to view the report with both languages displayed side-by-side. Prices are initially set in Mexican pesos/kg, with the option of displaying these prices in USD \$/lb. using the closing exchange rate for that day.

Users can also view historical data of over 50 quoted items in the Mexican Market by clicking on the individual quotations.

As with all of our quotations, Urner Barry is uniquely positioned to provide timely, accurate and unbiased information that allows subscribers to make better business decisions. **UB**

Article contributed by Angel Rubio
Arubio@urnerbarry.com

Salmon, unprecedented year, or is it?

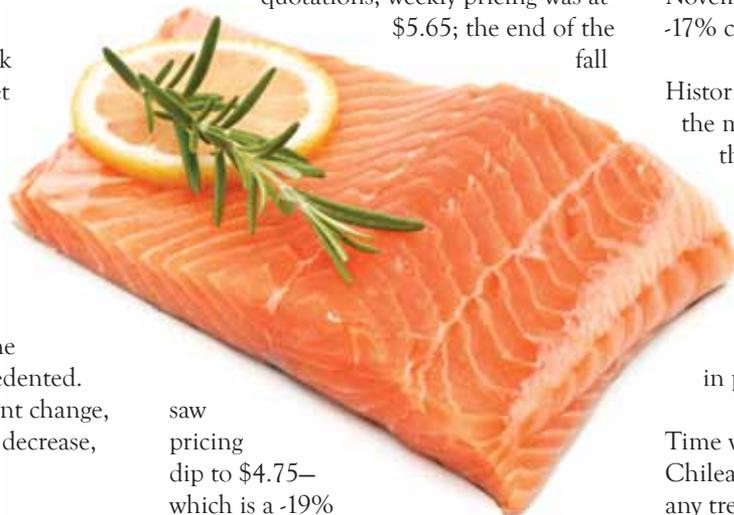
The Chilean salmon market was barely steady to weak for most of the summer and fall of 2012.

October 25, 2012 saw a 52-week low for Chilean 2-3 pound fillet D-trims and the market was precariously close to the all-time low of 2.80 which was last seen in January 2, 2009.

Although the market flirts close to these all-time lows, the decreasing trend throughout the summer and fall is not unprecedented. In fact, when you look at percent change, 2012 does not have the biggest decrease, 2011 year does.

Going back as far as 2008 this trend has been apparent. Besides 2009 which did not see a change, every year has seen a lower percent change from the beginning of June until mid-November. (figure 1)

In the beginning of June 2010, according to Urner Barry 2-3 pound D-trim fillet quotations, weekly pricing was at \$5.65; the end of the fall



saw pricing dip to \$4.75—which is a -19% change. Similarly, in 2011 the summer began with pricing at \$5.12 for 2-3 D-trims and by mid-November pricing was at \$3.60—a 30% decrease.

2012 has followed this similar trend beginning in June with \$3.60 and as of November 15, 2012 pricing is at \$2.975; a -17% change.

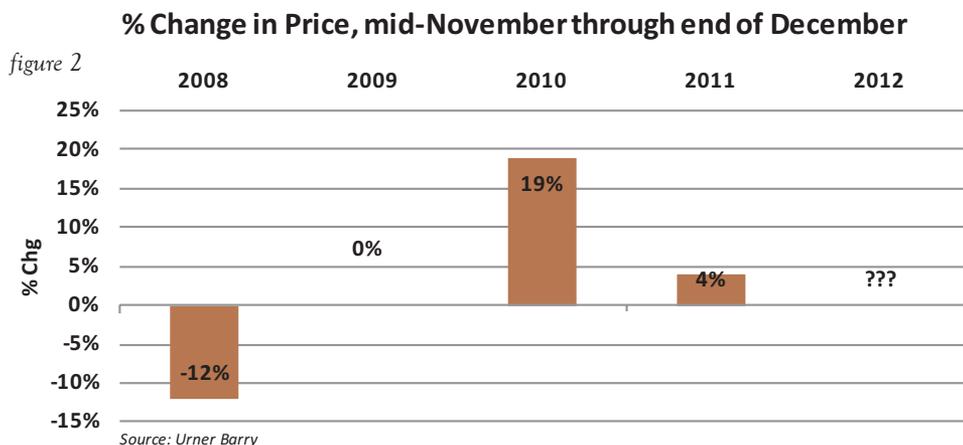
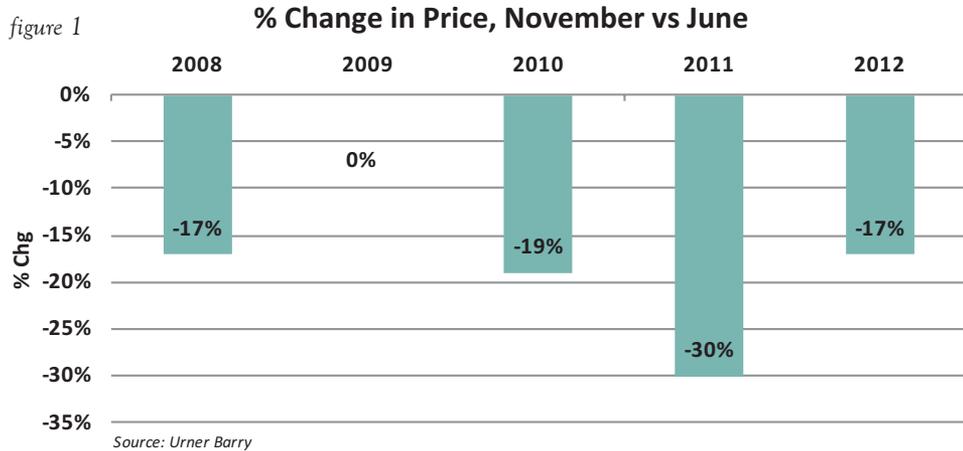
Historically speaking, the good news is that the market tends to improve throughout the end of November and through December. (figure 2)

Looking backward on the market, 2011 and 2010 both saw increases, 2009 experienced no change, and 2008 did see a decrease in percent change.

Time will tell, but overall the 2012 Chilean salmon market has not bucked any trends thus far. Whether the market follows '11 and '10 trend or a '08 trend is yet to be seen. **UB**

Article contributed by Janice Brown
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So much more than something on the grill



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The classic American hamburger has proved itself to be quite versatile. Its ability to be created with ingredients that can place it on either side of a menu's price point has only added to its universal approval. Add to it the facts that it can be created in record time in every quick service establishment or expertly fashioned in gourmet restaurants, and one only

exemplifies why a burger explosion has occurred in the U.S.

When you look into the history of hamburgers, its exact origins are a bit murky. However, there is no denying that it has become one of this country's best-selling and best-culinary inventions.

Just what was the catalyst that touched off a gourmet-burger trend in both full- and quick-service restaurants across the United States? While no one really knows for certain, we could hypothesize that the burger's ability to have new twists created on an old favorite is something that excited palates everywhere and which the consumer happily embraced.

One such success story is Burger 21, a fast-casual concept launched by Melting Pot Restaurants, Inc. in November 2009, and whose first unit opened in November 2010.

While there are many "better burger" chains in the U.S. these days, Burger 21 claims that it's different from the rest. For one thing, half the burgers on the menu are non-beef, made from turkey, chicken, ahi tuna, shrimp, or beans and vegetables instead. The result is a varied menu with lots of higher-end options.

According to a *Nation's Restaurant News* article, one of Burger 21's competitive differentiators is its focus on variety. The idea of Burger 21 is that it offers 21 different gourmet recipes, but none have an expensive price point.

"People have always loved burgers, and I think they will continue to love burgers, so this strikes me as a lasting trend," says Kathy Casey, a Seattle-based multiunit-concept and menu consultant in a recent *QSR Magazine* report. "I think there is still a huge opportunity in the better-burger niche that is not going to slow down any time soon."

Moreover, a recent report by research consultants Technomic which was based on more than 2,250 online surveys of U.S. and Canadian consumers claims, "burgers are one of the hottest trends on today's dining scene." Of those surveyed, 91 percent said they eat a burger at least once a month and 44 percent said they consume burgers at least once a week.

"American consumers take their burgers seriously. It may be one area of foodservice where they are less willing to cut back, despite the current economic environment," says Darren Tristano, executive vice president at Technomic. "They expect to pay more for a higher-quality, better burger and are willing to do so because the value proposition is heightened."

Whether it's at your local family restaurant, your fast food favorite, or your higher end sit-down establishment, the beloved hamburger seems to have a place everywhere. **UB**

Article contributed by Linda Lindner
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NRA chef survey:

“what’s hot in 2013” culinary forecast

Contributed by the
National Restaurant Association

The National Restaurant Association’s (NRA) “What’s Hot in 2013” survey of more than 1,800 professional chefs reveals that children’s nutrition and local sourcing will continue to be the hottest trends on restaurant menus in the coming year. The Association surveyed 1,834 American Culinary Federation member chefs in October-November 2012, asking them to rate 198 individual food items, beverages, preparation methods, cuisines and culinary themes as a “hot trend,” “yesterday’s news,” or “perennial favorite” on restaurant menus in 2013.

“It is encouraging to see that children’s nutrition remains a top priority for chefs and that they continue to put their creativity in healthful kids meals to work

on restaurant menus,” said Joy Dubost, Ph.D, R.D., director of Nutrition & Healthy Living for the National Restaurant Association. “We have seen an increasing interest in health and nutrition among consumers over the last several years, and that interest is also extended to children’s menus, which has helped make our Kids LiveWell program so successful.”

“Local sourcing is another macro-trend that will maintain its momentum in the restaurant community in 2013. Whether purchased from local farms or grown in onsite gardens, many chefs make use of seasonal ingredients to showcase on their menus,” Dubost added.

“I am pleased that members of the American Culinary Federation, who took part in the survey, continue to make children’s nutrition a top priority for 2013.

Many ACF members are heavily involved in this effort all across the U.S., both in community programs and with Chefs Move to Schools,” said Michael Ty, CEC, AAC, ACF national president. “Making sure that nutritious food is available for children and their families, and for everyone in the U.S., is paramount to the future of foodservice. An emphasis on local sourcing can only further that effort, as chefs revise menus to better serve their customers while dealing with the increased cost of ingredients.”

Also included in the survey were questions about technology trends, rising food costs, and nutritious recipes. More than half (55 percent) of the chefs said they always make efforts to adjust dishes and recipes to be more healthful, while 37 percent said they cook with nutrition in mind, but that not all recipes are easily adjusted.

When asked how to best handle the increasing cost of ingredients, one-third (32 percent) said changing menus, one-quarter (25 percent) said adjusting plate composition, and another quarter (24 percent) said exploring new sourcing options. Only 4 percent said that raising menu prices is the best strategy.

Just over one-quarter of the chefs (27 percent) ranked tablet computers, such as iPads, as the hottest technology trend in restaurants in 2013, followed closely by smartphone apps (25 percent). Nineteen percent said mobile/wireless/pay-at-the-table options will be the hottest tech trend.

Highlighting that the restaurant industry is one of opportunity for advancement and entrepreneurship, nine out of 10 (89 percent) of the chefs started their foodservice career at entry level, with dishwasher, busser, line cook and prep cook being the most common first jobs.

The chefs also said the best ways to address rising food costs is to change menus, adjust plate composition and explore sourcing options. **UB**

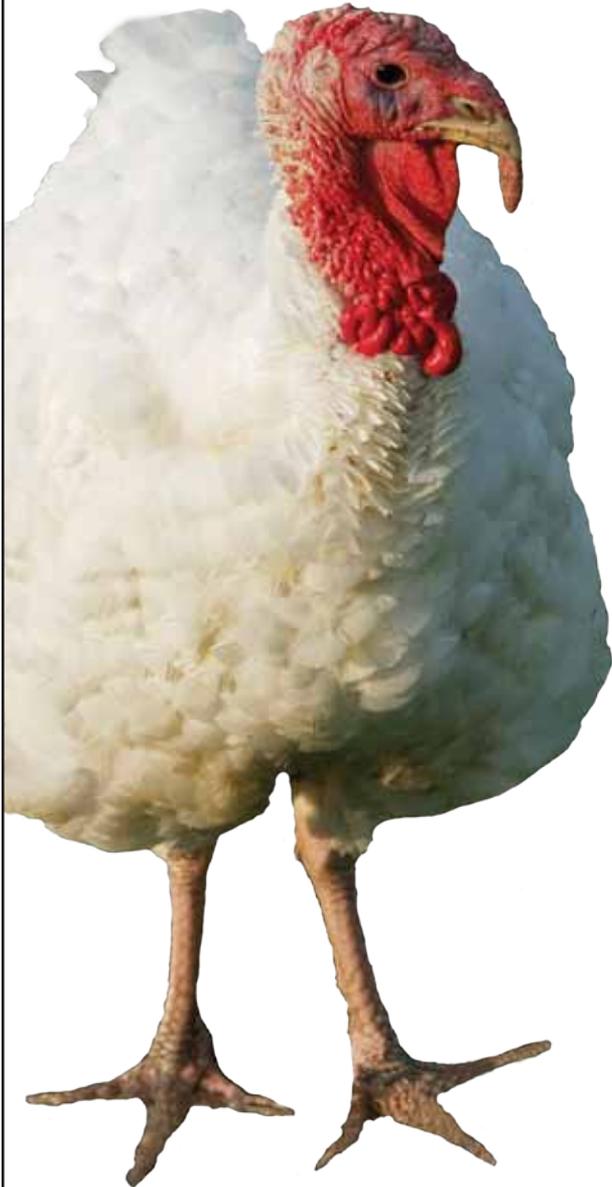


WHAT'S HOT
2013 Chef Survey

Top 10 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids' meals
4. Environmental sustainability
5. Children's nutrition
6. New cuts of meat (e.g. Denver steak, pork flat iron, teres major)
7. Hyper-local sourcing (e.g. restaurant gardens)
8. Gluten-free cuisine
9. Sustainable seafood
10. Whole grain items in kids' meals

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Foodservice sales are increasingly becoming c-stores' most profitable category

Foodservice is a key area of opportunity for convenience stores. As revenues from gasoline and tobacco products fall, foodservice sales are increasingly becoming convenience stores' most profitable category, said consulting firm Technomic in its new Market Intelligence Report: Convenience Stores.

C-store foodservice is an \$11 billion industry and the second-largest retail host foodservice

category behind supermarkets. The c-store segment comprises about 29% of retail foodservice and almost 2% of the total foodservice industry. Technomic projects that c-store foodservice will grow nominally by 2.5% over each of the next two years.

"Convenience stores have shifted their focus to provide a wider variety of fresh, high-quality food offerings to help gain a greater share of stomach and compete with

restaurants," says Director of Research and Consulting Services Tim Powell. "At the same time, there seems to be significant room for convenience-store operators to generate increased foodservice sales by translating existing traffic into purchases."

C-store chains are looking to better position themselves for continued growth in foodservice. Some chains are upgrading their facilities by integrating technology to enhance their offerings and the consumer experience. Differentiating themselves from the c-store crowd could better position themselves to compete with limited-service restaurants.

NOTEWORTHY FINDINGS OF TECHNOMIC'S REPORT INCLUDE:

More than half of today's consumers (52 percent) pick up snacks from prepared-food sections of convenience stores or mini-marts, compared to 37 percent in 2010.

Almost one in four consumers (22 percent) occasionally has breakfast from a c-store during the week, compared to only 12 percent three years ago. Furthermore, 13 percent purchase breakfast from c-stores on the weekends versus 7 percent previously.

While c-stores score well with consumers in terms of convenience, portability, and speed of food preparation and service, their Achilles heel seems to be the healthfulness of the food, which gets satisfactory marks from just 28 percent of those surveyed.

During the week, just one in five consumers surveyed indicated that they purchase lunch from retail foodservice locations such as grocery stores (20 percent) and convenience stores (17 percent), while 56 percent purchase lunch from a fast-food restaurant. **LB**

Contributed by Linda Lindner
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Adapted from a Foodmarket.com story
which originally appeared on November 30, 2012



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Promoting ongoing education...



Rich SeaPak and NFI offer shrimp 101 school

Rich SeaPak Corp, one of the largest retail seafood brands in the country, teamed up with the National Fisheries Institute's Future Leaders alumni to promote ongoing education in the seafood industry. The fantastic people at Rich SeaPak put together a detailed, hands-on program called Shrimp 101 at their facility in St. Simon's Island, GA. SeaPak's own William Leslie, a Saint Simon's Island native and Future Leader's alum, served as host through a terrific two-day event. The attendees were Future Leader alumni, including Urner Barry seafood market reporters Jim Kenny and Janice Brown, who were looking to continue their education in the seafood industry.

The event had many opportunities for networking and hands-on exercises. During the two-day school, students learned shrimp basics, the difference between wild and farmed, global economics

of shrimp and also have a great open discussion about the industry in general. The attendees were able to view and handle several different species of shrimp from a number of production areas, and ultimately breaded the shrimp that were served for lunch. Ray Jones of Rich SeaPak was a fantastic teacher and lecturer.

The second part of the day was dedicated to more hands-on experiences, as the group traveled to Brunswick, GA and was lucky enough to board a shrimp boat courtesy of the University of Georgia's Marine Extension. The vessel known as the *Georgia Bulldog* is a research vessel used in the area not only for shrimp research, but also fish and turtle research. The captain walked the group through a day in the life of a shrimper and let down a "try" net to see if anything would be caught. After about 20 minutes or so, the nets were hauled so the crowd could see

Group shot of NFI Future Leader alumni on the Georgia Bulldog and their awaiting shrimp snack.

the catch. As luck would have it, quite a bit of shrimp was caught and the crew cooked up a more than delicious snack right on board.

The experience concluded with a traditional southern fare of a Low Country Boil for the group. Shrimp 101 was an excellent learning opportunity. The setting provided a great place to network with Future Leader alumni and it also was a great opportunity to further education about the shrimp industry. **UB**

Article contributed by Janice Brown
Janice@urnerbarry.com

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Continuing to rise in popularity...

Pangasius, swai, imports surge...again



Basa (pangasius) fillet

In 2012 U.S. *Pangasius* imports have surged into the country and the product quickly dominated at the retail level, from supermarkets to restaurants, as the item has taken a firm stake in the U.S. seafood market.

Like the emergence of tilapia a few years back, consumers have warmed up to the mild flavor of *Pangasius*, and its near rock bottom prices for a protein commodity; consumers can fetch a two pound bag of individually vacuum packed fillets for approximately \$5.99.

Pangasius—also known as swai and basa in certain markets—is in the Siluriformes

order of the animal kingdom, the same classification as catfish. Most production of the product is done in Vietnam where it is widely exported to Europe—the item's top destination—as well as the U.S., Mexico, Brazil and other markets.

However, *Pangasius* is not sold in the U.S. as catfish, but as its own separate commodity. U.S. catfish growers are credited for this distinction feeling their industry threatened by the lower cost of overseas *Pangasius* production. Tariffs on the product were imposed and in 2008 the domestic catfish industry

rallied to get an amendment passed in the Farm Bill that would require the USDA to inspect *Pangasius* and other related species. However, the inspection process has not materialized due to the unpopular \$30 million dollars the program would cost U.S. taxpayers according to the Government Accountability Office.

Despite the domestic pressure, *Pangasius* imports have continued to surge into the U.S. exponentially. In 2005, U.S. *Pangasius* imports totaled three million pounds, but have spiked in the last seven years as 2012 YTD imports through September totaled 168 million pounds.

In fact, *Pangasius* imports accounted for two thirds of frozen tilapia fillets in 2011. They

currently sit as the sixth most consumed seafood item in the U.S. behind tilapia, salmon, pollock, canned tuna and shrimp according to the National Fisheries Institute's Top Consumed Seafoods list.

The emergence of *Pangasius* as a cheap protein commodity for U.S. consumers is no fluke. The product is cheap, readily available and an attractive option, as the costs of other proteins continues to rise. **UB**

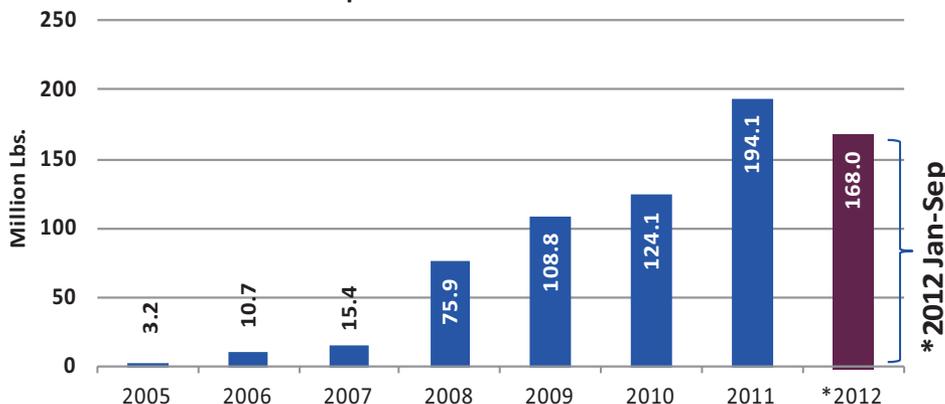
Article contributed by Angel Rubio
Arubio@urnerbarry.com

2011 Top 10 Most Consumed Seafood Species

1	Shrimp	4.2
2	Canned Tuna	2.6
3	Salmon	1.952
4	Pollock	1.312
5	Tilapia	1.287
6	<i>Pangasius</i>	0.628
7	Catfish	0.559
8	Crab	0.518
9	Cod	0.501
10	Clams	0.331

Total All Species 15

Imports of Frozen Swai Fillets



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3rd generation company honors family's

Rob Nicolosi is a third-generation meat purveyor whose family-owned business specializes in quality meats and old-fashioned service. Since 1955, Nicolosi

Foods has been building a reputation as a trusted supplier of fine meats and gourmet meat products, who through their Fine Meats division supply premium quality

pork to butchers, grocery stores, and premium processors.

Nicolosi considers his company a neighborhood business that reaches out to the community. He says, "we do things the old fashioned way, from the way we treat our customers and employees to our dedication to quality and great service."

Rob looks forward to sharing what he does with you and your family. So, in recent years, Nicolosi Foods has been focused on creating a family of brands that showcase Rob's enthusiasm for food and for finding different niches and fresh ways to tell the company's story and reach a wide array of consumers. The Nicolosi family of brands include: Berkshire Black—100% Pure Certified Berkshire Pork slow raised on family farms; Nicolosi & Daughters—Italian American classics from the Nicolosi family to yours; Nicolosi Fine Meats—The roots of the company: Purveyors of fine meats since 1955; The Butcher & The Farmer—A premium blend of meats from local farms, and custom cut by our butchers and our focus here: Peace, Love, and Good Food—A Modern, healthy take on creating and blending nutritious meats and ingredients that you can feel good about.

Uner Barry's Reporter recently had the chance to sit-down with Rob to discuss his Peace, Love and Good Food brand and what's involved in taking a new concept to market.

URNER BARRY'S REPORTER: *You've recently introduced the Peace, Love, and Good Food line of products; how and why was this brand conceived?*

ROB NICOLOSI: Food was always a passion of mine and with the enthusiasm that has been instilled in the business since it first began, and the drive to find a new niche and keep the business fresh and growing, I wanted to get into something special. I wanted to offer a fresh, gourmet, healthy version of the recipes that have worked so well for this company over the years. That's why I came up with the pork patty. Burgers have long been enjoying their time in the sun, and a patty made from wholesome



Rob Nicolosi proud owner of Nicolosi Foods whose goal is to take Nicolosi Foods to the next level of service, quality, and innovation.



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history with peace, love and good food

Nicolosi pork products—all raised without antibiotics—seemed to be the next step. After two years and over 20 different test flavors, the team was able to narrow it down to three: Pork with Asiago & Garlic, Pork with Chipotle Peppers and Pork with Bacon & Edamame. And I am not stopping here. I would like to be known as the Sam Adams of sausage and burgers.

UB: What types of items are in this line?

RN: There are burgers, sausages and pasta under the Peace, Love and Good Food brand. As I have always been obsessed with creating the perfect burger, Peace, Love, & Burgers is my venue for that. We're creating amazing recipes for ready to cook burgers that are sold fresh in the butcher case—all bringing the craft of burger making to a new level. As for the sausages, sausage making has always been a Nicolosi Foods tradition, so we included them in the Peace, Love, and Good Food family. Nothing matches the flavor of great sausages, and for this brand we're creating artisanal, gourmet sausage blends that are healthy and delicious. Lastly, how could I not include pasta in the Peace, Love, & Good Food brand? It was always a part of the family table growing up, and it offers endless possibilities and variations for flavor and texture. The cornerstone of the Peace, Love, & Pasta brand is ravioli because of the great possibilities for fillings.

UB: In what channels (retail, foodservice, both) can the Peace, Love and Good Food brand be found?

Right now the Peace, Love and Good Food brand is available for retail sale at select grocers like Kings Food Markets. The groundwork for the Peace Love and Good Food product to be carried in other retail outlets has been set and consumers will soon be able to find it at their local store.

UB: What's the competitive landscape for these types of products?

RN: There is no other product like this out there—there are beef burgers and turkey burgers—but no one has the pork patty like Nicolosi offers. Peace, Love, and Good



The Peace, Love, and Good Food brand is a fresh take on creative, healthier versions of tried and true recipes made with natural and earth-friendly ingredients and packaging.

Food products are made of fresh, coarse ground whole muscle—there are no fillers. All product used is 100 % meat, raised without antibiotics. It is the only one made of all natural coarse ground, whole muscle cut product. And, being a never ever product, it's completely fresh and natural, the way good, wholesome food should be.

UB: This is a ground-up product; how do you establish a brand?

RN: It's been a lot of work. The Nicolosi Foods team has actively participated in product demonstrations and tastings in a variety of outlets. From those, the company experiences an 80% pick-up in product sales versus when tastings are not scheduled. Early partners recognized Nicolosi's commitment and stayed true to the program. There is a lot of consumer feedback, and we appreciate and work with that. For example, front of product packaging was changed to reflect the gluten-free and all natural aspect of the product more prominently.

UB: How have the introductory items been received? As the product continues to grow, is Nicolosi prepared to keep up with the demand?

RN: There has been a tremendous response to the new product. We have received a lot of great feedback from the consumer and many people purchase the product right on the spot. The growing trend right now is all-natural wholesome product, and our Peace, Love and Good Food brand fits right into that and it truly opens the door

for expansion. The company has plenty of room to expand and keep up with the demand too. We have multiple warehouses and processing.

UB: What has the process taught you?

RN: There's a huge difference between wholesale and retail, but it's an exciting market to be in. I would say the most important thing I have learned is that partnering with the right people is very important.

Rob's next step is to introduce additional products under the Peace, Love, and Good Food label. The product line is likely to include shish ka-bobs and roasts. Very soon Kings Food Markets will be introducing the Peace Love and Good Food chicken patty at most locations. **UB**

Article contributed by James P. Kenny
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From the recipe box...

Preparation of pork medallions provide pleasing plated perfection

With all the vicious rumors having been laid to rest since last September's world-wide pork shortage scare, *Urnar Barry's Reporter* kitchen staff couldn't help but breathe a sigh of relief (we love bacon), put on our apron, (Rusty wore the apron) and dig into our recipe box for something that screamed pork!

Our flavor-inspired selection happens to begin with succulent tenderloins. Culinary savvy *Reporter* readers probably already know that the pork tenderloin is sold

individually and often as a prepackaged product by large grocery stores. It is available plain (not seasoned) or flavored with various types of marinade.

The tenderloin refers to the psoas major muscle along the central spine portion. This is the tenderest part of the animal as these muscles are used for posture, rather than locomotion. No matter the occasion, the lean, great tasting pork tenderloin is an excellent choice for a go-to, quick, delicious meal. Its ability



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BACON WRAPPED PORK MEDALLIONS

INGREDIENTS:

6-8 slices of thick sliced bacon
 1 Tablespoon garlic powder
 1 Tablespoon basil
 1 Tablespoon oregano
 1 Tablespoon thyme
 1 teaspoon rosemary
 ½ teaspoon salt
 2 lbs pork tenderloin
 2 Tablespoons olive oil
 2 Tablespoons butter
 toothpicks



to pair with anything from applesauce to ginger and soy can give it a wide spectrum of vibrant flavor profiles.

Our second main ingredient, bacon, needs little explanation. Here in the U.S., cured and smoked bacon is made from pork belly and is most commonly branded and packaged in slices. Outside of the United States bacon is usually produced from side or back cuts of pork which have more meat and less fat than the belly.

As delicious as it is decadent, bacon helps put an already delicious dish in its own right, over the top. By wrapping bacon around appropriately seasoned tenderloin, then slicing, browning and baking the individual medallions, a pork lover's feast of the senses is born. Bon appétit...

Preheat oven to 400 degrees Fahrenheit.

Place the bacon in a large oven-safe skillet and cook over medium high heat, turning occasionally until lightly browned and still flexible. This should take 6-7 minutes. Drain bacon slices on a paper towel-lined plate. Remove any excess bacon grease from the skillet.

Combine the garlic powder, basil, oregano, thyme, rosemary and salt in a small bowl and set aside.

Wrap the pork tenderloin with the bacon strips securing with 1 or 2 toothpicks per strip of bacon. Slice the tenderloin between each bacon strip to create the medallions. Dip both sides of the medallions in seasoning mix. Melt olive oil and butter together in the same skillet over medium-high heat. Cook each medallion 4-5 minutes each side.

Place skillet into the preheated oven and bake until pork is no longer pink in the center, about 25 minutes. An instant read thermometer inserted into the center should read 145 degrees.

TO SERVE WITH MARSALA SAUCE:

Remove medallions from skillet and cover. Add a small amount of olive oil and butter to the skillet. Brown ¼ cup chopped onions and ½ pound sliced portabella mushrooms. Add ¼ teaspoon dried thyme, ¾ cups Marsala wine and ¼ cup chicken broth to the skillet. Thicken as desired and add ¼ cup heavy cream (optional).

Introduction written by Russell W. Whitman
 Rwhitman@urnerbarry.com
 Recipe prepared by Rusty Dean
 Rusty@urnerbarry.com



Simply sumptuous

Santa Monica

Uner Barry's Reporter will soon be visiting Santa Monica, California; an unforgettable seaside city conveniently located a few miles from downtown Los Angeles. It's where Hollywood meets the sea.

During January, the 29-31 to be exact, National Fisheries Institute members will descend on this seaside town for the second annual Global Seafood Market Conference. Seafood will certainly be the "main dish," so we'll highlight quite a few seafood restaurants, as well as other dining options, that will immerse the visitor into the local culture.

If you find yourself in the mood for seafood, and I'm certain you will, check-out some of these "local" recommended restaurants...

- **The Lobster** – Located on the Santa Monica Pier, this "fish shack" has long been an unofficial, historical landmark. The restaurant has a fabulous location that offers stunning views and lobster "prepared a zillion ways."
- **Ocean Avenue Seafood** – Offering a wall of windows overlooking the Pacific Ocean, Ocean Avenue offers fresh, regional entrées and an award-winning wine list. The raw bar is a focal point, earning "best dozen oysters on the half shell" from *The Los Angeles Times*.
- **Catch at Casa Del Mar Hotel** – Elegant dining and outstanding views, combined with excellent local seafood, make this upscale venue a top-spot. You can't have a more exotic and romantic dinner than at Casa Del Mar Hotel's signature restaurant Catch.
- **Enterprise Fish Co.** – This lively, casual spot is located at Main Street Santa Monica. It offers a wide selection of the freshest seafood dishes where patrons can watch and smell their meals come to life as they are grilled to order over mesquite flame grills.



Santa Monica pier at night.

©iStockphoto.com/S. Greg Panosian

Interested in spotting a celebrity or seeing yourself on TMZ? Visit one of these "Hollywood Hangouts."

- **Boa Steakhouse** – Eat steak with the paparazzi stationed outside. This modern-day steakhouse serves-up prime Omaha beef such as the "40 Day" Dry Aged New York Strip and the "Bone In" Rib Eye, as well as Certified Organic Beef and Premium American Wagyu.
- **Ivy at the Shore** – The Santa Monica locale is a little more relaxed than the original West Hollywood restaurant, but stop-in for its take on classic American, Italian and other regional dishes.
- **Whist at Viceroy Santa Monica** – This retro 60s hotspot plays host to numerous Hollywood parties. Executive Chef Tony DiSalvo's culinary savvy is on full display as he creates a globally-influenced menu sourced from local markets and farms.

Other, local recommended, hotspots around town include...

- **Border Grill** – Owned and operated by celebrity chefs Susan Feniger and Mary Sue Milliken, this high energy cantina offers upper-end, modern Mexican cuisine with flair.
- **Il Forniao** – Serving both lunch and dinner, this authentic trattoria offers Italian cuisine recreated fresh every day.

- **Stella Rossa** – Mathematician-turned-chef Jeff Mahin tested 30 dough recipes before settling on his salty, puffy crust... topping his pies with non-traditional items like purple kale, chèvre and fennel.

If you happen to be looking for lunch on the go, you must visit **Bay Cities Italian Deli & Bakery**. A tradition in Santa Monica Since 1925, this place is considered by locals to be the best Italian market.

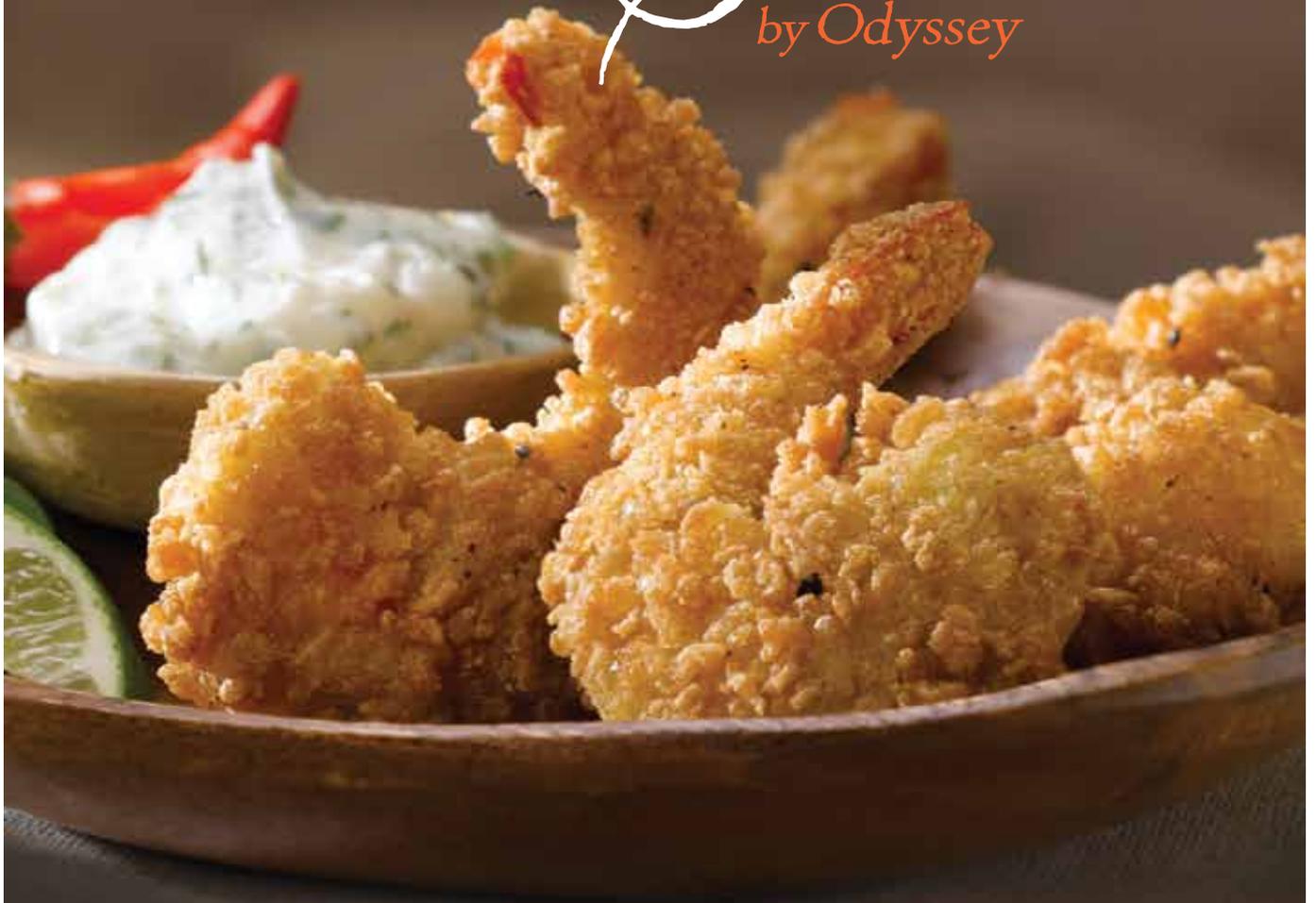
Santa Monica offers the perfect dining option for every visitor, of which we offered only a few, and we encourage you to explore while in-town. Finally I found that you can't go wrong eating "where the locals eat" and promptly sought one out. Highly recommended was **Main Street Santa Monica** whose slogan is "A world away from the ordinary, a block away from the beach." Main Street Santa Monica offers shopping, dining, drinking, and art galleries in a tidy downtown setting.

So whether it's lobster on the pier, a Hollywood "hangout" or one of the numerous "local" dining establishments, Santa Monica is sure to satisfy. See you there. **UB**

Article contributed by James P. Kenny
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Shangri-La for meat lovers—Meatopia

It was a Meat Lover's fantasy, a smorgasbord of sorts, carefully planned and executed for even the most discerning carnivore. From entire beasts, roasted horn to hoof in an open pit, to the latest in haute cuisine, this cleverly designed event in Randall's Island Park, NYC had it all.

The first stop on our journey led us to Carcass Hill where we were met with tastes of the old world. A whole lamb, hog, and steer roasted over open flames, tugged at our ancestral roots and engraved in our minds the sacrifice that was made for our indulgence that day.

On our next stop, chefs focused on dishes using a variety of avian species. Beaktown, as it was aptly named, included gourmet preparations of duck, turkey, chicken, and quail.

After having our initial fill, the Whole Foods Market butcher contest was



announced. It was to be three rounds of competition to select the most-skilled butcher that this up-and-coming grocer had to offer. Round one consisted of the mythical Turducken—an entire chicken, deboned and placed inside of a deboned duck, all stuffed into a tom turkey. For round two the task was merchandising a whole lamb, and for third and final round, an entire cross-cut chuck. From this they not only had to merchandise the entire primal, but also fabricate a new steak or

roast that is not already a popular cut. New Jersey butcher, Armand "The Arm" Ferrante took home the top prize with his Jersey Boneless Short Rib.

During the butchery contest, dark clouds started to form over the NYC skyline. It was obvious that shelter needed to be located soon or we might end up drenched to the bone. After a few quick stops in Deckle Town to savor some of the fattier offerings, it was off to seek shelter under the large trees in Meatopia Heights. As the rain came down, organizer of the event Josh Ozersky jumped onto a picnic table and gave a rousing speech to rally the crowd taking shelter inside a small tent on the grounds. It wasn't long before the rain subsided, and grills fired back up, and Meatopians were again satisfying their carnivorous appetites. **UB**

Article contributed by AJ Munger
Aj@urnerbarry.com

Meat lovers were in hog heaven at this year's Meatopia venue. Meatopia 2012 guests were treated to the chance to eat something truly unique and special, and naturally, all things meat.



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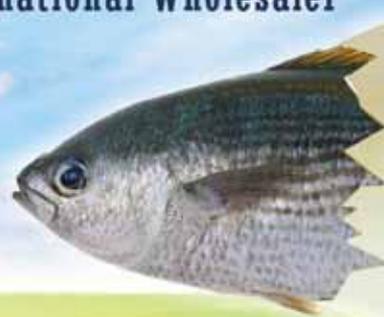
“A whole lamb, hog, and steer roasted over open flames, tugged at our ancestral roots and engraved in our minds the sacrifice that was made for our indulgence that day.”



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National Fisheries Institute's future leaders lobby on the hill

Session IV of National Fisheries Institute (NFI) Future Leaders 2012 program was held in Washington, DC, home base to this seafood advocacy group. Urner Barry's Seafood Market Reporter, MaryAnn Zicarelli was part of

the most recent class whose agenda called upon nearly 35 seafood industry members to lobby on Capitol Hill to promote the importance of seafood integrity.

The group was prepped on the issues as well as affective techniques for lobbying



Future Leaders 2012 Barbara Fiske of Gorton's (left) and Katie Kroger of Slade Gorton (right).

on the Hill. Preparations included presentations and role playing and, despite the many curve balls that were thrown, the Future Leaders showed their readiness for the day ahead of them.

Bright and early on a beautiful fall day in Washington, DC, Future Leaders came dressed to impress, armed with information and techniques that would help to spread an important message to many Senators and House Representatives in support of seafood integrity. Groups were formed

and meetings were arranged to bring together Leaders with local officials. Meeting schedules were distributed and the Leaders departed in their assigned groups for the Hill. Future Leaders shared their own company experiences with regard to the importance of seafood integrity and discussed personally how it affects their business as well as the end consumer. Leaders reported that the representatives were receptive and listened with open ears and minds. Some reported that the topic was new to the Washington member, however, still were quite interested in learning more about National Fisheries Institute and its mission.

For most Future Leaders, it was their first experience lobbying in Washington, DC, yet the class of 2012 demonstrated their diversity, intelligence, passion, and commitment to the seafood industry with enthusiasm. **LB**

Article contributed by MaryAnn Zicarelli
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Three of NFI's Future Leaders 2012 in front of Capitol Hill and ready to lobby. From left to right: Jason Hagen, King & Prince Seafood, Brunswick, GA.; Byron Shefchik, Rich Products Corporation, Saint Simons Island, GA; L.B. Watkins, King and Prince Seafood, Brunswick, GA.

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It all began in 1963 when Else and Alfred Preiss price came to America with the desire to succeed. Alfred had a masters in butchering from Germany and his wife

Continued on page 71

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Mainstream consumers like things spicy...

Latino culture redefining American cuisine

The Latino culture has impacted U.S. grocery aisles to such an extent that it has redefined American cuisine, and its long-standing role in the food sector has expanded to become irrepressibly evident, according to Hispanic Foods and Beverages in the U.S., 5th Edition, a just-released report from market research firm Packaged Facts.



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According to the data, the U.S. market for Hispanic foods and beverages exceeded \$8 billion in 2012, an increase of 3% from the previous year and an increase of more than 8% from 2009. The market will embark on a more aggressive growth pattern from now through 2017. Packaged Facts projects that sales of Hispanic foods and beverages will approach \$11 billion in 2017, up 31% from present levels.

Tortillas are outselling many American staples, including pasta, hamburgers and hot dog buns, all other fresh rolls/buns/croissants and bagels/bialys. In addition, salsa has nearly twice the sales of ketchup and more than twice the sales of mustard. Hispanic brands represent 17% to 18% of the frozen hand-held entrée category, and growth of those brands outpaces the overall category growth.

Overall, Hispanic foods and beverages appeal to a variety of consumers from Spanish-only speakers to multicultural consumers, foodies and most households in America. Nearly 73% of consumers Packaged Facts surveyed said they use Mexican food and ingredients. For Hispanics, this goes up to nearly 84%.

Hispanics represent \$1.2 billion in buying power, and that number is expected to reach \$1.3 billion next year. **UB**

Article contributed by Linda Lindner
Lindner@urnerbarry.com

Adapted from a story which originally appeared on
Foodmarket.com on December 7, 2012



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2012-2013 National Chicken Council chairman,

BILL LOVETTE



In October 2012, Bill Lovette, president and chief executive officer of Pilgrim's Pride Corporation, was elected to serve as 2012-2013 chairman of the National Chicken Council (NCC). In being elected Mr. Lovette joins a long list



Bill Lovette

of chicken industry veterans who have selflessly helped chart the industry's course by taking advantage of its opportunities and hurdling its challenges during their one-year tenor. *Urnner Barry's Reporter* was fortunate enough to catch up with Mr. Lovette for a quick Q and A session.

URNER BARRY'S REPORTER:

Congratulations on being elected the new president of the NCC. During your tenure what would you like to see accomplished to further the success of the chicken industry and help surmount its greatest challenges?

BILL LOVETTE: The 2013 NCC campaign will be defined by the following priorities:

- Reinforcing and reaffirming the position of chicken produced in the U.S. as the highest quality and best valued meat protein on the planet. Global population growth and higher dietary protein inclusion rates will provide growth opportunities for U.S. chicken.
- Continuing to promote free market principles in the price discovery for livestock and poultry feed ingredients in order to ensure

the global competitiveness of U.S. produced chicken.

- Reversing the onerous impediments of the current regulatory environment that compromise the competitiveness of U.S. chicken.

At the same, in order to accomplish our goals as we just outlined, there are numerous issues which will continue to be addressed by NCC. They include:

- Managing grain price volatility caused by the Renewable Fuel Standard.
- Continued work to limit the scope of the proposed GIPSA contracting rule consistent with Congress' original intent.
- Possible implementation of USDA's poultry slaughter modernization rule.
- Seeking free market access for U.S. produced chicken by addressing potentially negative actions by foreign governments such as the Mexican Leg Quarter Dumping case, the China tariff and duties case, the India market access case.
- Transparently share the story of the small family farmers and workers in the poultry industry who are responsible for U.S. poultry production with the media, general public and consumers.

UBR: *Are there definite steps the industry, in conjunction with the NCC, can take to help combat the overall state of the economy as it affects consumer buying power?*

BL: Chicken is the protein choice which provides consumers the best combination of health, nutrition and overall value. This is because chickens have the ability to convert feedstuffs into meat more efficiently than any of the meat-producing livestock on the planet. Boneless skinless breast meat is at the top of the chart when it comes to high protein combined with lower fat plus essential amino acids, vitamins and minerals. While the cost of all proteins continues to rise, white meat from chicken continues to provide consumers the best value proposition available today.

UBR: *Has the industry trend of producing heavier chickens reached the point of no return?*

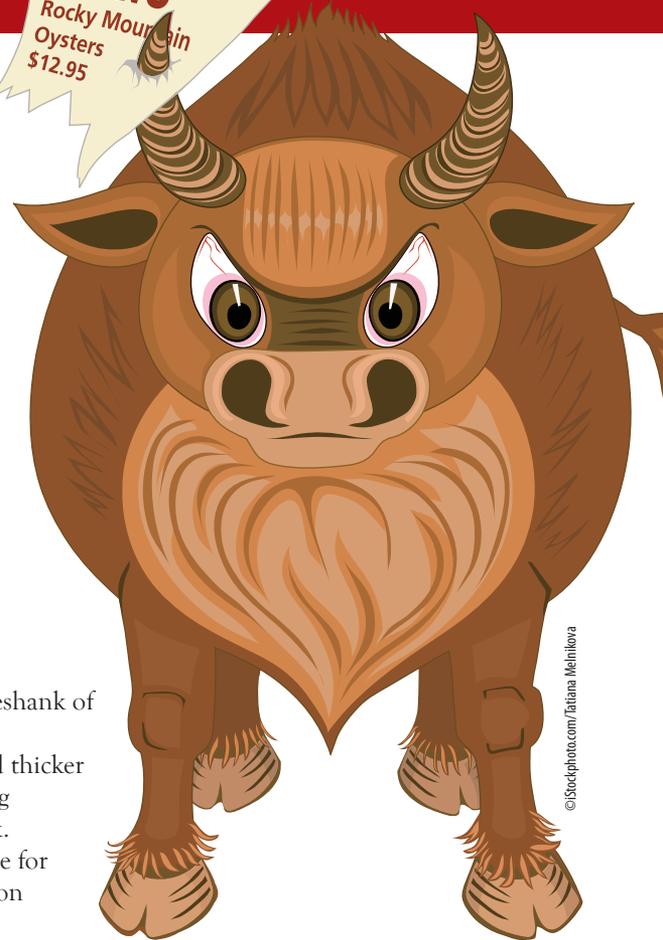
BL: In recent years, chicken producers have been faced with volatile and increasing feed costs. Producers have attempted to offset this by growing heavier chickens that can provide improved meat yields at lower processing costs. Additionally, as chicken continues to gain popularity as an ingredient for a wider variety of recipes, demand for boneless parts from larger chickens has also increased particularly boneless skinless breast meat.

UBR: *2012 has been an outstanding year for chicken exports. Could you elaborate on what we might expect to see for 2013?*

BL: Due to increasing demand for meat protein globally, consumers are increasingly turning to chicken as their preferred protein choice because of its value proposition as the most efficient converter of feed to meat. Chicken meat is also very nutritious and healthy compared to other

Continued on page 70

Test your knowledge: unique market terminology



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Say what??? Sometimes the industry language that we take for granted can be awfully complicated and confusing to the untrained ear. In this issue of *Urnner Barry's Reporter*, we take a look at some of the market phrases and terminology that cause us to pause and ask, "Did he really say that?"

- Strip, Stripe, Strap; this heavy yellow connective tissue is generally removed for retail sales; scientifically designated as the *ligamentum nuchae*.
A. Chinstrap
B. Bootstrap
C. Jockstrap
D. Backstrap
- For all of the lactose-intolerant out there; don't run away! This is not a cheese-test! Which type of Butt (roll) refers to a portion of a boneless Pork Shoulder Blade Boston roast which has been cured and smoked?
A. Munster Butt Roll
B. Swiss Butt Roll
C. Cottage Butt Roll
D. Feta Butt Roll
- Lots of beef travels between our coastlines, but only this type of beef comes from the "inter-costal" muscle:
A. Finger Meat
B. Shin Meat
C. Toe Meat
D. Lip Meat
- What is a common term for edible testicles?
A. Rocky Mountain Oysters
B. Cracker Jacks
C. Jellied Jewels
D. Marinated Marbles
- Which statement below is UNTRUE about Trotters?
A. A Trotter is a type of horse that is trained for harness racing
B. The Trotter is the lower foreshank of the Hog carcass
C. The Trotter is the larger and thicker of the two bones of the hind leg between the stifle and the hock.
D. The Trotters is the nickname for the English football team, Bolton Wanderers F.C.
- Bulls bellow while pigs squeak; Turkeys gobble and chickens peep. Which animal-like sound below is also a common name given to the fat that covers a carcass or cut?
A. Grunt
B. Bark
C. Growl
D. Cackle

Prepared by Terence Wells
Twells@urnerbarry.com

See answers on page 71

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It all started with a question...

Superlative achievements in the protein industry



The *Guinness Book of World Records* began with a question. History, of the now well-known publication, states that in 1951 during a hunting party in Ireland, Sir Hugh Beaver—then Managing Director of the Guinness Brewery—asked what Europe's fastest game bird was. Reportedly, there was a heated argument and much debate, and still no definitive answer. Sir Hugh realized that similar questions were going unanswered all around the world, and that a book containing superlative facts and answers would be of great use to the general public. According to Guinness, on August 27, 1955, the first edition of *The Guinness Book of Records* was bound and, by Christmas that year, became Britain's number one bestseller.

Today the publication is known as *Guinness World Records*, and it continues to be a popular seller full of extreme facts, biggest, smallest, fastest, etc., in fact, the book itself holds a world record, as the best-selling

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Below, with the permission of Guinness World Records, we've included a few of records of the protein industry for your enlightenment.

FASTEST TIME TO CARVE A TURKEY

The fastest time to carve a turkey is 3 min 19.47 sec and was achieved by Paul Kelly (UK) at Little Claydon Farm, Essex, UK, on June 3, 2009. Paul went head-to-head against local butcher David Harrison at an event to celebrate the 25th birthday of KellyBronze turkeys. This is Paul's second world record along with the fastest time to pluck three turkeys which he did in 11 min 30.16 sec. on the same farm on November 13, 2008.

STRONGEST BIRD GIZZARD

The gizzard is the portion of a bird's stomach that grinds food into small pieces, and the world's strongest recorded gizzard is that of the turkey, *Meleagris gallopavo*. One specimen had crushed 24 walnuts in their shells within 4 hours, and had also ground surgical lancet blades into grit within 16 hours!

COUNTRY WITH LARGEST PER CAPITA OF MEAT CONSUMPTION

Uruguay. According to the United States Department of Agriculture, Uruguay was the largest per capita consumer of beef and veal in the world during 2010, at approximately 62.1 kilograms (136 lb, 14.51 oz) per person.

MOST HUNGER RELIEF PACKAGES ASSEMBLED SIMULTANEOUSLY

The most hunger relief packages assembled simultaneously is 555 and was achieved by Walmart Stores, Inc. associates during the annual Walmart Shareholders' meeting in Fayetteville, Arkansas, USA, on May 31, 2012. The packages, consisting of 15 items each, were comprised of the following unheated, non-perishable goods: macaroni and cheese, fruit & grain bar, applesauce, shelf-sustainable milk, fruit cups, canned spaghetti and meatballs, boxed chicken salad, Ramen noodles, canned pork and beans, dry cereal boxes, packaged cheese and breadsticks, cheddar cheese crackers, juice boxes, pudding packs, and boxed raisins. All packages were donated to the Northwest Arkansas Food Bank.

THE MOST BOILED EGGS TO BE PEELED AND EATEN IN A MINUTE

The most boiled eggs to be peeled and eaten in a minute is 6, achieved by Ashrita Furman (USA), at the offices of the Songs of the Soul, in New York, New York, USA, on March 23, 2012. Each egg was weighed and was more than 58g. All eggs were peeled and consumed within one minute.

LARGEST BARBECUE IN THE WORLD

The largest barbecue in the world, unveiled on June 20, 2004 in the United States, was built on Discovery Channel's BIG! television show and measures 15 ft 3.75 in (4.66 m) high, 20 ft 2.25 in (6.14 m) wide and 8 ft (2.43 m) deep. The grill is 96 sq ft, 12 ft wide and 8 ft deep. Without the wooden side 'worktops', the barbecue itself measures 12 ft 1.75 in. At the unveiling the barbecue was used to cook a whole pig, a ten-foot hotdog and four turkeys.

THE LARGEST SERVING OF BARBECUED BEEF

The largest serving of barbecued beef is 13,713 kilos (30,231.99 lbs) of raw beef that converted into 9,132 kilos (20,132.61 lbs) of cooked beef and was achieved by Frigorífico General Pico and Municipalidad de General Pico at Predio Sociedad Rural de General Pico, in General Pico, La Pampa, Argentina, on March 20, 2011. The 13,713 kilos of beef was donated by the Frigorífico Pico to celebrate their 30th birthday. It was consumed by 20,000 guests invited to the event. All invitees paid a small entrance fee of which a proportion was donated to a local charity.

THE HEAVIEST BONY FISH

The heaviest bony fish in the ocean is the Sunfish (Mola mola) which has been recorded weighing 2 tonnes (4,400 lb) and measuring 3 m (10 ft) from fin tip to fin tip. Mola mola actually comes from the latin meaning millstone. Sunfish are found in all oceans in tropical or temperate climates and feed on zooplankton, small fishes and algae. For reference, sharks and rays for example are cartilaginous, not bony as in the case of the Sunfish.

LARGEST OMELETTE

The largest omelette on record weighed 6.466 tonnes (14,225 lb 6 oz) and was achieved by the Câmara Municipal de

Ferreira do Zêzere (Ferreira do Zêzere City Council, Portugal) in Santarém, Portugal, on August 11, 2012. It took a team of 55 people 6 hours to make this omelette, all led by a head chef, Pedro Mendes. A 4,290-kg pan was used, with a 10.3-metre diameter. In kilograms, the weight of the omelette totalled 6,466 kgs. For this attempt, the omelette used 145,000 eggs, 880 lbs of oil and 220 lbs of butter. All eggs used were free range and donated by Uno Ovo—the largest egg producer in the country. This omelette was made at a festival held in the region for Portuguese people who live and work elsewhere during the year. It is called the 'Immigrant Festival'.

MOST EXPENSIVE LEG OF HAM COMMERCIALY AVAILABLE

The most expensive leg of ham commercially available is a 7 kg (15 lb) heavy Albarragena Jamon Iberico de Bellota retailing at £1,800 (\$2,682) and is sold at the Food Hall in Sefridges, London, UK as of January 17, 2010. The 7kg (15lb) ham leg comes with its own DNA certificate as proof of authenticity. Pig farmer and ham expert Manuel Maldonado selected 50 pigs that were reared in Extremadura in western Spain. The pigs were fed on a diet of acorns and roots to give the ham a distinctive flavor. After being slaughtered their ham was salted and cured for three years, before going on sale in a hand-made wooden box wrapped in an apron made by a Spanish tailor. **LB**

Compiled with permission of Guinness World Records by Linda Lindner Lindner@urnerbarry.com



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U.S. shoppers' grocery purchases fall short of dietary guidelines



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The nutritional quality of Americans' diets has increasingly become a focus of economic research due to its effects on health outcomes. Health care and other costs associated with obesity, overweight, diabetes, and other diet-related ailments continue to swell. A recent report commissioned by the USDA's Economic Research Service measuring the extent to which U.S. consumers

and West purchasing more healthful food than consumers in the Midwest or South. Differences across income levels and across race are small, with all subgroups falling well short of the recommendations in the Dietary Guidelines.

ADDITIONAL FINDINGS INCLUDE:

- The healthfulness of the average consumer food shopping basket did not improve noticeably between 1998 and 2006. Households shifted from refined grains toward whole grains, but allocate less of their food budgets to fruits and vegetables and more toward processed and packaged foods.
- Food purchase behavior varies across some demographic and market segments, but all subgroups fall short of meeting the guidelines.
- When comparing consumers across regions of the country, those in the Northeast and West typically purchase more healthful food than consumers in the Midwest or South.
- Higher income shoppers, on average, purchase slightly more healthful food than do lower income shoppers.
- Whites and Asians typically purchase more healthful foods than Blacks and other non-Asian minorities do.
- Market concentration, defined by the number and size of retailers within a market, has a small negative effect on the healthfulness of consumers' food purchases.

Guidelines for Americans with their food-at-home purchases, as well as the impact of selected demographic and market factors on food purchase healthfulness, has found that Americans have a long way to go in terms of picking stores' most nutritious items.

"Americans have a long way to go in terms of picking stores' most nutritious items."

According to "Assessing the Healthfulness of Consumers' Grocery Purchases" by Richard Volpe and Abigail Okrent, few households meet the guidelines when food shopping, as consumers buy too few fruits, vegetables and whole grains, and too many refined grains, fats and added sugars.

The average Healthy Eating Index score for food-at-home purchases was only 56.4 for an average consumer, far below the maximum score of 100, which would indicate full adherence to the Dietary Guidelines. The healthfulness of purchases varies somewhat across geographic regions and markets, with consumers in the Northeast

The study, which is available in its entirety online through the U.S. Department of Agriculture's Economic Research Service, employs self-reported purchase data from the Nielsen Homescan database for the years 1998 through 2006. **UB**

Article contributed by Linda Lindner
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DON'T MISS THE ONE SURE BET IN VEGAS...

Why do some hard-boiled eggs peel easier than others?

Peeling hardboiled eggs is a roll of the dice. Some eggshells come off almost all intact, but others cling desperately, no matter how you pick at them. So, why are some eggs easier to peel than others? Some would think how an egg peels may have no rhyme or reason, but scientists say an egg's age is the rationale behind how its shell comes off.

As a general rule of thumb, eggs that are very fresh typically are more difficult to peel than other eggs.

According to egg experts, the inside of a newly laid egg is a very acidic environment, and while it is fresh, the white part (albumen) which contains carbon dioxide, sticks alongside the shell membrane. As

time passes, the gas escapes through the egg's tiny pores in its shell and gradually causes the pH of the white to increase, making it less acidic, not as sticky and easier to peel. An average commercially produced egg, when kept refrigerated, reaches the ideal pH for peeling 7 to 10 days after it's laid.

The USDA provides a complementary explanation for why some hard boiled eggs are hard to peel in which it focuses on the air cell that sits between the outer and inner shell membranes.

"As the contents of the egg contracts and the air cell enlarges, the shell becomes easier to peel," the USDA Shell Eggs from



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Farm to Table fact sheet states. "For this reason, older eggs make better candidates for hard cooking,"

In conclusion, the best way to ensure your eggs peel easier and for the best results is to use eggs that were stored in your refrigerator for 7 to 10 days before boiling. **UB**

Article contributed by Linda Lindner
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PROTEIN INNOVATIONS

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Omega-3 available in your dairy aisle

Looking for another way to boost your Omega-3 intake? Food science researchers at Virginia Tech say it is now possible to incorporate fish oil into milk and dairy-based beverages in amounts sufficient to promote heart health without destroying the product's taste or limiting its lifespan.

Another happy finding, there is no difference in smell. 25 volunteers evaluated one-ounce cups of standard 2 percent milk alongside samples of skim milk containing 78 parts butter oil to 22 parts fish oil in institutionally approved study conditions.

"We couldn't find any aroma differences," said Susan E. Duncan, a professor of food science and technology in the College of Agriculture and Life Sciences press release. "We were concerned the fish oil would undergo a chemical process called oxidation, which would shorten the milk's shelf life, or the milk would acquire a cardboard or paint flavor by reacting with the fish oil. It appears we have a product that is stable, with no chemical taste or smell issues."

The study, which is featured in the November 2012 issue of the *Journal of Dairy Science*, tested four different ratios of butter oil to fish oil in the production of pasteurized, fatty acid-fortified beverages.

The aroma-free formulation delivered 432 milligrams of heart-healthy fatty acids per cup, close to the 500 milligram daily target for healthy people suggested by a



broad range of health studies. The U.S. Department of Agriculture suggests daily consumption of 250 milligrams per day in healthy adults.

Research has shown Omega-3 fatty acids are helpful for preventing coronary disease, reducing inflammation, assisting infant brain development, and maintaining brain function.

Meanwhile, the American Heart Association recommends eating two servings of fatty fish per week, citing research that has shown

Omega-3 fatty acids decrease the risk of potentially fatal heart arrhythmias, decrease triglyceride levels, slow growth of atherosclerotic plaque, and slightly lower blood pressure.

"I think the dairy industry can look at our study and determine whether it is plausible to modify its products," Duncan said. "I would like to help people who love milk, yogurt, and dairy, which have intrinsic nutritional value, address an additional need in their diets, especially if they don't like to eat fish or can't afford it. One of these dairy servings a day apparently is enough to sustain enough continuous Omega-3 to benefit heart health."

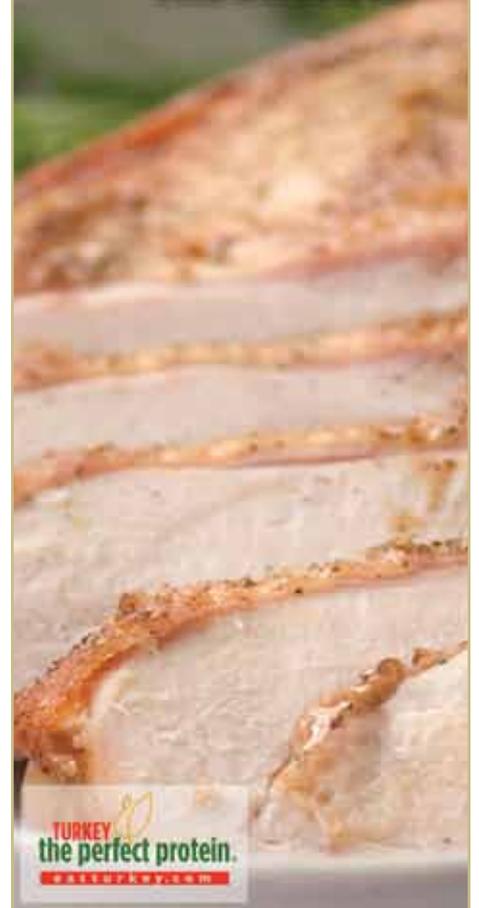
If such a product catches on with consumers, Duncan said the next step for researchers is to follow groups of volunteers in an epidemiological study of whether the food improves health outcomes. **UB**

Article contributed by Linda Lindner
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Panama: the crossroads of the Americas

Panama Canal container ship in lock.

The word Panama may invoke images of spring break, the canal, or even Van Halen, but the nation itself has a much deeper culture. The Republic of Panama is the southernmost country of Central America and sits snugly at the crossroads of North America and South America.

Panama has a rich history as a hub for maritime trade; with the completion of the Panama Canal in 1914 acting as the primary catalyst. The completion of the canal not only cut the distance of shipping routes between the Atlantic and Pacific Oceans in half, but also made the journey far safer. Now, nearly 300 million tons of shipments make their way across these waters each year.

With so much travel through the nation it is only natural that Panama's economy is primarily service based. Approximately 79% of the country's total GDP comes

from the services sector, with much of that being through the canal. Even with the services sector dominating the economy, all aspects of it are growing. Panama now finds itself as the fourth fastest growing nation in terms of GDP with an astonishing growth rate of over 10%.

The seafood industry is an essential component to Panama's economy as well as its culture. In the indigenous language of the country the word Panama literally translates to "abundance of fish" - and an abundance of fish they have. Shrimp, Corvina, and Tuna are among the top exports of Panama, as well as staples for the natives. With so much of the economic background taking place on the water, Panama's culture is deeply embedded in that of a coastal and maritime society.

Another product that seems to please the Panamanian palate is chicken. Panama is the top consumer of chicken in all of Latin America. The bird is the feature in many of their traditional dishes and, agriculturally speaking, has become a key import.

Panama's short but rich history has developed a beautiful culture as well as one of the most important shipping routes the world has seen. The isthmus connects north to south, the Canal connects east to west, and with the extreme growth taking place in this blooming nation, Panama may just be the connection between Latin America and the global economy. **UB**

Article contributed by Carter Mack
mail@urnerbarry.com

Panama / U.S. comparison



AREA	75,420 sq km	9,826,675 sq km
COASTLINE	2,490 km	19,924 km
POPULATION	3,510,045	313,232,044
LIFE EXPECTANCY	77.96 years	78.37 years
GDP	\$30.08 billion	\$14.83 trillion
GDP (per capita)	\$14,100 (2011 est.)	\$47,200
AGRICULTURE AS A %GDP	4.1%	1.2%
AGRICULTURAL PRODUCTS	bananas, rice, corn, coffee, sugarcane, vegetables, livestock, shrimp	wheat, corn, beef, pork, fish poultry, dairy products
LABOR FORCE	1.486 million	153.6 million
UNEMPLOYMENT RATE	4.5%	9%
OIL PRODUCTION	0 (bbl/day)	9.688 (million bbl/day)
OIL CONSUMPTION	97,000 (bbl/day)	19.15 (million bbl/day)

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Pork packs a nutritional punch at school lunch

Contributed by the Pork Checkoff

“Bring on the pork” is the Pork Checkoff’s focus as new U.S. Department of Agriculture (USDA) requirements revamp the school lunch program.

“As USDA updates its nutrition standards for school meals, there have been concerns that meat is being cut out of the menu,” says Adria Sheil-Brown, a registered dietitian and manager of nutrition communications and research for the Pork Checkoff. “In reality, the amount of meat/meat alternate required as part of the new school lunch program is almost identical to previous requirements.”

“These changes provide more choices and flexibility for schools, including the availability of more fruits and vegetables,”

The new guidelines, which seek to reduce the amount of trans fat, saturated fat and sodium in school lunches, draw on the latest nutrition science. The standards take into account the health risks facing children today, including the childhood obesity epidemic and related illnesses such as hypertension and diabetes.

“These changes provide more choices and flexibility for schools, including the availability of more fruits and vegetables,” says Sheil-Brown, who notes that school lunches provide about one-third of children’s nutrients per day.



Pork Caesar Sandwich. This sandwich with sliced pork and lettuce served on a white plate with yellow stripes makes for a perfect lunchtime meal.

To help ensure that pork provides a portion of these nutrients, the Pork Checkoff is taking a proactive approach to emphasize lean pork’s role in a healthy diet for children and teens.

“We’re working on nutrition research projects that support the importance of animal protein at breakfast with

adolescents and assess its impact on satiety, weight management/weight loss and brain function,” Sheil-Brown says.

SAVE ROOM FOR PORK

Meat remains an option for both breakfast and lunch in the USDA’s new guidelines, which many schools have already implemented, even though the standards don’t go into effect until 2013.

Keeping meat on the menu is important, since research continues to show that fresh, lean pork products help people increase their intake of important nutrients while adding variety to their diet, according to current data from the National Health and Nutrition Examination Survey (NHANES).

It’s all about balance, Sheil-Brown notes. “The Pork Checkoff will continue to use research to demonstrate pork’s role in a healthy diet and within the school meal program.” **UB**



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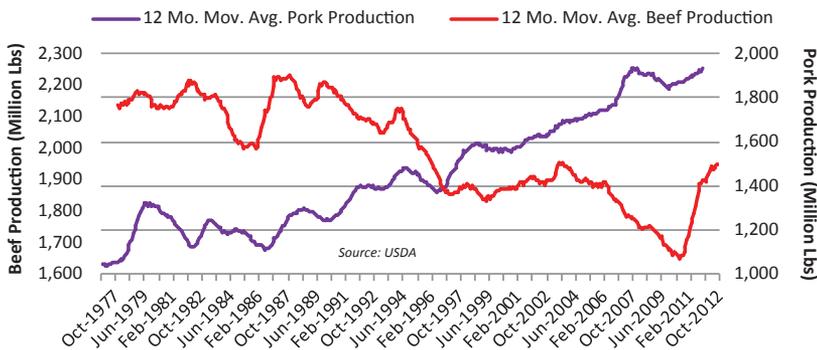
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Harvested meats at a glance

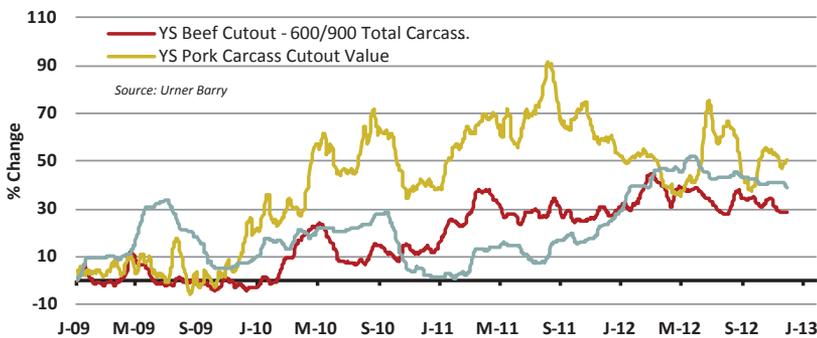
Historical Monthly Federally Inspected Red Meat Production



RED MEAT PRODUCTION:

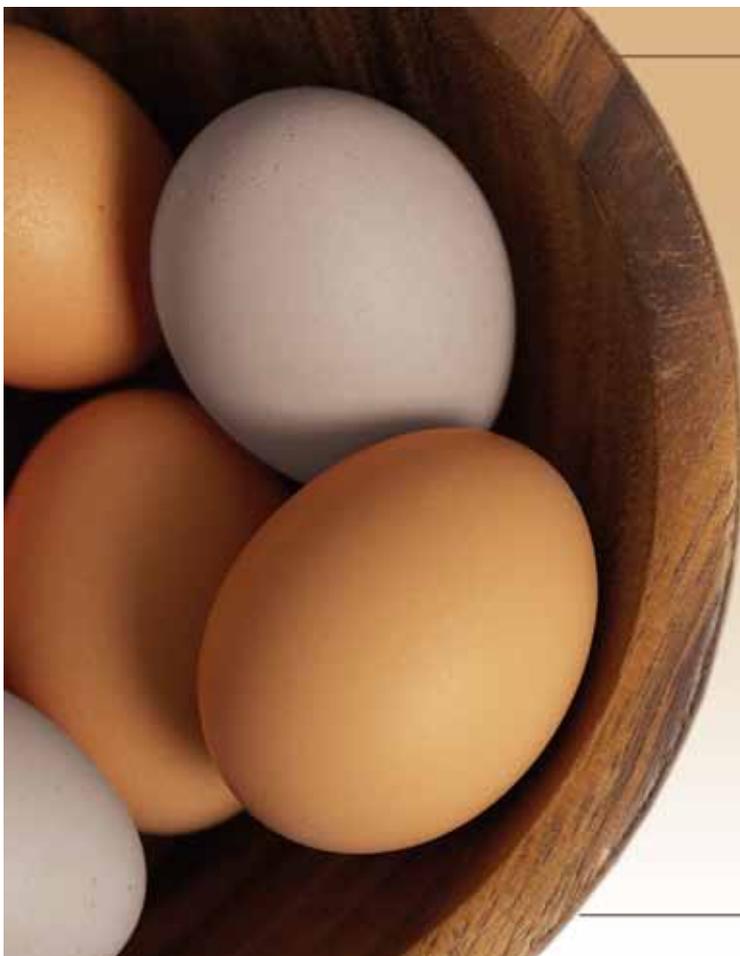
This chart displays the Federally Inspected Production of both beef and pork. While pork production has increased in a linear fashion, beef production has decreased over the same time period on a much more uneven path.

Beef Cutout vs. Pork Cutout vs. Chicken Index



CUTOUTS:

Displayed is the percent change of the individual wholesale cutouts for pork, beef and chicken. While beef and pork followed similar, conservatively bullish paths this year, pork was noticeably more volatile. However, by the 4th quarter, pork wholesale values were only modestly higher on a percent change basis than beef and chicken.



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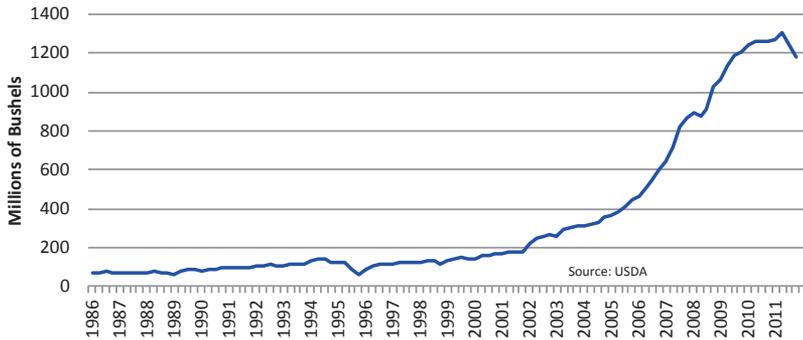
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Corn in the U.S.

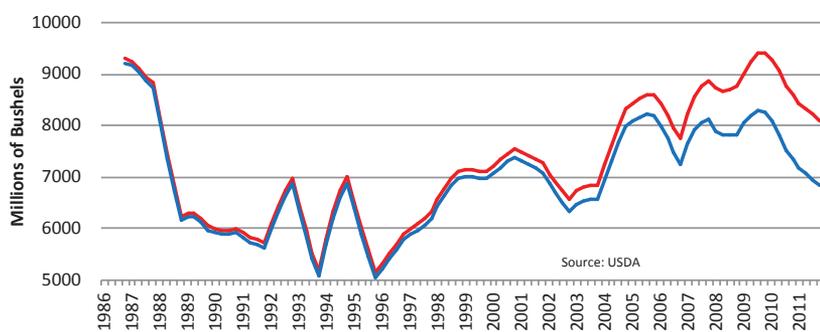
Bushels of Corn Utilized for Alcohol for Fuel Use



CORN FUEL:

The curve of corn utilized for ethanol has become nearly exponential in the last decade. While adding to available fuel stocks, this strain on raw materials has drawn heat in the recently debated Farm Bill as it inherently lessens the amount of corn to be used for feed and food production.

Corn Supply vs. Corn Supply after Ethanol Production

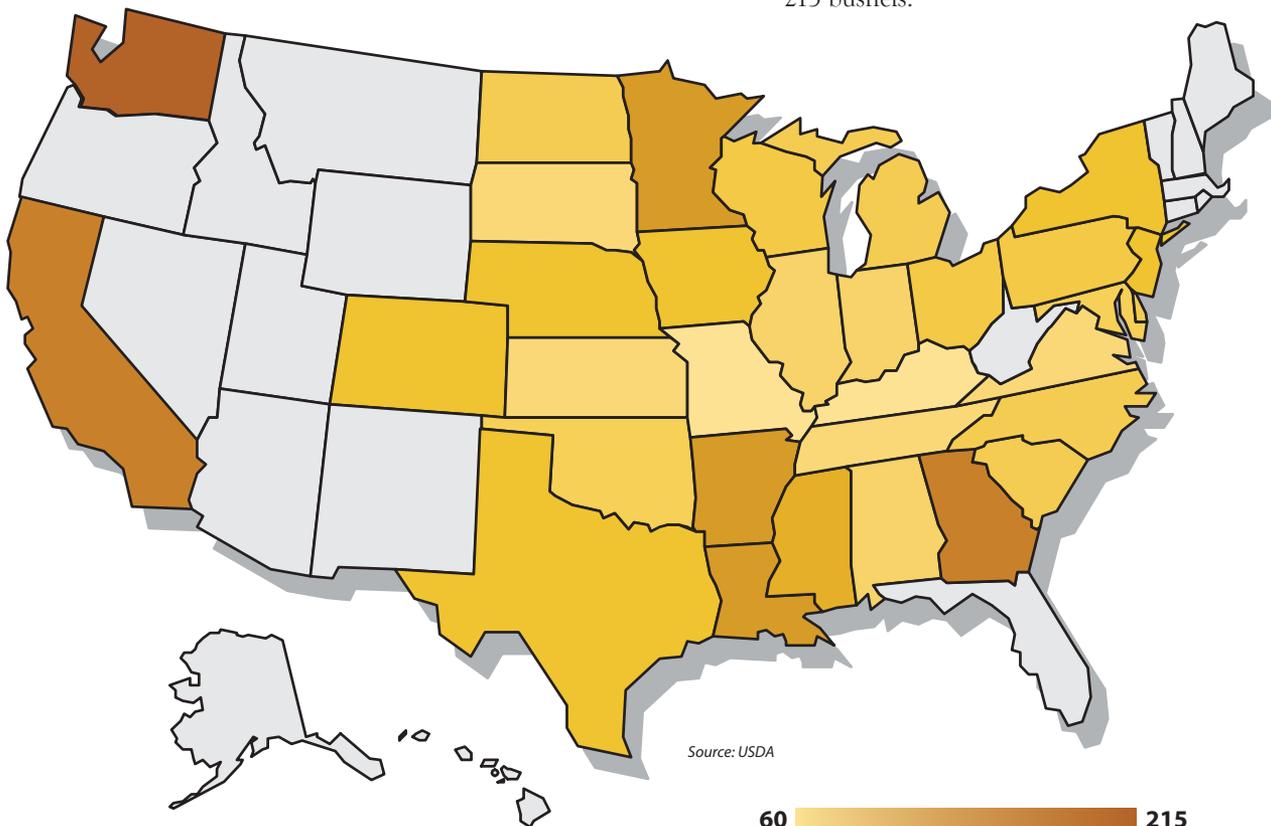


CORN SUPPLY:

These curves show total corn supply, and total corn supply after corn has been removed in order to fill the ethanol mandate. In times of draught, this decrease in available stocks can become a deeply debated issue with real world consequences in commodity and consumer costs.

CORN YIELD:

This map shows the yield per acre of corn harvested in November of 2012. Washington State leads all other states in yield (not production) with a yield per acre of 215 bushels.



Source: USDA



Alaskan snow crab quota for 2013 cut by 25%, to 66 million lbs.

The ADF&G announced the 2012/13 snow crab quota will be cut by 25% from the 2011/12 levels.

This is slightly more than the industry expectation coming out of last month's plan team meetings in Seattle, where a 20% cut was surmised.

The total for 2012/13 will be 66.35 million pounds, compared to a TAC of 88.894 million pounds last year.

Despite the record-breaking ice cover and a season extension, 100% of the 2011/12 quota was caught.

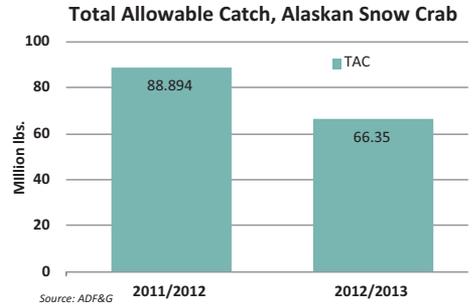
Interestingly, the total mature biomass for snow crab has increased over last year, to 1.134 billion pounds. In 2011/12 it

"...the total mature biomass for snow crab has increased over last year..."

was 1.107 billion pounds. However, the fishery only targets large legal size males, and despite the increase in biomass the amount of legal size males available to the fishery decreased.

The Canadian snow crab quota, which last year totaled around 90,000 tons across all provinces, will not be announced until April of 2013. **UB**

This article, by John Sackton, originally appeared on Seafoodnews.com on October 8, 2012.



Snow crab section

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Disaster

Continued from page 1

especially hard, flooding numerous streets, tunnels and subway lines, as well as cutting off electricity to parts of the city and its suburbs,” said NPB Public Relations Manager Teresa Roof. “And through the Pork Checkoff’s event trailer, a mobile kitchen equipped with grills and cooking supplies, there was a perfect opportunity to help all in need.”

A little over a week after the storm, the NPB’s pork trailer arrived in Ocean County, NJ—one of the hardest hit areas in the region and home to the offices of Urner Barry—where volunteers from Iowa and Indiana cooked up thousands of servings of pork products donated by Smithfield, Johnsonville and Hatfield Foods.

“In all, over 9,100 servings—158 boneless loins, 306 boneless half loins and 408 packages of brat patties—were distributed over the course of the week to New Jersey residents. Extra product was donated to Operation BBQ Relief to



Smithfield Foods, Johnsonville and Hatfield Brands offered support through product donations. Smithfield donated 1,600 pounds of pork loin; Johnsonville contributed 5,760 pork patties; and Hatfield supplied 51 cases of boneless half loins and seven cases of sausage grillers, equating to 1,000 total pounds.

continue distribution in Brick, N.J.,” Roof said.

According to Steve Strucker, an independent pork producer from Iowa, there was little effort required to get his fellow pork industry colleagues to drop what they were doing to provide disaster assistance for the victims.

For Strucker, who also works as a concrete mix salesman, his time spent in New Jersey reinvigorated his passion for the pork industry.

“Because of this trip I’ve been revived to be more committed and dedicated to what I’ve always loved—the pork industry,” he said. “The ten gentlemen on this trip got more than just an opportunity to help someone in need, we made friendships and ties that won’t be forgotten.”

Todd Rodibaugh, a producer & state regional manager for the NPB’s Northeast Region, said relief efforts were indicative of the organization’s ‘We Care’ initiatives that encourage pork producers to act responsibly in all facets of their professional and everyday lives.

“The ‘We Care’ initiative basically ensures that pork producers are committed to the general public, that we’re doing the right thing on our farms, in our businesses and certainly in the community,” he said. “This is a great example of the producers’ commitment to the betterment of their communities.” **UB**

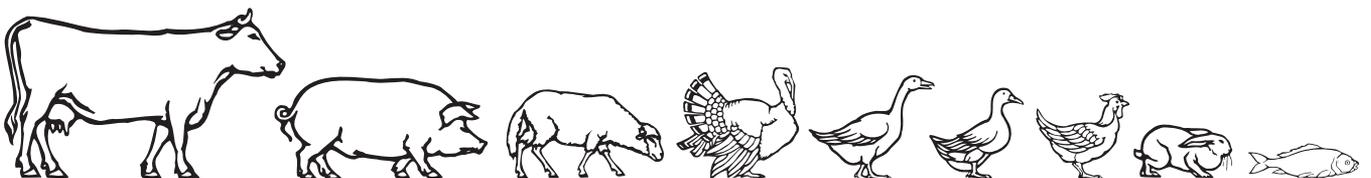
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Food inflation

Continued from page 1

countries that rely on grain imports and spend a much larger proportion of their disposable income on food that truly feel the effects of food inflation.

According to 2011 USDA data, on average, the population of the United States spends 6.7 percent of its income on food—the lowest proportion of the developed and developing world. Therefore, remember before any other figures are discussed, we

are (technically on paper) the least affected country on average by food inflation. In addition, although grain and feed prices undoubtedly work through the entire food production and processing chains, the U.S. remains the largest producer of corn, soybeans and wheat in the world and

therefore retains a buffer against broad food shortages and aggressive food-based inflation. Over the last five years, the U.S. has exported an average of only around 16.5% or just over two billion bushels per year of its 12 to 13 billion bushel annual corn crop.

Rapidly increasing food prices contributed to, at least in part, the Arab Spring, a series of uprisings and protests beginning in 2010 by the citizens of multiple Arab nations. When examining what is often considered ground-zero of the Arab Spring, Egypt, one can understand how unsettling rising food prices can be. Egypt is the number one importer of wheat and the fourth largest importer of corn at nearly 217 million bushels per year. In addition, unlike the citizens of the U.S., Egyptians spend on average 43.6 percent of their income on food. Hypothetically, if the average income were \$10,000 in Egypt, \$4,360 of that would go toward food compared to just \$670 in the United States. Between 2008 and 2010, in the lead up to the revolution, local food prices in Egypt



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increased upwards of 37%. That increase, when applied to the hypothetical case of \$10,000/year average personal income, equates to an additional \$1,613 spent on food and consequently \$1,613 less to pay for taxes, utilities, mortgages etc. On top of what they were already shelling out for food, that aggressive case of food inflation resulted in nearly 60% of one's income going toward basic nutrition. Clearly, when

you are already paying nearly half of your disposable income to feed yourself and your family, every incremental rise in food costs can be a crushing burden.

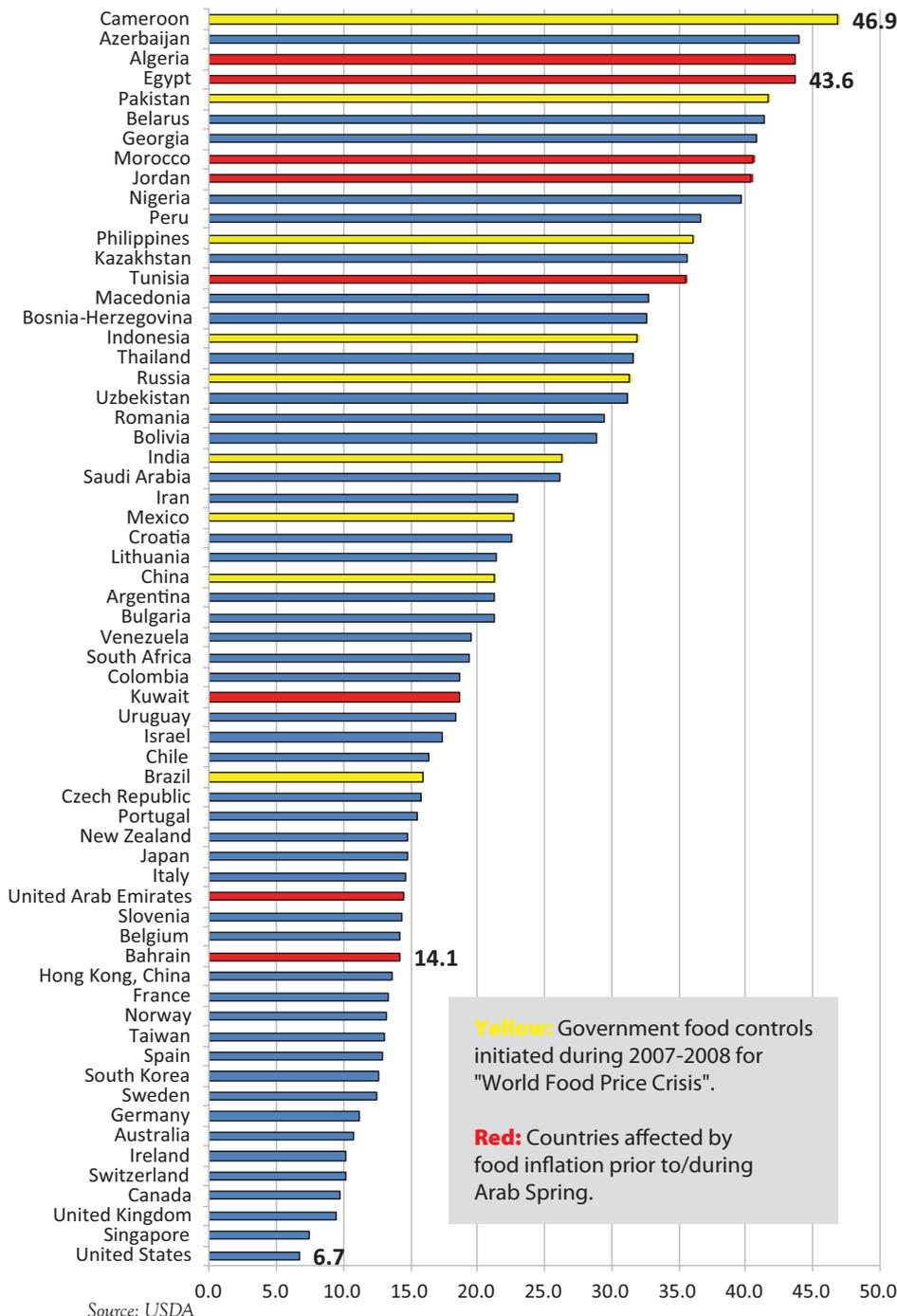
It should be fairly obvious that we in the U.S. are far from the conditions that spurred the Arab Spring. The graph provided shows that the majority of uprisings and government controls brought

“In some areas of the world, food inflation can (and recently did) contribute to much more serious consequences than costlier BLTs...”

about by rising food prices occurred among populations that spend 35% or more of their income on nutrition. However, as our economy slowed in recent years, so has our wage growth. At the same time, the population continues to grow, resulting in the competing factors of bolstered requirements for food production and more land required for habitation. If food prices were to double within our borders while wages remain near constant, it is easy to imagine a case where the U.S. spends nearly the same amount of income for sustenance as Bahrain (14.1%); an Arab nation spending the lowest amount among its neighbors on food yet still combating civil unrest. **UB**

Article contributed by Russell Barton
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Percent of Income Spent on Food





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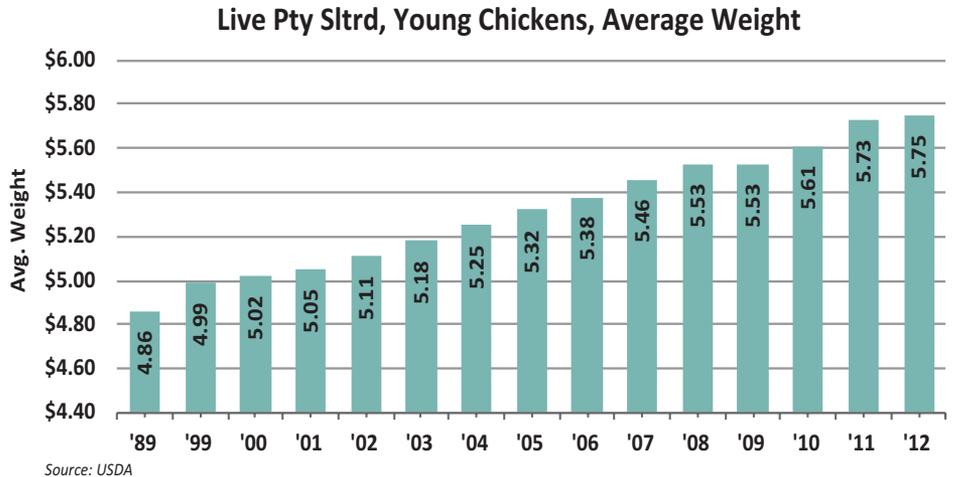
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meats. The U.S. chicken industry has become among the most efficient and cost effective producers of meat on the globe and continues to export approximately 20% of its production. That trend will only increase as meat consumption continues to grow in developing countries where feedstuffs are more expensive to produce or import. It is expected that chicken exports from the U.S. will continue to exceed 7 billion pounds annually.

UBR: The popularity of wings in the QSR sector has been a boon for the industry. Looking ahead, how do processors best balance the need to cover wing commitments while justifying producing and marketing the rest of the bird?

BL: It is simple really, there are only two wings on each chicken and as the number of chickens has declined the past couple of years, so has the total number of available wings. We expect that as the popularity of wings continues to increase at sports bars, traditional wing



According to NCC chairman Bill Lovette, during the past decade chicken producers have been faced with increasingly volatile (high) production costs and have attempted to offset these advances by growing heavier chickens that provide improved meat yields at lower processing costs.

based concepts and other venues, the prices for wings will continue to increase. Consumers continue to be willing to pay more due to growing popularity and wider distribution. We do see a growth in boneless wings made from boneless skinless breast meat as an alternative to bone-in wings. But, even with the

growing popularity of boneless wings and nuggets, bone-in wings continue to be the preferred choice of consumers and consumption of this traditional category continues to rise. **UB**

Interview conducted by Mike O'Shaughnessy
Mikeosh@urnerbarr.com

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Pulaski

Continued from page 50

Else had also served in an apprenticeship program there. The two used their experience and know-how to create a wide variety of Hams, Kielbasa, Sausages and over 165 other European specialties that have been gracing tables for years.

This past December Pulaski Meats launched their new Contract Manufacturing Program for retailers, wholesalers and brand owners. This program offers Pulaski Meats customers the ability to create a line of private label branded pork products made for today's ever-expanding consumer palates.

"We provide our customers extensive category expertise and knowledge. We work closely with them to make sure we deliver the quality they expect and the value they demand. We want to make sure that our customers are proud to put their names on the products we make," stated Judy Preiss one of the owners of Pulaski Meats.

Pulaski's Contract Manufacturing Program offers its customers a complete turnkey solution for producing a line of high-quality products from recipe development right through to packaging. Furthermore, Pulaski customers can be confident that their products are being processed in a state-of-the-art USDA plant, accurately and on time.

"When consumers taste Pulaski Meats products, they immediately realize what they've been missing. It's a revelation." Preiss concluded, "All of Pulaski Meats' products deliver unique rich flavor and memories to accommodate today's ever-expanding consumer palate." **U**

Article contributed by Linda Lindner
Llindner@urnerbarry.com

Answers to the quiz on page 53

1. D. Backstrap
2. C. Cottage
3. A. Finger Meat
4. A. Rocky Mountain Oysters
5. C. The Trotter is the larger and thicker of the two bones of the hind leg between the stifle and the hock.
6. B. Bark

Advertiser index...

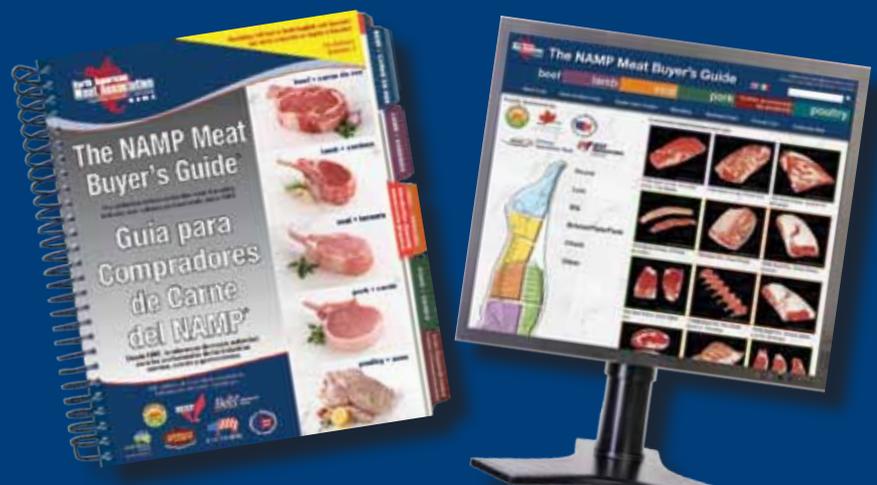
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